

"Investments"

A Much Misused Term

Many who should be, and think they are, laying up money for their old age, are misled into so-called "Investments," where their hard-earned money is jeopardized, and frequently lost, though it is of the utmost importance to them and to those who may be dependent upon them that its absolute safety should be beyond peradventure.

To those who should invest safely and with caution, not speculate, the bonds of the Canada Permanent Mortgage Corporation can be confidently recommended. This Corporation is most conservative in the investment of the funds entrusted to it. For more than fifty-nine years it has held a leading position among Canada's financial institutions, and its bonds are a LEGAL INVESTMENT FOR TRUST FUNDS. They are issued for one hundred dollars and upwards. Write for full particulars.

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Investments

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HEAD OFFICE:

15 Richmond St. West, Toronto
Tel. M. 214

them by Haschka is here translated:

God uphold thee, mighty Emp'ror,
Monarch of our Eastern land.
Power and Wisdom e'er attend thee
Righteousness with thee shall stand,
Till with laurel crowned a victor
All hearts bow at thy command.
God uphold thee, and defend thee,
Emp'ror of our Austrian land.

Happy flow'ry land! His sceptre
Rules o'er valley, mount and plain,
Mildly, calmly, justly ruleth,
He the people's love would gain.
Yet his weaponed might in splendour
Beams thro' all the land amain.
God uphold thee, warrior, Father,
Monarch of the Austrian land!

He delights the poor to cherish,
He awakes the minstrel's lay,
He would not that any perish,
All admire the gentle sway.
"Heav'n reward him, God defend
him,"

Thus we sing and thus we pray,
Kaiser, Emperor, Monarch, Father,
All thy peaceful rule obey.

He from bondage will deliver,
He would make us truly free!
In the German heart shall ever
He the brightest mem'ry be,
Till in other worlds a welcome
Greets in blest eternity.
God defend thee, God attend thee,
Emp'ror, Franz, all hail to thee!

Italy's War-Song.

All forward! All forward!
All forward to battle! the trumpets
are crying,
All forward! All forward! Our old
flag is flying,
When Liberty calls us we linger no
longer,
Rebels, come on! though a thousand
to one!
Liberty! Liberty! deathless and
glorious,
Under thy banner thy sons are vic-
torious,
Free souls are vallant, and strong
arms are stronger,
God shall go with us and battle be
won.

Chorus—
Hurrah for the banner!
Hurrah for the banner!
Hurrah for our banner, the flag of
the free!

All forward! All forward!
All forward for freedom! In terrible
splendour
She comes to the loyal who die to
defend her.
Her stars and stripes o'er the wild
wave of battle
Shall float in the heavens to welcome
us on.
All forward! to glory, tho' life-blood
is pouring,
Where bright swords are flashing,
and cannons are roaring;
Welcome to death in the bullet's
quick rattle,—
Fighting, or falling, shall freedom be
won.

The Paternal Big Store

THE following generous letter was
issued on the seventeenth of
August by the management of
the T. Eaton Co., Toronto, and per-
sonally signed by the president, Mr.
J. C. Eaton, to every man in the fac-
tory or store who has joined in the
active defense of the Empire's honour:

"Dear Sir,—

"We wish to inform you that we are
continuing your salary at (half or full
rate as single or married) while you
are engaged in active service, aiding
Great Britain in the present war.

"In answering your country's call to
arms, we appreciate your loyalty and
hope to see you return, in the not far
distant future, having done your duty
honourably and well.

"Yours truly, etc."

In addition to which comes the offi-
cial reinsurance that the same com-
pany which provides employment to
some eleven thousand persons, about
two-thirds of the number girls and
women, has determined not to dis-
charge employees nor to reduce
salaries in the present crisis, and is
hopeful it may not have to later.

How to Win Battles

More Victories are won by siege tactics than by assaults

Apply this to business and see
what it means: it means that continuous
and steady advertising is more resultful
than campaigns that come and go, come
and go with long intervals in between.

For an advertiser with goods to sell
to suspend his selling effort now is to
make conditions worse for himself, and is
no sign of that courage which is sup-
posed to possess every Canadian heart
in these war times.

Win and hold your position in bus- iness by steadfastness in attack

SHOPPERS' GUIDE

PATENTS.

A WORKING MODEL should be built
before your patents are applied for.
Our modern machine shop and tools are
at your service. We are the only manu-
facturing attorneys in the world. Get
our advice regarding your invention. All
advice free. The Patent Selling and
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Toronto.

WRITE for our 112 page Blue Book on
patents. Tells how to invent and
dispose of patents. Trademarks regis-
tered all countries. Robb & Robb, 287-
290 Southern Bldg., Washington, D.C.

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signed attorneys for the patentee, are
prepared to supply, at a reasonable price,
any demand for the water purifying ap-
paratus described in Canadian Letters
Patent No. 127572, granted August 16th,
1910, to Lucien Linden. We are also pre-
pared to receive offers for the sale of the
patent or for licenses to manufacture
under the same. Ridout and Maybee, 59
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