

Personality

The two great obstacles to the healthy development of personality are jealousy and fear, and they are as high and terrible in business as in any other department of life's activities. So long as a man harbors envy for any one of his fellows, more especially his competitor in business, so long will he be devoid of that elixir which personality advertises. Being jealous of some other man does not harm the other man;

it only injures the jealous man. And if the jealousy be openly expressed, whilst the object of the envy receives an addition of benefit and value for himself through the gratuitous advertisement. A man occupied in envying another is using up power which he could better apply for his own progression.

The largest book in the world is in the British Museum. It is an atlas, measuring 5 feet 10 inches by 3 feet 2 inches and weighing close upon 2 cwt.

Will Clean Germans From Northern France

Invasion of Germany and Recovery of Belgium in the Spring.

(Toronto Globe.)

Foch clearly intends to drive the Germans out of Northern France before winter and to spend the rainy season preparing for the invasion of Germany and the recovery of Belgium in the spring. The breaching out of the Hindenburg line will secure his ends, for the Germans have no real system of defence between it and the Meuse. A retirement to the Meuse would involve the surrender of almost all the occupied French territory save a bit of hill country in the Department of the Ardennes.

Pressing against the Hindenburg line and its related defences at Armentieres, La Bassée, Lens, Cambrai, St. Quentin, the Forest of St. Gobain, Rheims and Verdun, the Allied troops face generally northeasterly. An advance of from twenty to fifty miles in this northeasterly direction would not leave a German on the soil of Northern France. From Armentieres across Lille and its suburbs to the Belgian border is a matter of only eighteen miles. From La Bassée, where British troops are in position, the distance is a little more, but the Canadians in the Valley of the Senne in their approach to Cambrai are only twenty-one miles from the Belgian frontier. At St. Quentin and Rheims the enemy holds a depth of fifty miles of French territory, while an advance of about twenty-five miles north and east from the Allied lines around Verdun would not leave a German in Lorraine.

How small in area though tremendously important in an industrial sense is the part of France held by the enemy may be seen by taking a map of the country and drawing a line from Armentieres by way of Lens, Cambrai, St. Quentin, St. Gobain Forest west of Laon, Rheims and Verdun to the Moselle near Metz. The territory to the north of this line represents considerably less than five per cent. of the total area of France. Another advance during the present fall upon the scale of those which have been made since Foch began his counter offensive on July 18 would clear the Germans out of Northern France.

Their remains almost two months of campaigning weather before the rainy season sets in and active operations must be suspended. If by the first of October the Forest of St. Gobain has been enveloped and the Germans have been driven out of La Fere and Laon no serious difficulty should be experienced by the Allies in reaching the line of the Meuse by mid-November. The key of the enemy's position is the Plateau of Flanders, which in the battle of "The Dump," which in the battle of Loos cost thousands of lives and remained in the enemy's possession—less than twenty-five miles. At Lens the distance is a little more, but the Canadians in the Valley of the Senne in their approach to Cambrai are only twenty-one miles from the Belgian frontier. At St. Quentin and Rheims the enemy holds a depth of fifty miles of French territory, while an advance of about twenty-five miles north and east from the Allied lines around Verdun would not leave a German in Lorraine.

Wholesome and Economical

ONE of the most nutritious and sustaining foods is found in packages labeled, "McCormick's" Jersey Cream Sodas. These biscuits are also an economical war-time food and can be used in so many useful ways that a package or two should be kept always on hand.

McCormick's Biscuits and Candies

(Known and used in Canada for over 60 years)

are made in an immense new plant, snow-white inside and out, where visitors are always welcome to inspect every process of manufacture. The more you know about McCormick's Products the more you enjoy them.

The McCormick Manufacturing Co., Limited

General Offices and Factory: LONDON, CANADA.

Branch Warehouse: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.

CANADA FOOD BOARD LICENSES 11-003, 14-166.

WAR RECIPES

SATURDAY

Barley Ginger Snaps.

1 cupful molasses, 1-2 cupful butter, 3 tablespoonfuls hot water, 1 teaspoonful soda, about 3 cupfuls flour, 1 cupful cornmeal, 1 1-2 teaspoonfuls

shortening it is by the evacuation of Northern France, and the Flanders coast. Foch is making evacuation inevitable by his repeated hammer strokes.

ginger, 1 teaspoonful salt.

Boil the molasses five minutes. Re-

move from the fire and add at once

the shortening and the soda dissolved

in the hot water. Still until foamy

and well blended. While still a little

warm, stir in the barley flour sifted

with the ginger and salt. It should

be stiff enough to knead easily. Roll

to water thinness on a well-floured

board. Bake in a hot oven. This

quantity will make from eight to ten

dozen small snaps.

Baked Beets.

Wash carefully, wipe dry, and put six medium-sized, whole beets into an oven of moderate heat. Bake slowly until they feel soft under the pressure of the fingers. Peel, slice, and serve hot with two tablespoonfuls of butter or margarine.

In yesterday's War Menu:—"Sago Flana Pudding" for "half tablespoonful of soda" read "half teaspoonful of soda."

READ THE ADVOCATE

Herring Nets!

Star Brand

All sizes in Stock

Calomine in 5 lb. pkgs. all colours

Axe and Axe Handles, Shot & Gunpowder, Lanterns, Spinning Wheels, Feathers, Oiled Clothing

Mixed Paints, Sapolin Varnish etc.. Whiting.

Wholesale and Retail.

Steer Brothers

FISHERMEN PLANTERS

THE TRADING CO'Y., AT PORT UNION

IS PREPARED TO PURCHASE YOUR LABRADOR SOFT, STRAITS, LABRADOR AND SHORE DRY CODFISH. GIVE US A CALL

We carry a large stock of White Flour which will be available to those disposing of their fish and oil at Catalina.

We are paying St. John's Prices for Fishery Produce. We carry ample stocks of Provisions to supply those who ship their fish at Port Union.

Give Port Union a Call Should you be wind bound at Catalina and see for yourself. By selling at Port Union you become your own Exporters and aid in building up your own business.

We pay the Highest Prices for Cod Oil. Your Cheque can be cashed at The Bank of Nova Scotia Catalina.

By selling at Port Union Schooner Crews from the North will cut off two weeks time that is now spent waiting for a favourable wind from Catalina to St. John's and from St. John's to Catalina.

YOU HAVE A LOT TO GAIN BY SELLING AND BUYING AT PORT UNION.

FISHERMEN'S UNION TRADING COMPANY, Limited,
Port Union, - - Newfoundland.