

IN MEMORY OF BRAVE NURSE



The Mayor of Shoreham, England, unveiling a tablet at the Shoreham infirmary, in memory of a gallant British nurse, Edith Cavell, who paid with her life the penalty of the Hun's inhumanity.

**ROB LONG**  
UNION MADE  
GLOVES OVERALLS



Known from Coast to Coast  
**R. G. LONG & CO. LIMITED**  
TORONTO

TEND BRITISH GRAVES

Registration Units Work at the Front Under the Prince of Wales

In an article which tells of the appointment of the Prince of Wales as head of a national committee which will care for the graves of officers and men of the British army who have been killed in the war, the Official Press Bureau says:

The Prince of Wales has, with the consent of King George, accepted the presidency of a national committee appointed to care for the graves of British officers and men after the war. Already an enormous amount of work has been done in France and Belgium, and recently in Egypt and Mesopotamia to care for and preserve the identity of such graves—some corner of a foreign field that is forever England—as Rupert Brooke so finely expressed it in the sonnet anticipating his own fate.

**HINDENBURG AS HUNS SEE HIM**

Newspaper Man Tells of Relief of the Germans

When He Got Big Job

But Hindenburg is Feared in Berlin, Where They Believe Him to Be a Dictator

Somewhere in Germany, Hindenburg! Hindenburg! Now you'll be a change! It was the day on which Hindenburg was appointed and Germany had gone mad with joy—or was it relief? With all their faith in the "Hun-Over-dog-out" and with all their pride in the "Savior of East Prussia," there was mixed in this new exultation of Hindenburg worship a kind of childish relief. One could measure the depth of the depression before by the degree of relief afterwards.

Yet it would be unwise to attempt to depreciate either Hindenburg's military talent or his personal influence. It is of the latter that I am most convinced, because I met and spoke with people who had come from his immediate entourage; I met soldiers who had fought as near him as it is given to German soldiers to fight, and I met also an officer, maimed for life, who had helped to win Hindenburg's victories. These people all carried with them the reflection of that extraordinary confidence and coolness which Hindenburg appears to inspire.

It is personal magnetism of a high quality, and all the more remarkable because the man himself lacks (if I can trust my informants) any of that refinement of feature or character which usually accompanies a really magnetic individual. He has will power, no doubt, but that is often a quality consciously exercised. His influence on his staff and his men on all those who are in his neighborhood, is, as I gather, not consciously exercised. It is an effortless influence, and therefore in a captain all the more valuable. And yet, because it is a personal magnetism, unconsciously exercised, it appears not to be communicable, and therefore his officers and his men, but he cannot send his officers to inspire the men in the west.

Independent of Interests. Hindenburg is not without his critics. For if, as I admit, his name works miracles among the troops and among the ordinary population (I can get it at any rate for Saxony and the south), I found that in Berlin and to some extent also in Frankfurt men of high standing shook their heads.

You must remember that one reason why Hindenburg is so popular with the "veering" crowd is that they believe him, as he believes himself, entirely independent of any but military considerations. People have suspected that England has been spared for this reason, that, reasons political, commercial, or financial. They have believed that the Kaiser has been too much under the influence of Berlin and other financiers and business men and has been swayed by them to admit of some hesitancy in the use of "Germany's deadliest weapons." I need not tell you that the old aristocrat, who before the war was hated as they feared the Kaiser's new "aristocracy of commerce" (you remember how he said "Germany's diplomacy must become commercialized") were the first to say that the "Bain crowd" were too much in the counsel of the Sovereign.

Now in Saxony it was said to me of Hindenburg: "He has nothing to do with that lot." And equally he knows nothing and cares nothing for colonial questions. He is a military leader, possibly even a military genius; but he is neither statesman nor politician; a "gruff old soldier" as he calls himself, a man who, if legend tells the truth this once, is only nervous when he is not in the field; a Hottspur grown old and, it may be, a little wiser, but yet a Hottspur and not to be pestered by any politician-popolinjay.

Can Deny Him Nothing. And this it is that in Berlin, as I found, makes sundry shake their heads. For the fear that the German government will never again dare to deny Hindenburg anything that he demands, even if the granting is political suicide. He might and he may at some moment demand some measure at home or abroad that may shatter German finance, throw yet other enemies into the scale against her, or (if another measure be) set out of the German hand one of Germany's poor last trumps; and still neither Hottspur the Chancellor nor another would dare refuse him, for if afterwards some scheme of his fell short of fulfillment the wrath of Germany would turn on those who refused him his request. He is become, so some fear, the Dictator of Germany, greater than Kaiser or parliament, and the future of the war and of the years after the war depends on the wisdom of one man.

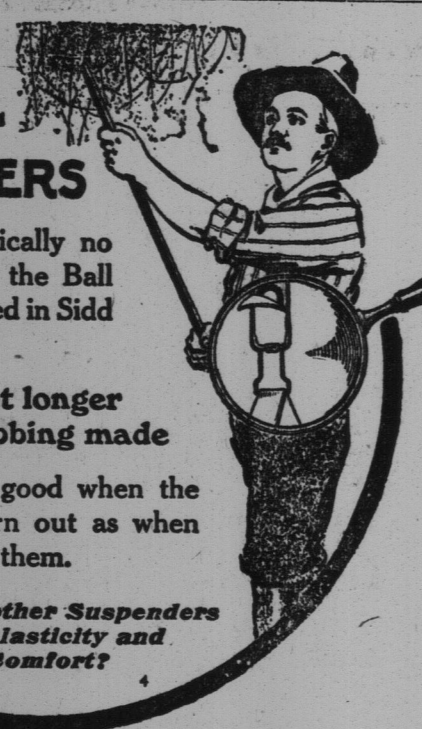
"Hindenburg! Hindenburg!" They shouted his name in the streets and in the theatres and the cafes, in the towns and in the country. The name rang in my ears until I came to Berlin and sat where certain who feel the pulse of the world's markets were in council together. But there of Hindenburg it was still—X. Y. Z., London Daily Mail

**Sidd**  
SUSPENDERS

THERE'S practically no wear out to the Ball Bearing Springs used in Sidd Suspenders.

They will last longer than any webbing made and be just as good when the webbing is worn out as when you first wore them.

Has any other Suspenders this Elasticity and Comfort?



THOSE who think most highly of Watson's Spring Needle Ribbed Underwear are they who have been next to it the longest. There is comfort in it for sensitive skins; there is a snug, easy fit in the elastic Spring Needle Ribbed fabric; there is economy in its unusual strength and durability. In various fabrics and all sizes for men, women and children.

**Watson's** UNDERWEAR  
SPRING NEEDLE RIBBED  
MADE IN CANADA

The Watson Manufacturing Company, Limited, Brantford, Ontario, 300

**Fawcett**  
NEW CHAMPION RANGE  
A GREAT BAKER



Fawcett Ranges are the handsomest, most economical, durable, and satisfactory, as well as the best bakers. Send for our booklet explaining why. It contains facts about ranges that you, as a housekeeper, ought to know.

**CHARLES FAWCETT LIMITED**  
SACKVILLE · N · B · CANADA

Ask your dealer for Fawcett goods or write direct. For Sale in the North End by Philip Grannan, Main Street.

Graves registration units work on all the battle fronts as a part of the British army organization. Their duty is to register the position of graves and to see that they are marked with durable wooden crosses bearing a metal inscription giving the name, number, rank, regiment, and date of death.

Each in 1915 it became necessary to make definite arrangements with regard to the provision of land in France for the burial of British officers and men. Up till then, and particularly during the retreat and the subsequent advance to the Aisne, burials had often taken place in isolated graves which were, wherever practicable, cared for with reverence and respect by the French peasants and owners of land, and in a few cases permanent concessions of land were offered. By this time, however, French civil cemeteries were being more regularly used, and it was also possible to arrange for special burial grounds. The Director of Graves Registration and Inquiries approached the French government, through the French military authorities, on the matter. The French government immediately expressed the desire to provide land for permanent resting places for British officers and men at the cost of the French nation, and a law was passed which gave effect to this generous impulse in December, 1915. Since then, in co-operation with the French, the directorate has established authorized burial grounds immediately behind the British front lines, near the ambulances, the casualty clearing stations, and the hospitals further back. Soldiers are employed under the officers of the graves registration units to look after these burial grounds. In the case, however, of a battle of severe fighting isolated burials are still taken place.

"The French government further of-

**Because of the War**

we are compelled to make this announcement.

The leading merchants of Canada have this year given us more and larger orders for "CEETEE" underclothing than ever before in our history.

Yet we find it impossible to fill them promptly for two reasons: one, lack of raw materials (finest Merino yarns); the other, scarcity of specially qualified labor.

**The Raw Material**

difficulty is due partly to the fact that all the yarn-spinning factories in the Old Country are under the supervision of the British Government, and the bulk of their yarn is required for clothing for the men of the great Navy, the Empire's bulwark, and for Kitchener's great Army—consequently we can only secure what can be spared from the overplus, if any.

We can buy plenty of "Merino Wool," and good Merino Wool at that, but not of the quality we have always used and intend to always use for "CEETEE" Garments.

Indeed, we would rather not make any at all than lower the quality.

Then partly to the difficulty of securing ships to carry the wool in.

**The Labor Scarcity**

is caused partly from the fact that the knitters or operators on the "Special Machines" (the only machines of their kind in Canada used for underclothing) required for "CEETEE" are specially trained and almost "bred" to the work—family after family for generations being trained in this special line—consequently when many of our employees joined the colors they could not be replaced, as it is impossible to secure new workers from Scotland or the Old Country owing to even a much greater need for them over there, where they are "doing their bit" by making underclothing for the Army and Navy.

We do not complain, in fact would cheerfully lose all our business if it would assist the Allies in bringing this great fight for civilization, liberty and democracy to an earlier close.

We felt it our duty, however, to frankly explain the situation to the Canadian public and ask them to order their "CEETEE" Winter Underclothing from their dealers EARLY if they wish to be sure of getting it—and to be patient with us if they do not secure it promptly

Very truly yours, (Signed) *Turnbull*  
President

**THE C. TURNBULL CO., OF GALT, Limited**  
GALT, ONTARIO, Manufacturers of

Finer-Knitted and Lighter Underclothing the Warmest

The following item will show that the British Government are now requiring a net weight we have always been proclaiming.

The Principal of Hawick Technical Institute, Scotland, recently stated as follows:

"Due to the lack of sufficient numbers of coarse gauge frames on which to make military garments, the authorities have been compelled to consider the use of garments of a FINER class."

The results in point of comfort for the men have been so satisfactory that it is very unlikely that there will be a general acceptance of coarse fabric, as in the past. It has been discovered that in using the coarse types of woolen yarns made from the finest and purest Australian Merino wool, but it is knitted closer, thus giving lighter weight with greater warmth and freedom.

All joints have selvage edges and are KNITTED, NOT SEWN together. Thus there are no seams to ravel or irritate.

"CEETEE" garment is so soft baby can wear it.

Furthermore, a "CEETEE" garment WILL NOT SHRINK, and this is guaranteed.

**"CEETEE" UNDERCLOTHING THAT WILL NOT SHRINK**

WORN BY THE BEST PEOPLE  
SOLD BY THE BEST DEALERS

CEETEE FULL FASHIONED—Superior Quality and Warmth—Woolen Knit—Summer Underwear—"At-Home" Knit—Sweater—Coats

FOR WOMEN FOR INFANTS & CHILDREN FOR MEN

**Kent Flour is Some Flour**

**KENT MILLS GOLD MEDAL FLOUR**

QUALITY STANDARD FOR 30 YEARS

From a small beginning thirty years ago, but with a fixed purpose—and that was that the product of the "Kent" mills should be the finest flour that the finest of Canadian wheat could produce—the output of Kent Flour has increased from a few barrels a year by the old millstone process to an output of over two hundred thousand barrels a day by the most improved machinery known to millers to-day.

In a generation the demand for Kent Flour has increased from a most limited local sale to a trade that includes all Canada; from the time when all customers could be supplied in a short haul by the local mill delivery to a sale in 1916 that means train loads east, west, north.

"Quality" has been the keynote to a success and reliability and uniformity that have made Kent Flour a household word.

Kent Flour has always been ground from the finest blends of Canadian wheat—and always will be—and that is why it produces bread, cakes and pastry, that are a delight to the housewife.

All reliable dealers sell Kent Flour.  
Sold in 24, 48 and 96 lb. sacks. Half Barrels and Barrels.

There's a treat waiting for you when you use "KENT" Flour

**The Canada Flour Mills Co. Limited**  
Chatham Ontario

necessary to forbid the erection of any permanent memorials during the progress of hostilities; the prohibited, as all transport is required for material of war. The exhumation of bodies during the war is strictly forbidden by both the French and British military authorities.

A very inquisitive man was sitting at a table next to a man who had lost an arm above the elbow.

"I see you have lost an arm," finally was ventured.

The one-armed man picked up his empty sleeve and peered into it.

"Great Scott! I believe I have," he answered.

"Who ever saw a perfect man?" asked an evangelist at a revival meeting. There is no such thing. Every man has his faults, plenty of them.

"Of course, no one had ever seen a perfect man, and consequently the statement was received in silence. The revivalist continued.

"Who ever saw a perfect woman?"

"At this juncture a tall, thin woman arose.

"Do you mean to say, madam," the evangelist asked, "that you have seen a perfect woman?"

"Well, I can't just say that I have seen her," the woman replied, "but I have heard a great deal about her, my husband's first wife."

**Because of the War**

None Like it in Canada

The unique distinction of being the only underwear of its kind made in Canada, belongs to "CEETEE". The pure wool underclothing that will not shrink.

"CEETEE" UNDERCLOTHING is knitted on special machines, that automatically shape it to fit the human form, by adding or reducing stitches as required.

This is what makes "CEETEE" so comfortable on the body.

They are then put through a special secret process, which makes them so that they will not shrink.

No content are we in this secret process that we absolutely guarantee to replace, free of charge, any garment that shrinks.

This well-known brand of pure wool underclothing is made on special machines, used exclusively by us.

These machines are the only ones of their kind in Canada used for making underwear.

When the agent of the British Government came to Canada, looking for underclothing for the soldiers, these were the only machines in Canada that could make the goods up to the standard of the samples he brought with him.

Now, ordinary underwear is knitted on circular machines, in different widths to suit the various sizes of the body. They are then cut into proper-sized lengths for vests, drawers or combinations—sleeves sewn in and seams sewn together.

These are good garments, and we make a lot of them, the finest of their kind, and have done so for sixty years.

But for people who are particular and can afford to pay for them, we manufacture our "CEETEE" UNDERCLOTHING, which will compare favorably with any garment the world over.

The firm of Turnbull's has been established in Canada since 1850, and has grown from a small water-power mill to one of the largest plants of its kind in Canada.

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THIS TRADE MARK IS ON EVERY GARMENT

GUARANTEED UNSHRINKABLE

CEETEE PURE WOOL

LOOK FOR THE SHEEP