## LATE SPORT NEWS AT HOME AND ABROAD

#### WHERE WILL JOHNSON AND JESS WILLARD PULL OFF TITLE BOUT?

### LOCAL BOWLING

## **ARGONAUTS** HAMILTON

**FEDERALS** 

**BACKED TO** 

# A Canadian Drink "Made in Canada"

UR great national drink, GIN, is of French origin. The name itself is derived from the French word Genievre, meaning juniper. Little wonder that the French-Canadians love so well good gin, an ancient French drink, not only as a beverage but for medicinal use. They have had its value implanted into their minds through many generations. Gin has taken a place in the world of French-Canadian drinks that nothing will ever eradicate.

There are hundreds of thousands of cases of gin drunk in the Dominion every year. Of this only about 60% is made in Canada. The remainder comes from Europe. Some of it comes from England, but the vast bulk of imported gin—the popular drink of this country—comes from continental Europe—from the theatre of the great war.

Canada produces in RED CROSS GIN a liquor that is infinitely better than any imported gin. It is the only gin made in Canada. It is made in bond, and not allowed to be sold to the consumer until it has matured for years. Being thus under the supervision of the Canadian Government you have an absolute guarantee of its age as a beverage. Look for the Government label on every bottle showing its maturity.

You have no such guarantee with foreign gin. A gin made in continental Europe may be bottled and shipped to Canada a few days after its manufacture. It bears no label guaranteeing maturity.

#### Canadians should stand together

"Canada for the Canadians" is Important! the slogan that is gaining daily force. Buy "Made-in-Canada" goods-keep your cash in Canada. Apply this to Gin. Insist on getting RED CROSS GIN, not only because it is home manufactured Canadian liquor of reliable quality, but because you have an absolute guarantee of maturity under the seal of your own Canadian Government.

Ask always for RED CROSS GIN and insist on getting it.

On the first of January next the name "RED CROSS" GIN will be changed to "GOLD GROSS" GIN. Under the new name GOLD CROSS, the present pur-ity, food, medicinal and beverage value of this splendid gin will be maintained. It will simply be the old favorite RED CROSS under the new name GOLD CROSS.



Montreal

If any idea prevails that Fleming is not there with the punch, such should be removed, after looking over his

#### That Harvard Accent Will Be Heard Today



d Island

dance expected on December unch Maritime ovement.