









#### CANADA WILL GIVE 250,000 SOLDIERS

So Far 173,000 Have Enlisted-Fifteen Recruits Here Yesterday

listed in Canada was 173,000. An ofumber to 250,000 by next spring. Of

# on of D. J. Brown, both of Macaulay BLUBBER AND SEAL FOR Patrick Floyd who has joined the



### The Best Advertisement — a friend's recommendation is often the reason for a first

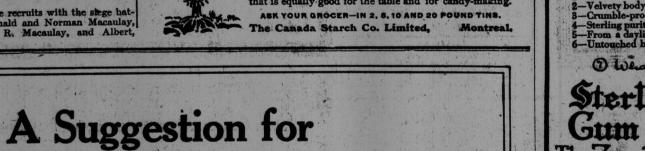
trial of KING COLE TEA.



glad to tell others. REMEMBER the Guarantee!

"You'll like the flavor"





Efficient Economy Throughout the Empire has gone the call for personal economy to meet the extraordinary demands of the war. Here is a timely suggestion to men who have been spending from \$25.00 to \$75.00 a year on barber shop shaves:

Invest five dollars in a

## GILLETTE Safety Razor

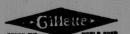
and shave yourself at home.

The saving will not be limited to money—the time you'll gain will be even more important, for the morning shave with the Gillette need not take more than five minutes.

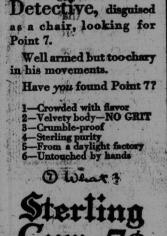
And the comfort rivals the economy. Though you never shaved yourself before, you'll have no trouble in getting a clean, cool, safe shave with the Gillette Safety Razor. No more waiting your turn in the chair-no more breaks in the morning's work-no more dependence on unknown barbers when travelling, for the Gillette works anywhere.

Truly, the man with a Gillette is an efficient economist. Get one yourself to-day. "Bulldog", "Aristocrat" or Standard Sets cost \$5. -Pocket Editions \$5. to \$6.-Combination Sets \$6.50 up. Your Hardware Dealer or Jeweler will show you an assortment.

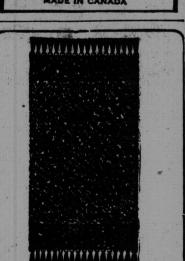
Gillette Safety Razor Co. of Canada, Limited Office and Factory-Gillette Bldg., Montreal.











CARPET CLEANING AND RUGMAKERS

ormation, prices, shipping instructions, etc.
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A Message To Our Country Cousins! Always Get Your Waterproof Beots And Boot Repairs

### MADE IN CANADA

A man is as old as his arteries. The walls of the arteries grow thick and hard through a constant high-proteid diet. Cut out heavy meats for a while and eat SHREDDED WHEAT. It will postpone old age and help you keep the buoyancy and vigor of youth. Contains all the bodybuilding material in the whole wheat grain in its most digestible form. It contains the bran coat -Nature's laxative for keeping the bowels healthy and active. Why not be "a youngster at fifty?"



NIAGARA FALLS, ONTARIO

### "Get the right angle on Underwear"

Penmans famous trademark has won its renown because of the quality and sheer merit behind the name.

Therefore, when the Penmans triangle is on

