

The Red, White and Green Package is Familiar to All

FOR over twelve years the original Red, White and Green corn flake package has been a familiar combination of colors to all Canadians.

During all these years millions of Canadians have enjoyed

Kellogg's TOASTED CORN FLAKES

ALWAYS make sure you are getting the genuine original Kellogg's Toasted Corn Flakes which are only sold in the red, white and green package.

Accept No Substituted Imitations.

Only Made in Canada by THE BATTLE CREEK TOASTED CORN FLAKE CO., LIMITED.

HEAD OFFICE AND PLANT: LONDON, ONT.



Ready in a moment

OXO CUBES are a vast improvement on all the old fashioned methods.

While the water is "coming to the boil," cup, saucer and OXO CUBE are got ready and in one minute hot, tempting Bouillon awaits you.

OXO CUBES save time and cut out the drudgery of cooking. They are so sustaining that one OXO CUBE and a few biscuits enable one to carry on for hours.

10 cent and 25 cent Tins.

A CUBE TO A CUP



Want to Feel Just Right?

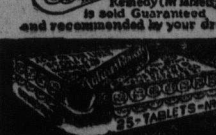
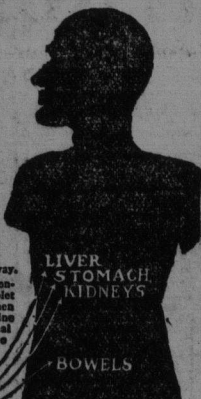
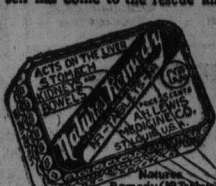
Take an NR Tonight

JUST TRY IT AND SEE how much better you feel in the morning. That "tummy" headache, tired, don't know what the matter feeling will be gone—you'll feel fine.

TROUBLE IS, your system is clogged with a lot of impurities that your over-worked digestive and eliminative organs can't get rid of. Pills, oil, salts, calomel and ordinary laxatives, cathartics and purges only force the bowels and prod the liver.

Nature's Remedy (NR Tablets) acts on the stomach, liver, bowels and even kidneys, not forcing, but toning and strengthening these organs. The result is prompt relief and real, lasting benefit. Make the test. Nature's Remedy will act promptly, thoroughly, yet so mildly, so gently, that you will think nature herself has come to the rescue and is doing the work.

And oh, what a relief! You'll be surprised to find how much better you feel—brighter, better every way. If habitually or stubbornly constipated, take one NR Tablet each night for a week. Then you'll not have to take medicine every day, but an occasional NR Tablet after this will be sufficient to keep your system in good condition—keep you feeling your best.



NR Tonight—Tomorrow Feel Right Get a 25¢ Box

LAST WORDS OF DAVID LUBIN URGED ITALIANS TO INTRODUCE AMERICAN INDUSTRIAL METHODS

Large Scale Production Was Basis of Interview Given Out in Rome a Few Days Before Death of Great Agriculturist.

Rome, April 10.—The prospect before Italy at present of becoming the greatest industrial and commercial power in the Mediterranean will be helped immensely by Italy's adoption of the American system of large scale production, according to David Lubin, founder of the Institute of Agriculture in Rome, in an interview granted to a newspaper of Rome a few days before his death. The following extracts are quoted from the interview:— "I believe that this Italy which arises from the war as a great political power in the Adriatic and Mediterranean now has before it the opportunity of becoming a great power economically as well. The disappearance of that dead weight, Turkey, which for centuries paralyzed the industrial and commercial progress of a large portion of the Mediterranean basin, gives Italy a splendid chance to assert herself in the markets of the Near East.

"Italy has an enviable geographical situation, she is rich in intelligent and sober manual labor, she does not lack engineers, and a well directed industrial activity could place her within a few years on a solid basis for the production of merchandise to be exported to all countries on the Mediterranean and especially to the Balkans, North Africa and the Near East.

"The present is an unusually opportune time for such a development. It is not for me to explain in detail the steps which Italy should take to effect this development. I shall limit myself to a consideration of what America's experience can teach Italy. In

the United States during the last few decades a series of industries were developed to their maximum capacity by the extensive use of machinery as a substitute for manual labor. By a system of specialization and standardization of parts it has been possible to pay high wages, to produce high class merchandise and still to make a profit.

"The adoption of American methods would mark a new era in the economic development of Italy. Whence does America get her billions? From her industries. If Italy were to create similar industries the billions would flow in Italy as they do in America.

"The moment is propitious for beginning this work. The war has opened the way and the American public is at present disposed to send its assistance to Italy's undertakings.

"My first practical suggestion is that a group of men here in Italy form a corporation for establishing a clothing, shoe or any other industry, along the lines of a similar American institution. This corporation should turn to the United States for financial and technical co-operation. . . . The beginnings might be very modest, limited perhaps to a small model factory. If this proved to be a success it could soon be followed by many others.

"The United States is a sincere friend of Italy, and if the industrial leaders of Italy will explain to America what Italy needs and is seeking, I feel certain that they will find in America a spirit of friendly and effective co-operation."

ARTIFICE HAS SAVED RAVISHED ARMENIAN FROM UTTER OBLIVION

Centuries of Unjust Treatment Have Taught Him to Bend, Not Break, When Opposed by Turks' Force.

Washington, April 10.—Armenia, the land to which America now is sending food relief and which recently suggested that it be placed under the direct protection of the United States, is discussed by Hester Donnadson Jenkins in a communication to the National Geographic Society. A portion of this communication, describing the Armenians before the devastations of the world war, follows:

"Armenia is a word that has widely different connotations for different peoples. To us Americans it means a vague territory somewhere in Asia Minor; to the makers of modern maps it means nothing—there is no such place; to the Turks of a few years ago it was a forbidden name, smacking of treason and likely to bring up that bugaboo 'nationalism,' than which Abdul Hamid II. feared nothing more, unless it were 'liberty'; but to nearly two millions of Russian, Persian and Turkish subjects it is a word filled with emotion, one that sends the hand to the heart and calls up both pride and sorrow.

Between Two Inland Seas.

"Armenia is not easy to bound at any period of history, but, roughly, it is the tableland extending from the Caspian Sea nearly to the Mediterranean Sea. Its limits have become utterly fluid; the waves of conquering Persians and Byzantines, Arabs and Romans, Russians and Turks have flowed and ebbed on its shores until all lines are obliterated. Armenia is not a state, not even a geographic unity, but merely a term for the region where the Armenians live.

"At the height of its power and at its greatest extent the ancient Kingdom of Armenia consisted of 800,000 square miles of fertile tableland, extending from the Black Sea and the Caucasus Mountains to Persia and Syria. It rises until it reaches 8,000 feet above the sea, then it ascends abruptly to the snow-capped peak of Mount Arat, which is 1,000 feet higher than Mont Blanc. The land is fertile, rugged and beautiful.

"Into the soil of this beautiful and historic land the Armenians have thrust deep roots. No brief civilization is theirs dating back to Mayflower or even Norman Conquest, but one that is almost continuous with recorded history, and every Armenian feels behind him this vast antiquity, giving him personal dignity and great national pride. They begin their history with the Garden of Eden, which they claim was in Armenia, basing the claim on the native statement that the land is beautiful enough to have included Paradise, and also laughingly asserting that the apples of Armenia were worthy to tempt a most epicurean Eve. Their first recorded ancestors they find in the book of Genesis.

Have Oriental Appearance.

"Their appearance is definitely Eastern; swarthy, heavy-haired, black-eyed with aquiline features, they look more Oriental than Turk, Slav or Greek. In general type they come closer to the Jews than to any other people, sharing with them the strongly marked features, prominent nose and near-set eyes, as well as some gestures we think of as characteristically Jewish. The type is so pronounced that it is those who are akin to them they seem often very handsome, while to Westerners they seem a little too foreign-looking. Of course, the type is not always preserved; white skins, even an occasional rosy cheek, may be seen, and there is a small number of fair-haired and blue-eyed Armenians.

"The resemblance to the Jews does not stop with physical features, for the fate of the two peoples has been sufficiently similar to bring out common traits. Like the Jew, the Armenian has been oppressed and persecuted, and has developed a strength of nationality, a love for his own people and a persistence of type rarely seen elsewhere. Like the Jew, he has

learned to bend, not break, before the oppressor and to succeed by artifice when opposed by force. How else has he survived? Like the Jew, he has developed strong business instincts and like him he has a talent for languages, a power of concentration and unusual artistic gifts. Both Jews and Armenians are very clever actors."



THE British are noted as great tea drinkers and are naturally good judges of tea.

So when we learn that over 70% of the tea used in Great Britain is Indian tea we can be sure that Indian tea is of the very best quality.

In Canada the preference for Indian tea has become just as strong, as evidenced by the success of Red Rose Tea which consists chiefly of ASSAMS—the richest and strongest of Indian teas.

Red Rose is always sold in sealed packages.

RED ROSE TEA 'is good tea'

Red Rose Coffee is as generously good as Red Rose Tea



How Mrs. Smith Solved the Mystery

"I'VE followed the recipe most carefully in every particular," declared the bride. "I mixed and kneaded the dough properly. Why in the world does my bread not come out well like other folks'? It's a mystery to me!"

"It's simple," said her neighbor, "it's the flour. If you want your bread to come out always right you must have flour that is always the same unchanging good quality."

"Do flours vary in quality?"

"Naturally they must," explained Mrs. Smith, "for wheats vary in strength in different localities. Some wheats contain more gluten than others. And plenty of gluten is necessary in the flour because that is the elastic substance which helps the yeast to make the bread to rise properly. It is highly nutritious."

"If you want your bread always to come out right, take my advice, follow the recipe exactly, but use

Cream of the West Flour (Milled according to Government Standard)

"But why this particular flour?" asked the bride. "Because it is a good, strong, high gluten flour for bread, and its quality is always uniform; it never varies."

"How can one know it never varies?" "Because Campbells test samples of all the wheat they get to find out just what it contains. So it is easy for them to keep it uniformly good. I'll show you my own bread," offered Mrs. Smith. She

went across the way to her home and returned with a splendid swelling loaf.

The bride tasted it and was delighted. "Oh, if I could only make bread like that!" she exclaimed.

"Certainly you can," said her neighbor, "Cream of the West is a dandy flour for bread. I ought to know for I have used it for years, I'm sure you'll be just as satisfied as I am with it. Try it, my dear."

The Campbell Flour Mills Company, Limited West Toronto, Ontario

Canada Food Board License 6, 7 & 8

Dealers can procure Campbell's Flours from

THE CAMPBELL FLOUR MILLS CO., LIMITED, Simpson Bldg., Halifax, N.S.