



Announcing the Advent of a New Synthetic Substance

Picture to yourself that dramatic moment when the scientist knows that he has brought into being a new synthetic substance.

Conceive, if you can, the intensity of satisfaction that comes with the sense of having created.

Imagine such a scene enacted in the laboratories of the Goodyear factories. If you can visualize the event, and the enthusiasm that followed it, you will know something of what it means to us to announce to the world the advent of Neolin.

GOODYEAR
MADE IN CANADA

Neolin

GOODYEAR
MADE IN CANADA

Better than Leather

Literally a New Substance

Of Incalculable Value

Neolin is a new substance of incalculable value. Yesterday it did not exist, today it is a new, practical, and proven product, destined to play a part in the lives of hundreds of thousands of people. Neolin is better than leather. It is not a substitute for leather. It is not a substitute for rubber. It is a new substance, the name is new. Only the uses to which it will be put are old—almost as old as humanity, and as vast and universal. Neolin is better than leather. It is better because it is water proof.

Neolin Means Better Shoes

It is better because it is more flexible. It is light. It is strong. It is durable. It is reliable because it is always the same. Neolin will displace leather in some of the largest and widest fields which leather now fills. It should, for instance, replace leather soles on every single pair of shoes sold. More than two hundred of the greatest shoe manufacturers of this continent saw the immense market for Neolin immediately. These men are all masters of shoe design and construction—they know what the human foot requires. They did not need to be told about Neolin—they saw at once its tremendous economic importance.

An Improvement on Leather

They are telling the Neolin story now through their salesmen—they will use Neolin in their own products. Neolin has taken the virtues of leather and carried them still further. Where leather was deficient Neolin has created new virtues. It is not like anything that you have ever tried, or known, or heard of. Here, then, is a new element of ease and economy. Familiarize yourself with the name—because it is destined to be a household word—Neolin. Better than Leather.

The Goodyear Tire & Rubber Company of Canada, Limited
Toronto, Ont.

GOODYEAR

MADE IN CANADA

CANADA IN EXCELLENT SHAPE FINANCIALLY

The War Burden Will Be Easily Borne

RICH IN PROPORTION

Making Two Blades of Grass Grow Where One Grew Before

The strong financial position of the Dominion after a year of war following upon a period of general trade depression is not the result of chance. It is the result of prudent and sagacious administration of the affairs of the Dominion upon a well thought-out plan rigidly adhered to. The Borden Government has succeeded in making two blades of grass grow where one grew before. It has stimulated the revenue and cut down the expenditure. It has carried to successful fruition a campaign for increased production of natural products, and this increase, as stated recently by the Minister of Finance, far outweighs the cost of the war, enormous as that cost is likely to be. Canada is rich in proportion to its production. In this there has been an extraordinary expansion which will be permanent. That means a richer country, a bigger buying power, the ability of the Canadian people to carry easily the burden which the war has imposed upon them.

Making Good Official statistics show that the special revenue measures taken by the Finance Minister, are producing all that was expected of them. In other words enough money is coming in to close the gap which, upon the old tariff basis, would have occurred this year between revenue and expenditure. Official statistics show also that the expenditure has been reduced materially without the sacrifice of necessary national undertakings placed previously under contract. This reduction has been effected in spite of the heavy payments which the present Government has had to make on the completion of works undertaken by the former Ministry, the National Transcontinental Railway, the Quebec Bridge, the Hudson's Bay Railway, etc.

How It Was Financed The method adopted by Hon. W. T. White, Minister of Finance, in providing for the war expenditure, has been far-sighted, to a degree, which is only now becoming apparent to most Canadians. During the first period of the war Mr. White paid for the organization and equipment of the Canadian army with money borrowed in England. That was sound finance under the conditions then existing. Those conditions, however, changed. The trade balance which formerly was adverse to Canada, swung in the opposite direction. Canada began to produce more and sell more. The exports of the Dominion began to exceed the imports. It became possible to borrow on this side of the ocean and Mr. White went to New York. He succeeded in borrowing \$45,000,000 there under exceptionally favorable terms. That was before the British and French commissioners entered the New York money market.

Effect on Exchange Just how much the Canadian loan was issued in New York in August was little understood at the time, but the wisdom of the step has been amply shown in recent developments. The loan, and the sale in New York of sterling bills, drawn against shipments of Canadian wheat to Great Britain and Europe, have restored the rate of exchange on New York practically to par. This is of very material importance to Canada. Three months ago exchange between this country and the United States was unfavorable to Canada, a premium of one half to one per cent. having to be paid on Canadian money to obtain funds in New York. In other words, the American dollar was worth more than the Canadian dollar. The Canadian loan at once ameliorated this situation. The proceeds of the loan were not brought to Canada at once but were withdrawn gradually so as to stabilize the exchange and gradually reduce it. Upon the transfer of the proceeds of this loan to Canada the Finance Department made over \$36,300 in exchange.

What Was Accomplished Financial developments since the loan was issued show that it accomplished the following purposes: It reduced and stabilized exchange between Canada and the United States, thus unfavorable to Canada. It assisted the sterling exchange situation by giving Canada funds which otherwise would have been obtained in London. It conserved the gold reserves of the Dominion.

It paved the way for the Anglo-French loan. The Finance Minister has lately both able to take care of the war outlay of the Canadian Government and also to make heavy advances in payment for munitions, etc., purchased by Great Britain. The next loan will be "made in Canada." It is announced that the domestic issue will not take place till after the end of the year, when the amount and terms of the loan will be announced. It is going to be in all respects to suit all persons and all purposes, and there is to be no underwriting—no ground floor. The whole financial situation is thus one which inspires confidence and justifies optimism. Canada is in good shape financially. The financial returns of the first seven months of the present fiscal year, that is to say until the end of October, show an increase in receipts of \$8,700,000 over the corresponding period of the previous year and a reduction of nearly nine million dollars in ordinary expenditure and of two and a half million dollars on capital account.

Canada's war expenditures for next year will be very large. About one thousand dollars per man per annum is calculated as the cost of raising, equipping and maintaining our troops at the front and under arms in Canada. In this war this estimate will probably be exceeded on account of the enormous expenditure of ammunition and the heavy strain upon artillery and rifles. Canada's war expenditure next year on the basis of a force of two hundred and fifty thousand men will aggregate from two hundred to two hundred and fifty million dollars. Our interest charge in connection with this and past war expenditure will amount to over fifteen million dollars per year.

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Further particulars on application to Grand Trunk Agents.

Oranges Extra Special

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SCHELL BROS.

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ON COURTLAND HEIGHTS AND COURTLAND HEIGHTS PARK. BRAND NEW HOUSES ON COURTLAND AVENUE FOR SALE. containing six and seven rooms, with all modern conveniences, at very reasonable prices and easy terms. Now is the time to get a new home at the right price. Ideal location for a home. All conveniences—water, sewer, gas, electric light, only a short distance from business centre of city, near Courtland Ave. School.

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D. A. MacMillan, Manager.

THE DELAYED PUNCH

Not a Modern Invention According to One Who Should Know

Now it's the "delayed" punch. We had "Kid" McCoy's famous cork-screw, Bat Nelson's "whiskers," and someone's else "scissors" punches, and several others not copyrighted, and now, says James J. Corbett, George Chip comes to the front with his contribution to the boxing literature. The "delayed" punch so we are told, it seems to me, is the story itself, the ex-champion writes. I am surprised it wasn't pulled long before, when we consider the number of talented young men engaged in grinding out prize ring literature.

What is the "selayen" punch, asks Jim. An "authority" says it is a "bluff to lead, halting the blow, and then coming through with the slam." According to this it's simply a feint followed by a lead for the part of the body feinted at. Say, for example, a boxer feints with his left for the head. His opponent, and especially so if he is not overburdened with brains and a trifle heavy in the "doggie" puts up his guard. Then, realizing it is only a feint, he lowers the guard. The party of the first part has pulled his arm back, but seeing the guard lowered lets the drive then go through on the level. There we have the "delayed" punch. Wonderful stuff, isn't it?

For Carrying Explosives An automobile as fireproof and collision proof as possible to make it has been built for transporting explosives about New York.



RESOLVE first, He never fight less time fought.
Resolve two, He never again sas Teachy, less she Gits on My nerves dreffully. He try being Pashent in School.
Resolve three, He never eat another bitz after time full. Enuff is enuff for any Old person.
Resolve four, He try to live soas to be elected Some Day as Kaptin of Our football team. Its a Honorable Job, and I want to be honorable most always.
Resolve five, He never, never tell stories. The old Bad Man has got it in fer tellers what Pits to their Maws and Paws.
Resolve six, He not make ugly faces ner laugh at girls Any More. They kant help being Gurle. Natcher made em what they are, and Boys should feel sorry for em.
I goss this in enuff for This year. So He ring off and shut up my Resolves book till next year.

New Year Chimes

By MINNA IRVING
Stop thief!
The old year goes
O'er the drifted snows,
And the gray old year hath brought me grief.
He hath stolen the bud and the dano-
ing leaf,
And the dear little robin that used to sing
At my window sill in the balmy spring,
And the rapturous kisses my lover gave.
He hath hidden him, too, in a narrow grave,
Deep down from the light of the broad, blue sky,
And so through the rush of my tears I cry:
"Stop thief!"
As the old year goes
O'er the drifted snows,
For the gray old year hath brought me grief.
All hail!
The new year comes
With the best of drums
And clangor of bells in the windy gale.
He bringeth the song of the nightingale,
And, what if his robe is fringed with snow,
The April buds on his bosom blow.
He sendeth a new love unto me
From an ancient country across the seas,
And far to the south we will sail away
Through the purple dusk of a per-
fumed May.
All hail!
The new year comes
With the best of drums
And music of bells in the wintry vale



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