

WITH APOLOGIES TO A WIDELY READ NEWSPAPER.

Soldiers.

La Vie Canadienne by its persistent warnings to the War Office got for you the change in *Tickler's Jam* from Plum Apple to *Cranberry Pumpkin* as manufactured by Messrs. I. Dontthinks.

By our repeated exposure of the excessive dullness of brass buttons on Canadian Soldiers' uniforms, we got a regular system of Button Inspections instituted, which was the direct cause of the splendid results now attained.

Its advocacy of long route marches on empty stomachs helped to provide you with these essentials.

Today it is urging the speedy issue of Medals to clerks at the Base who never have been in the Front line and who therefore have had no chance of winning them.

Its exposure of the *Sotteville Billet* and its fight for airy living quarters obtained Official sanction for the removal of glass from the windows, thereby creating conditions similar to those existing on other fronts.

For months past it has published thousands of warnings to Canadians to keep their brass buttons shining and get your hair cut.

La Vie is the Canadians Best Friend.

BULWARKS OF THE NATION.

« How does he defend his anti-preparedness attitude »? « He says if war is forced on us we can fall back on the Government's stock of Civil War Rifles for the Infantry, confiscate all the lodge-swords for the Cavalry, and place ourselves on an equal basis with the enemy by having our exhibition flyers destroy all hostile artillery. »

FROM « LIFE »

THAT TIN HAT FEELS LIKE THIS ON THE WAY UP

