



## Every Size a Supersize

**For Protection, Durability and Long Service**

To see V.D.L. Tires being made would immediately impress you with their great value and lasting qualities. The amount of care and patience exercised in their manufacture—the exceptional quality of material used and the rigid tests and critical inspections that each tire undergoes, enables a product to be marketed that is dependable in every respect.

Each V.D.L. Tire, whether Cords or Fabrics, assures you of a minimum travel range of 5,000 miles—and seldom is it that an adjustment is requested. Invariably V.D.L. Tires do far more than the mileage they are adjusted at.

Solid and massive, yet exceptionally resilient—V.D.L. Tires assure you of the greatest comfort and ease of travel.

Sold by dealers and garages throughout the Dominion.  
The 30x3 1/2 V.D.L. Cord is the only Clincher Cord Tire made in Canada for light cars.

V.D.L. Tubes are dependable and make ideal mates to V.D.L. Tires.

**VAN DER LINDE RUBBER CO., LIMITED**  
TORONTO — CANADA

Private Jones was accompanied by a certain town, a young woman they met in the street asked them if they cared to go to her house and have a cup of coffee. On arriving, they were introduced to her mother, who made excuses in regard to her appearance. She remarked: "I'll go and put on the percolator." The sergeant replied: "O, you look all right the way you are."

#### SIX-HOUR DAY AND HEALTH.

At some future time, in the light of experience gained, a further reduction of the maximum might be found of value to the health and wealth of the state, says the *Lancet* (London) but in the light of present knowledge, with industry organized as it is today, there are at least three dangers in adopting a universal six-hour day:

1.—Health might be impaired by too little activity for work is even more necessary to health than rest.  
2.—The unoccupied time might be

spent unprofitably and harmfully, since the working class population have not been accustomed to having leisure hours to devote to mental and physical recreation.  
3.—Surplus of output might not be obtained, when economic circulation would cease.

A good broomholder may be made by nailing two reels to the wall about two inches apart. Hang the broom upside down between the reels.

## FREE! FREE! FREE! FREE!

\$450 UPRIGHT AMHERST MAKE PIANO — ALSO \$110 CREMONAPHONE TALKING MACHINE AND OTHER VALUABLE PRIZES FOR THE BEST, NEATEST, CORRECT SOLUTIONS OF THE MAGIC RING PUZZLE — EVERY PERSON SUBMITTING A SOLUTION WILL RECEIVE A PERSONAL REPLY WHETHER ANSWER IS CORRECT OR NOT.

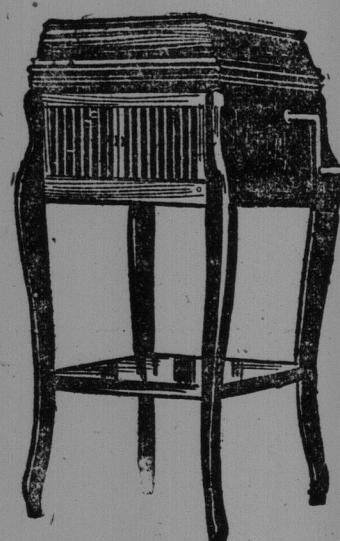


First Prize \$450 Piano

Amherst Make Piano.

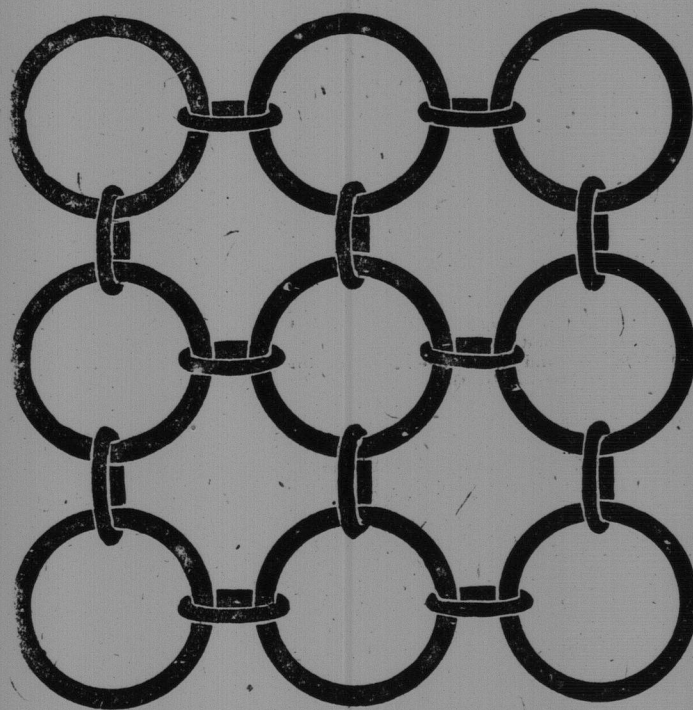
This Fine Amherst Make Piano Will be Given Free to the best, neatest, correct and most original solution to the Magic Ring Puzzle.

AMHERST PIANOS ARE RECOGNIZED AS THE WORLD'S BEST and the winner of this Piano will have just reason to be proud of the Piano. The Finest Homes and the leading Musical Institutions of Canada are now using Amherst Pianos. Remember there will only be one Piano given Free, therefore use your very best efforts.



SECOND PRIZE.

Magnificent Genuine Mahogany Cremonaphone, valued at \$110. This will be given as second prize in the Magic Ring Puzzle for the second best solution.



### CAN YOU SOLVE THIS PUZZLE? IT CAN BE DONE.

#### DIRECTIONS

Use any numbers from one to nine inclusive—place a number in each ring in such a manner that when added vertically, horizontally and diagonally the total will be (15) fifteen—Use no number more than twice—However the Magic Ring puzzle can be solved correctly, using each number only once.

#### AWARDS.

The best, neatest correct solution will receive absolutely free a \$450 Amherst Make Piano—The next best solution will receive a \$110 Cremonaphone Talking Machine. Other awards will be made to other entrants—Bear in mind, however, that only one Piano will be given free—Also bear in mind that only one Phonograph will be given free—And these only to be the best, neatest and most original correct solutions.

#### CONDITIONS.

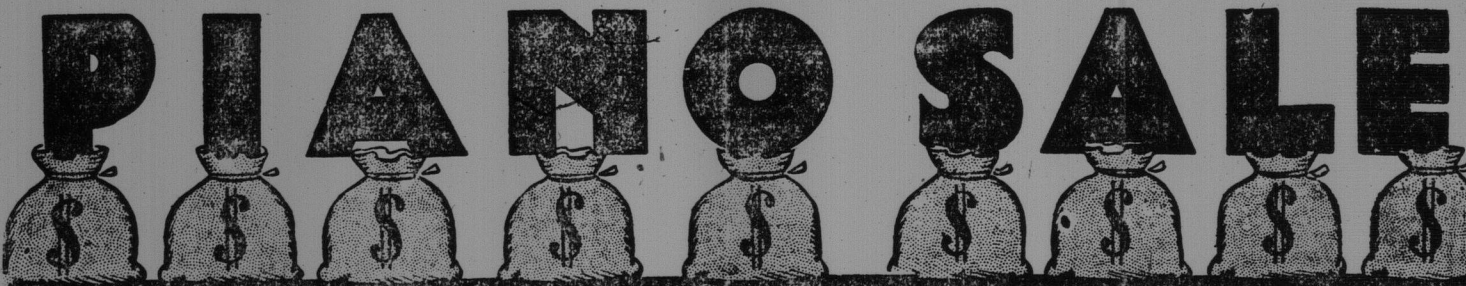
All solutions entered are the property of the Amherst Pianos, Ltd., and cannot be withdrawn—All entrants agree to accept the decision of the Judges as being final—All solutions must bear the proper amount of postage—or must be delivered directly to the contest department—All solutions must have a name and address plainly written to assure entrance into the contest.

#### OUR REASON FOR DOING THIS.

We want to compile a mailing list of families who do not now own Pianos—If you already own a Piano do not enter this contest as in the event that the Piano is awarded to any person who already owns a Piano the award will be declared void—We want this Piano to go to some family who do not own an instrument—It is our intention to mail catalogues of our Pianos, etc., from time to time to the families who enter this contest. Therefore, we ask families who have instruments not to enter.

#### THIS CONTEST IS OPEN TO EVERY FAMILY IN CANADA.

Who do not own Pianos—Gather the whole family around—often the youngsters have the brightest minds for figures and can do quickly what it takes an adult a much longer time to accomplish—Let them all have a trial and then send in the best solution—Some family is going to get a magnificent, sweet toned Piano for just a few minutes work. Do your best and mail or bring your solution to our store—Today may be your lucky day—take your time, work it out carefully, your opportunity is as good as the best until the decision is made by the judges.



### PIANO BUYERS SAVE BAGS OF MONEY AT THE AMHERST PIANO CO'S ANNUAL CLEARANCE SALE.

Each year we conduct a great fall clearance sale. This year we promise exceptional values in all grades of Pianos and Talking machines—It will pay prospective Piano buyers to wait for The Amherst Pianos Ltd.—Great Clearance sale which will start about December First—As a matter of self protection do not buy any Piano or Phonograph until you have investigated our clearance sale values.

CONTEST POSITIVELY CLOSES NOVEMBER 3RD.

Send All Solutions to Contest Department.  
**Amherst Pianos Ltd.**  
7 Market Square — St. John, N. B.  
10-27-51

Name .....  
Street and Number .....  
City .....  
Write Name and Address Plainly.

## What's the matter with Your Dollar?

In 1914 One Dollar Bought

33 pounds of flour or  
5 pecks of potatoes or  
4 pounds of bacon or  
2 1/2 pounds of butter or  
2 1/2 dozen eggs or  
285 pounds of coal

To-day One Dollar Buys

9 pounds of flour or  
2 1/2 pecks of potatoes or  
2 pounds of bacon or  
1 1/2 pounds of butter or  
1 1/2 dozen eggs or  
166 pounds of coal

These figures, based on accurate average of prices obtained in 60 cities, show plainly how the dollar is shrinking in value. Is the insurance you considered adequate five years ago, enough to maintain your dependents in comfort now?

Every man who wishes to provide for his dependents must take into account the declining value of the dollar. The amount of his insurance should be increased as money's purchasing power declines.

## The Manufacturers Life Insurance Co.

Head Office, Toronto, Canada

THE E. R. MACHUM CO., LIMITED,

Managers for the Maritime Provinces, St. John, N. B.

Without obligation, will you kindly furnish me with full particulars of your Guaranteed Policies. I am ..... years of age, and am ☐ married. ☐ single.

Name ..... Address .....

## 300,000 Maxwells to Date: 100,000 More This Year

THIS shows the rapidly growing appreciation of the Maxwell.

A desire for a car that has proved its worth in many latitudes and many longitudes.

A liking for the long run the tires give, for the definite and extended mileage from gas and oil.

A fondness for a car that expresses reliability in a most decisive way.

This year, more than any before, the 300,000 idea behind the Maxwell has increased in public favor.

And as a result less than

60% of those seeking a Maxwell will be able to have one.

100,000—one-third as many as are in existence today—are being built this year on this continent. That means one every 1 1/2 minutes of the working day.

These new post-war features, which have classified it as the Post-War Maxwell, are well spoken of everywhere. That's but one reason why the drift is towards Maxwell.

Compare it point for point with any car under \$1600 and you will more readily understand.

MAXWELL MOTOR CO. OF CANADA, LIMITED, WINDSOR, ONTARIO

## MOTOR CAR & EQUIPMENT CO., LIMITED

Showrooms: Cor. Duke and Charlotte Sts.

Garage: 108 to 112 Princess St. St. John, N. B.

