



MAKES THE WHITEST LIGHTER
ROYAL YEAST CAKES
QUICK PURE
E.W. GILLETT COMPANY LIMITED
TORONTO, CANADA.

MADE IN CANADA
REFUSE ALL SUBSTITUTES AND DEMAND ROYAL YEAST
THE BEST YEAST IN THE WORLD
E.W. GILLETT CO. LTD.
TORONTO, ONT.
WINNIPEG MONTREAL

To Loosen a Cake

When a cake sticks to the pan, wring a cloth or folded towel in hot water, lay flat and place the cake pan on this for a few minutes. This forms a steam and causes to come out perfectly.



MADE IN CANADA
All "ARLINGTON COLLARS" are good, but our CHALLENGE BRAND is the best

GET YOUR FARM HOME FROM THE CANADIAN PACIFIC

An immense area of the most fertile land in Western Canada for sale at low prices and easy terms, ranging from \$11.00 to \$30.00 for farm lands with ample rainfall—irrigated lands from \$35.00. Terms—One-Twentieth down, balance within twenty years. In irrigation districts, loan for farm buildings, etc., up to \$2,000, also repayable in twenty years—interest only 6 per cent. Here is your opportunity to increase your farm holdings by getting adjoining land, or secure your friends as neighbors.

For literature and particulars apply to
F. W. RUSSELL, Land Agent, Desk 13,
Department of Natural Resources, C. P. R.,
Winnipeg.

Chiclets

REALLY DELIGHTFUL
THE DAINTY, MINT-COVERED CANDY-COATED
CHEWING GUM

thoughtless parents realized the possible complications and life-long impairments occasionally caused by Measles, they would acquire a far more wholesome respect for the disease.

There are apparent reasons why cases of Measles increase with the beginning of the cold season. Fresh air and sunlight are as fatal to this as to any other ailment—subjection to vitiated atmospheres encourage the disease.

In Canada, at any rate, no one can accuse responsible health officials of being in any way lukewarm in their efforts to control the disease. In most places notification and quarantine are compulsory. In some cases good results have been obtained in schools by keeping the children who have not had Measles apart from those more or less immune through previous attacks. And everywhere the authorities are emphasizing the extreme necessity of seeing that the little patients have the best of care and medical treatment, by pointing out the really important character of the disease and the possibility of serious after effects in the absence of such care and attention.

THE STAKE AT ISSUE

"From the day when the blindness and the cowardice of Europe suffered Germany to upset the 'balance of power' by laying France exhausted at her feet, they have grown by what they fed on," says the Times. "Decade by decade, we can trace in her literature, in her Press, in the speeches of her Sovereign and of her public men, in her every act as a State, the steady expansion of her aims. She has never rested content, an equal amongst equals. She aspires to be more than a European Power, more than a world-Power. She would be the world Power."

"All other nations are to cower before her; to tremble at the least rattle of her 'destructive sword' and to gaze with servile awe upon her 'shining armour'." And this supremacy of hers is to cover—and to blight—the whole field of human activities. She is to be first in arms, first in finance, first in industry, in trade, and in commerce; and, so fortified and assured in her greatness, she is to impose her thought, her ethics, her manners, and her civilization on admiring and submissive mankind.

"Many instructive features in this colossal vision of Teutonic patriotism, and some of the more immediate measures proposed to realize it, may be learned from the businesslike petitions to the German Chancellor. It is in effusive confidences like these, and not in the inspired paragraphs prepared and exported for neutral consumption, that the true scope of Germany's ambitions may be seen. Belgium, France, Russia and England above all, are to be trampled in the dust before her, so that they may never again dispute her mastery of the world."

"Does any honest 'pacifist,' however unwise he may be, counsel England and her Allies to submit to a pretension so insolent and so unjust? That would be treason to civilization. Does any suppose we can defeat it in 'splendid isolation'? Or suggest any practical means of defeating it, except to restore and to maintain a 'balance of power'? None surely can ask us to put our trust in another 'scrap of paper,' or bid us hearken to the treacherous suggestion from both sides of the Atlantic that Germany desires peace. Aye, Germany desires peace; but peace upon what terms? We do not know them all, but we know that they would make her mistress of Europe. That is the stake at issue."

"Our success means the continuity of the old civilization under which we have inherited and developed our ideals of public and of private right, of law, of freedom, and of humanity. Our failure means a rude breach in that secular process, and the consecration of doctrines incompatible with those ideals and fatal to them."

ONE THING IS CERTAIN

THE QUALITY OF
"SALADA" B 50
WILL NEVER VARY

Wars may come and go. Prices advance and recede, but you can absolutely rely on every sealed packet of Salada Tea containing the same high quality that has been our reputation for nearly a quarter of a century.

You saw this advertisement in this magazine. Don't forget to say so when writing.

Big Ben



He's Had Farm Experience

On thousands of farms, Big Ben has been the clock of all work—ringing up the people who must get out early, and telling the right time of day to those who stay 'round the house.

Big Ben works 24 hours at

a stretch—puts in overtime without extra pay, and never botches up a job.

He's husky, deep-voiced and strong. His call is clear—his bold numerals show plainly in the dim light.

If your dealer hasn't him, a money order addressed to his makers, Westclox, La Salle, Illinois, will bring him postpaid \$2.50 in the States—in Canada, \$3.00.

You saw this advertisement in this magazine. Don't forget to say so when writing.

Our Felt Shoes on Your feet mean healthful warmth

There is no such thing as catching cold or rheumatism through cold feet when you wear "Great West" Felt Shoes.

Their greater warmth over any other brand is due to the fact that we use only high-grade pure woolfelt made by ourselves on special patented machines of our own invention.

Great West

Cold Proof
FELT SHOES

If you wear "Great West" Felt Shoes, you will be sure of both warm and durable footwear.

THE GREAT WEST
FELT CO., Limited.
Elmira, Ontario



Our name stamped on every shoe. Ask for it.

You saw this advertisement in this magazine. Don't forget to say so when writing.