

Let "Dick" Choose

Fill your bird's seed dish fresh with the seed you have been using, then put some of BROCK'S within reach, and see how quickly Dick picks out "Brock's".



Feed him for a month on **Brock's Bird Seed**

—let him enjoy the cake of Brock's Bird Treat that comes in every box—and notice the improvement in his plumage, health and song.

Let "Dick" try this Bird Tonic at our expense. Mail us the coupon below, filled in, and we will send you, absolutely free, two full-size cakes of Brock's Bird Treat. 45

NICHOLSON & BROCK
9-11 Francis St., Toronto.

For this coupon please send me, free of charge or obligation on my part, two full size cakes of Brock's Bird Treat, and oblige.

NAME.....
ADDRESS.....

ment in plant, increased business, augmented assets and in other ways the company may improve its position, and, therefore, the security behind its bonds and naturally the value of the bonds; but if this is not reflected in the market price of the bonds it is of small importance. So, very inactive bonds are not likely to appreciate materially while the more speculative issues often show marked appreciation as conditions improve. Take, for example, Canada Cement bonds. On the week ending January 5, 1911, the bonds sold in some volume at 98. Last week the quotation was 101.14 bid. This advance has resulted solely from the improved position of the company. Yet, had the bonds not possessed an active market this improvement would not have been reflected.

As a class, industrial bonds cannot be said to possess stability of market price in a very high degree. Some of the smaller issues enjoy a fictitious stability owing to the fact that they have no market quotations to reflect their price movements. On the whole, however, these bonds are subject to fluctuations, depending on the business outlook. Of course, just as our business depressions do not reach the same depths of dejection—by a very wide margin, indeed, it may be noted—nor our periods of prosperity carry us to such heights of over-expansion of business and credit, as similar conditions do with our American cousins in the States, our industrial bond prices do not fluctuate so violently. On the whole, there has been more up than down in Canadian price movements so far.

MAKING SAFE INVESTMENTS

RETURN ON INDUSTRIALS GREATER THAN FROM ALMOST ANY OTHER CLASS OF BOND.

Rather More Than One and One-half Points Above Municipals as a Rule—Bonds Usually Fairly Easily Marketed and Have Fair Prospects of Appreciating in Value—Industrial Price Fluctuations Depend on Outlook for Business Conditions.

The articles contributed by "Investor" are for the sole purpose of guiding prospective investors, and, if possible of saving them from losing money through placing it in "wild-cat" enterprises. The impartial and reliable character of the information may be relied upon. The writer of these articles and the publisher of this paper have no interests to serve in connection with this matter other than those of the reader.

(By "Investor.")

While, as we have seen, the safety of industrial bonds varies from the highly of mind

AS GOOD AS A DOCTOR IN THE HOUSE

Baby's Own Tablets should be kept in every home where there are little ones. They are as good as a doctor; are absolutely safe and can always be relied upon to drive away any malady arising from derangements of the stomach or bowels. Concerning them Mrs. Q. A. Wheeler, Northlands, Sask., says: "I have found Baby's Own Tablets an invaluable medicine. I live twenty miles from town and doctor, so am glad to have so reliable a medicine at hand. I consider the Tablets a real necessity in the home, and shall never be without them. They have kept my baby well and have made him a bonnie baby." The Tablets are sold by medicine dealers or at 25 cents a box from Williams' Medicine Ont.

GILLETT'S PERFUMED LYE

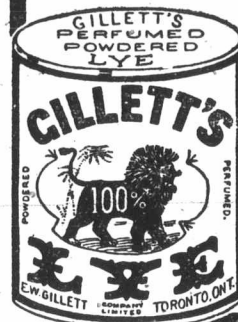
CAUTION.

Put a strong glass on the label and examine it closely every time. Always look for the name "Gillett's."

Like all good articles, which are extensively advertised, Gillett's Lye is frequently and very closely imitated. In some instances the imitators have actually copied directions and other printed matter from our label word for word. Be wise, and refuse to purchase imitation articles for they are never satisfactory.

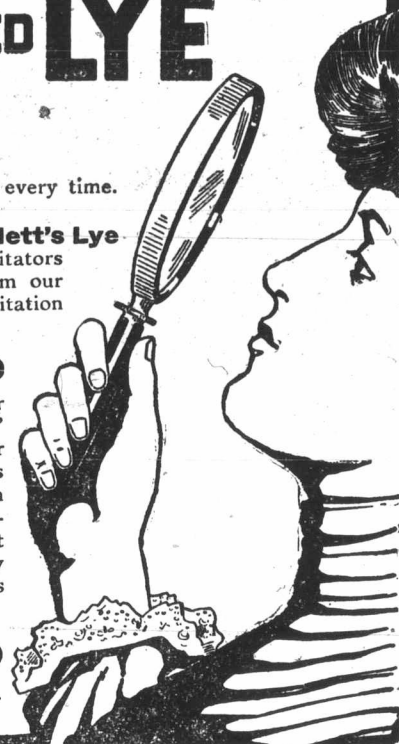
Insist On Getting Gillett's Lye

and decline to accept anything that looks to be an imitation or that is represented to be "just as good" or "better," or "the same thing." In our experience of over fifty years in business we have never known of an imitation article that has been a success, for imitators are not reliable people. At the best the "just as good" kinds are only trashy imitations, so decline them with thanks every time.



E. W. GILLETT COMPANY LIMITED

WINNIPEG. TORONTO, ONT. MONTREAL.



not checked. I had just time to stey aside, so as to clear the smoke and give him the other barrel in the same place. That was enough, and brought am up short when he was all but on me. He slid for a little distance from the impetus of his charge, with his great forefeet rammed out in front of him.

The next instant he wheeled and crashed back into the jungle. I had just time to slip in another cartridge and give it to him in the ear as he vanished. After waiting a few moments to compose my nerves, I explained matters to Allah Din, my orderly, who was new to the game, but full of pluck.

I knew the rogue would not go far, but would wait for us in the nastiest bit of jungle that I could find. If I led, track every change

NEWFOUNDLAND'S WEALTH.

Large Deposits of Slate, Marble and Garnets.

A report of the United States consul at St. Johns states that the slate deposits of Newfoundland for roofing and other purposes are at Trinity bay, about 120 miles by rail and steamer north of St. Johns. They are 600 to 800 feet in width, and extend for miles; 75 per cent. of the slate is a bright purple and the remainder of an attractive grayish green. They belong to the same geological formation as the (brian) as the

EXTRAORDINARY ECHOES.

The finest echo in the world is to be heard in the cathedral at Pisa, Italy. If two notes are sung there is no reverberation, but if three notes are sung they are at once taken up by the walls of the edifice, swelled, prolonged, and varied until they seem as a divine harmony from some majestic organ. The most extraordinary natural echo in the world is to be heard by the side of a small lake in Bas. On one hand rises a perpendicular cliff several thousand