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Delicious and refresh-
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**O'Keefe's
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"The Light Beer in
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W. B. MEIKLE, General Manager.



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*A Thoroughly Universal Vacation
Territory Midst Wild and
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The HIGHLAND INN affords fine
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SLOVENLY SPEECH

is a sure mark of ignorance or
ill-breeding. Better be as particu-
lar about your English as about
your personal appearance.

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handy little volume, "A Desk-Book
of Errors in English," by Frank H.
Vizetelly. Price, \$1.00, post-paid.

UNIVERSITY BOOK CO.
8 University Ave. : Toronto

Vancouver's Part

(Concluded from page 5.)

suffered so severely. Both the 16th and the 7th Battalions have lost a large percentage of their men. A great many of these were from Greater Vancouver. The troopers of the B. C. Horse in their eagerness to get to the firing line, chose to go as infantrymen and were drafted into the 5th Battalion. The units of the other branches have practically lost their identity, being attached to various brigades.

The four Greater Vancouver regi-
ments furnished quotas of 250 men
each for the 47th Battalion, formed as
part of the third contingent and
mobilized at New Westminster, and
provided detachments for the 48th
Victoria regiment and the 2nd Cana-
dian Mounted Rifles, part of the se-
cond contingent; the 11th C. M. R.
mobilized at Vancouver for the third
contingent; the garrison force sent to
Bermuda by the Canadian militia
dept. to relieve the regular British
regiment stationed there; and also
sent east a special detachment to fill
up the strength of a battalion mobi-
lized in Montreal, in which recruiting
was not proceeding as briskly as at
the Pacific coast. Sections for special
services, such as mechanical
transport, cycle corps, Cana-
dian Overseas Railway Construc-
tion Corps, telegraph branch and even
aeroplane machinists have also been
provided. About 200 former gunners
in the British navy went from the
coast, being furnished with transpor-
tation by the Imperial authorities.

In addition to the troops mobilized
and trained for active service several
thousand have been on garrison and
other special duties since the war
started. A large force has been con-
stantly guarding the lines of com-
munication through the mountain
passes of British Columbia. The ma-
jority of the soldiers originally as-
signed for these duties later joined
the overseas forces, their places be-
ing filled by men signed on since.

* * *

CENSORSHIP regulations preclude
any extended reference to the de-
fence measures adopted at the
coast. Suffice it to say that Greater
Vancouver furnished a large propor-
tion of the men posted at various
strategic points during the time when
German raids on Canadian Pacific
coast points were not an unlooked for
eventuality. The Royal Vancouver
Yacht Club supplied a fleet of fine
motor boats for patrol purposes and
many members helped to man the
Canadian cruiser Rainbow and served
in other useful capacities. Some, un-
used to manual labor of any descrip-
tion, but imbued with a desire to
serve their King and Country, shovel-
led coal in the stokehold of that war-
ship. They had no glory, only hard
toil, and great credit, even greater
than that given to those who enacted
more romantic roles, is due to those
yachtsmen.

The Volunteer Reserve movement
took a firm hold in Vancouver. More
than 2,000 citizens, who from physical,
domestic or other reasons, could not
enroll with the overseas forces, joined
the Home Guards and by hard work,
constant drilling and keen enthusiasm
have become an efficient arm of the
military service. The Vancouver Vol-
unteer Reserve is representative of
all the districts, each having its own
company, and includes artillery, cav-
alry, infantry, engineers and special
branches.

Although such a large proportion of
the population is now in the field or
training for active service, recruiting
at the time of writing showed no signs
of flagging. Hundreds of applications
were on file at each of the regimental
headquarters and no indications were
apparent that would lead one to be-
lieve that any further calls for men
would not meet with the same ready
response that met the earlier calls.

The Vancouver regiments have been
among the heaviest sufferers. Sev-
eral prominent officers are now num-
bered on the honour rolls and the
death lists each day show that the
men from Greater Vancouver have
been in the thick of the fighting. Far
from acting as a deterrent each suc-
cessive casualty list has further stimu-
lated recruiting.

THE INDEPENDENT ORDER OF FORESTERS FURNISHES A COMPLETE SYSTEM OF INSURANCE

Policies issued by the Society are for the protection of
your family, and cannot be bought, sold, or pledged.

Benefits are payable to the Beneficiary in case of death,
or to the member in case of his total disability, or to the
member on attaining seventy years of age.

Policies issued from \$500 to \$5,000.

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PALE ALE

You will find that the delicious flavor and
malty richness makes COSGRAVES fit for
Kings and "then some."

For over half a Century and Cosgrave label
has meant the best in malt and hop beverages.



As light as lager, but
better for you.



This country recognizes three grades
of truth:

- the truth
- the whole truth
- nothing but the truth

"The Truth" by itself may be false
because of what it leaves unsaid, or
because, while technically correct, it
is designed to mislead.

"The whole truth" may be ineffec-
tive because it leaves one asking—
"Well, what are you going to do about
it?"

"Nothing but the truth" involves a
grasp and expression of right funda-
mentals, rounded knowledge, fair play
—an irresistible appeal.

You Are Invited to Attend

No adult in this country but uses or is affected by advertising. The conven-
tion in Chicago will give you ideas for application to your own business and your
own life. You will come in contact with the discoverers and pioneers in the
development of the economic force of advertising—a force which will grow with
your support as you will grow by contact with it and its workers.

For special information address CONVENTION COMMIT-
TEE, Advertising Assn. of Chicago, Advertising Bldg., 123
Madison Street, Chicago.

The Toronto Advertising Club will run a special train to Chicago, leaving
Toronto on Saturday, June 19th. A special rate has been secured for the trip,
and all applications for space on the train and in the La Salle Hotel, Chicago,
where the Toronto Advertising Club will stay, should be made to C. W. Mc-
Diarmid, of the Toronto Advertising Club, 104 Yonge St., Toronto.

In Chicago, from June 20th to
24th, there will be held a conven-
tion of The Associated Advertising
Clubs of the World. The standard
under which this convention
assembles is

"Nothing but the Truth in Advertising"

This is not a sentimental standard.
It is a commercial standard, main-
tained by the contact of idealists, en-
thusiasts, and hard heads.

It is the only standard under which
the annual expenditure of \$600,000,000
for advertising can be made to pay. It
is the standard under which 2,000
people met last June in Toronto and,
before that, in Baltimore, Dallas,
Boston.

It is the standard under which every
reader of newspapers, magazines, out-
door signs, booklets, novelties—the
printed or painted advertising mes-
sage—has come to believe what he
reads.