

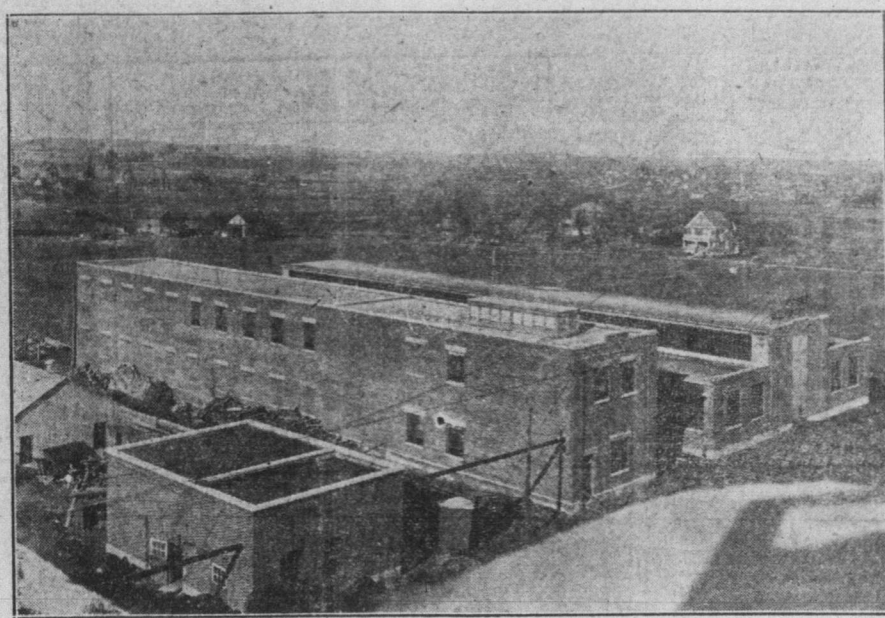
Because of the purity and high quality of the ingredients of Magic Baking Powder, its leavening qualities are perfect, and it is therefore economical.

MADE IN CANADA

MAGIC BAKING POWDER

CONTAINS NO ALUM

MAGIC BAKING POWDER



A Birds-Eye view of the Rubber Machinery Shops of the Canadian Consolidated Rubber Co. on Strange Street. The man with the camera when taking the photo was looking west. The company at present are building a tinmith shop at the west side of the present buildings.

A Unique Industry

(Continued from Page 1.)

concerns in the Dominion. And as to the second point, the fact that it is an iron working industry means that at least another plant has been added to those in the city employing male help. Kitchener has many industries, but iron working establishments form a small percentage of the list. This new industry, therefore, fits in well and will enable more heads of families to secure work here, besides affording opportunities to young men to learn a trade. A visit through this modern machinery plant will immediately reveal the asset that the plant is to Kitchener.

A Patriotic Enterprise.

Having considered the plant as it is and what it promises for the future, one's thoughts are turned in a retrospective. How did it come about that it was established?

In analysis, the reason amounts to a patriotic motive. "Why not make in Canada what we can and what we have been importing?" was a question asked by the men at the helm. Mr. T. H. Rieder, the president of the Canadian Consolidated Rubber Company, Limited, had this thought in his mind. Soon he put the idea into execution and as the result of his decision, there stands on the site on Strange Street today, a further monument to his foresight, progressiveness and patriotic motives. And the decision was one of good business judgment, for the wisdom of the company manufacturing its own rubber machinery for its dozen plants, instead of importing the same, has been proven. However, this is not all. After further consideration, Mr. Rieder entertained the idea of manufacturing rubber machinery for all rubber companies in the country. There are twenty-three rubber manufacturing concerns in the country, about a dozen of which are owned and operated by the Canadian Consolidated Rubber Company, Limited. All of these twenty-three have had to import their machinery and the item for one year is not a small figure. So why not manufacture for the whole Dominion? The Company considered and decided the question. The answer is found in the filling of orders today from other companies. In the one and a half years of the plant's existence, the hopes have been realized, and today one hundred and twenty-two men employed in these modern shops are keeping the wheels and machines busy filling the orders. And yet the business is in its infancy. Looking into the future, when the business will multiply as the result of a national prosperity, the plant today is but the foundation of a vast industry.

The establishment of the industry was an act of progressiveness and foresight. And this feature is characteristic now that the plant has been put into operation. One thing that impresses a visitor to the plant is the evident broadminded policy of the company in its operation. It is manifest everywhere. There is community spirit among the employees. Co-operation seems to be the habit of all within the walls of the factory. It is a plant where the golden rule is the guiding principle. And this in a large measure is due to the initiative of the company in adopting and carrying out a policy which has to do with the welfare of the employees. The New Order of Apprenticeship. One illustration of the company's broadmindedness is seen in the new order of apprenticeship that will be introduced. A word about this. First, the fact that while this city is a manufacturing centre, it is not a mechanical one. Therefore they propose to train their own mechanics. This is what they are doing today. Experts are being trained in all branches of the art of machine manufacturing that will enable them to accept any position in any part of the world.

Advancement of Bright Boys. Further, the company realized that the old form of apprenticeship on the continent, has gone out of fashion, for the boy was exploited for selfish ends. Poorly paid and poorly taught, he was sent adrift, not equipped for life's battles. It is proposed to revise the apprenticeship, shortly, on new lines. It will be an advanced form over anything attempted anywhere heretofore, in this respect, that it will be highly paid because the company recognizes the fact that bright boys earn their pay very quickly and are worthy of it. The boys will frequently be changed, giving them an acquaintance with each branch. After their completing the term of apprenticeship, they will immediately be paid journeymen's wages, the rate being according to their ability. In addition to this, they will then also receive the bonus of 25 cents a day which will

have accumulated since the beginning of their apprenticeship four years previous. This will amount to about \$300.00.

To Co-Operate with the Technical School.

In view of the fact that the city will probably secure a new technical school, the acquisition of the plant is of special importance to the community. The shops afford a splendid opportunity for students who may graduate from the School. The apprenticeship will be conducted in conjunction with the educational institution, which will lead its assistance in the way of selecting students every year, who would make good apprentices. On the other hand, the School will benefit by the heads and men at the plant equipped with modern machinery, where fine, skilled work must be done, will be at the service of the School.

Fine Factory Buildings and Equipment.

Having outlined the purpose of the company in building the plant, and their progressiveness and broadmindedness in the operation of the same, a reference to the factory buildings is in order. The plant, which is located northwest of the Dominion Tire Company, from a which, however, it is a separate unit, represents a big investment. There are two main buildings of red brick and of fire proof construction. Entering the building at the east side, by the entrance facing Strange Street, one comes into the corridor with the general manager's office to the right. The general offices follow. In connection with these and the draughting room upstairs, there is a big vault in which valuable plans and designs of the company are stored. This vault has been built with an outlook into the future, the space being ample for the next fifty years. On the other half of the first floor of this building, there are storage quarters. On the shelves are stored many thousands of dollars worth

of fittings and cuttings, so that an order from without or within can immediately be filled. At the front on the second floor is the draughting department, where a number of trained engineers are at work. In connection with it, there is a modern blue-printing room, where electricity is the medium of effecting the blue-print. At the rear on this floor is the pattern department where a number of skilled woodworkers are engaged.

In the other building, which is located on the west side of the property, is the machine shop, where the big iron working machinery, the buzz of revolving wheels and the swinging of big overhanging cranes, are evidence of the fact that Kitchener has an up to date place for mechanists and those who wish to learn the trade. Entering it one passes the tipmitching quarters. In the northwest corner there is the blacksmithing department. On the northwest side of this building, the tool making and tool store departments are features. It is encouraging to note that some clever local young men are making good in the tool making section. In the tool storage room, many thousands of dollars worth of special tools, used in the shop, are stored. In the centre of the building and at the southeast side there are lathes, cranes and other kinds of machinery on which fine and accurate work is being done.

BE WELL

I am a woman who helps women to be well. I tell women how to be free of headaches, backaches, nervous spells, crying spells, tired, listless feeling, constipation, fretfulness, sleeplessness. Simply write me and I will send you postpaid ten days' free trial treatment, with names of people in Canada who owe their present health and strength to my treatment. Write me today. MRS. M. SUMMERS, Box 271 Windsor, Ont.

The Causes of Backache Can Be Remedied

Many people are apt to disregard backache as being of slight importance. This is wrong. A backache should be accepted as a very grave warning that the kidneys are not performing their proper function, and need immediate attention and assistance.

One ingredient of gin is a most beneficial agent in the toning up of the kidneys and restoring these vital organs to their normal duty of eliminating the poisons from the blood.

Gin Pills contain this ingredient, together with other tested diuretics and antiseptics, without a suggestion of alcohol.

Gin Pills are made from a formula produced from the results of scientific research, and contain only ingredients of tested and proven value.

When you feel backache coming on, be warned and take Gin Pills at once. It may save you a great deal of suffering. Should you neglect the backache or pains in the side, you stand in danger of more serious ailments, such as Sciatica, Lumbago, and Swollen Anles and Joints, with their excruciating pains and prolonged dreaded suffering.

Gin Pills can be obtained from almost any dealer, and the price is only 50 cents a box. You buy them on a guarantee of satisfaction or your money refunded.

The makers of Gin Pills will be pleased to send you a free sample if you address your request to the National Drug & Chemical Co. of Canada, Limited, Toronto, U.S. residents should address N.D.C. Co., Inc., 202 Main St., Buffalo, N.Y.

Convenience and Comfort.

A noteworthy feature, which is in harmony with the company's policy, are the convenience and comforts supplied in this building. In the smoking room, near the tool making department, good reading matter has been supplied by the company, and after the dinner hour the men make use of the opportunity to use this reading material. At the other end, towels and soap are supplied free of charge and there are ventilated metal lockers, where each of the employees may store his clothes.

What impresses the outsider, also, is the evident contentment and happiness of those at work. Everywhere in the shop the operations go on without a hitch, and the individual employees co-operate with the next fellow. One almost looks in vain for overseers, such is the atmosphere of mutual confidence in this plant. The square deal to the employees as well as to customers, is evident.

The airy conditions and the good lighting are noticeable. It might also be added that the smoking and reading room in the near future will be removed to the northeast end, the change being necessitated by the fact that more working room must be provided in the shop. The new quarters will be built on the Mezzanine floor; style A Benefit to Other Industries.

The plant, as has been stated is a busy concern. The wheels of industry are continually turning, and humming. The company, however, it is worth stating, not only keeps its plant busy and steadily in operation, but also is a help to some of the city's other iron industries, the machinery shops giving many orders for foundry work.

The Organization. A word also about the organiza-

tion and the executive staff. At the helm is the interim general manager, Mr. F.W. Harding, the Canadian Consolidated Rubber Company's Consulting Engineer, with 28 years' experience in all branches of the rubber industry. Mr. Harding came here from Montreal, to organize the factory and to get matters safely started. The result of his efforts is seen in a visit to the plant and in the fore-going story about the industry.

The Chief Engineer is Mr. H.S. Poole, who is the Consulting Electrical Engineer of the Canadian Consolidated Rubber Company, collaborating with Mr. Harding. The Superintendent of the Shops is Mr. C.H. Harding, engineer and a graduate in Science from McGill University. He also served four years as a regular apprenticeship.

The Production Engineer is Mr. Allan Clarke, who is a McGill graduate in Science. The General Foreman is Mr. Fred Krueger, a well known and highly skilled mechanic of wide experience.

The office department is headed by Mr. C.W. Crossman, whose executive ability and business instincts are an asset.

On the staff, also, are two draughtsmen, who are university graduates. The above list shows that the company has scholarship as well as business and executive ability behind its management.

The public are cordially invited to visit the Shops at any time and go through the plant which is open for their convenience and inspection.

WHEN BABY IS CROSS.

Mothers, when your baby is cross—when he cries a great deal and no amount of attention or petting cheers him up—something is the matter. It is not the nature of the little ones to be cross and peevish—the well child is a happy child. Give him a dose of Baby's Own Tablets and he will soon be well again. They are a mild but thorough laxative; regulate the bowels and stomach; banish constipation and indigestion; break up colds and simple fevers; in fact they cure all the minor ailments of the little ones. Concerning them Mrs. Alphonse Lachance, St. Apolline, Que., writes: "My baby cried continually but Baby's Own Tablets soon set her right and now she is fat and happy. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams Medicine Co., Brockville, Ont."

It is difficult to realize that less than a hundred years ago the question of educating girls beyond the most ordinary branches was considered unnecessary and a mere waste of time. Texas has lost its only woman jailer through the resignation of Mrs. F.F. Conway who has given up her position as jailer for Tom Green County after nearly ten years of service.

By onfring of presidential suffrage on its women Indians has added approximately \$80,000 to the total number of men and women who will be entitled to vote in the presidential election next year. Susan B. Anthony, whose centenary is to be celebrated next year, was not only a pioneer in the equal suffrage movement, but also was one of the organizers of the first women's temperance societies in America.

In Boston, in the early part of the last century girls were permitted to attend the public schools only during the Summer, as then there was room for them, as the attendance of boys fell off during that season.

OF INTEREST TO WOMEN

The first college for girls in North America was the Colegio de la Paz, which was opened in the City of Mexico in 1767.

The United Women Voters of Toronto have petitioned for the appointment of a women judge in the Juvenile Court of that city.

There were 120 colleges for men in the United States when the first in education of women.

Business women of Regina, Sask., are considering the building of a women's club and home as a means of overcoming the disadvantages of living in rooming-houses.

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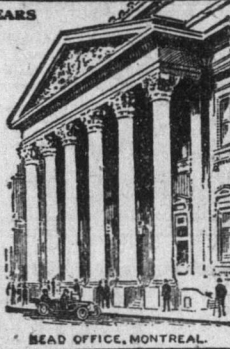
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HAVE you ever considered the important part played by the grocer in our daily life?

From early morn and often until late at night the grocer keeps open for our convenience.

Whether we want a 5-cent bar of soap, a package of tea or a sack of potatoes he is there to serve us—and with a cheerful "thank you".

You trade with him almost every day. You look upon him as a friend. He treats your children kindly when you send them to the store.

When sickness, accident or unemployment occurs, it is the big-hearted grocer who supplies the home with the

necessities of life and often waits a long time for his money.

He has had many trials during the past four years. Government regulations have hampered his business. Goods have been difficult to procure. Help scarce. Profits small. He sells on a closer margin of profit than probably any other line of retail trade.

For nearly twenty-five years, the T. H. Estabrooks Company has been distributing millions of pounds of Red Rose Tea through the grocers of Canada. Our relations with them have been very intimate and very friendly. We, therefore, know something of their difficulties and something of the services they are rendering, which we think deserve recognition and appreciation.

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