

For Men,
Women
and
Children

S.O.S. No. 22744
Trade Mark

MARVELLOUS INVENTION

No. 22744
Trade Mark S.O.S.

Guarantee
Against
Cold and
Drowning

LIFE SAVING DEVICE AT SEA

Which will annihilate the appalling loss of life at sea caused by maritime disasters. An enterprise which will prove highly the value and the humanitarian character of the invention and which is convincing.

A Simple One-Piece Garment Put on in Less Than a Minute for Men, Women and Children.

A one-piece garment with shoes and mittens enclosing the body with the exception of the face, watertight and made of absolutely waterproof material. It is so simply constructed that you can slip it on in less than a minute. It is lined with kapok, which is five times more buoyant than any other material known. It provides safety and protection to sailors and travellers either on the Ocean, on the Great Lakes, where gales and storms rage and the shipwrecked are cast adrift for hours and often days and nights on bodies of water where boats capsize, collide, become disabled or meet with accidents which endanger life.

PERILS OF THE DEEP

We might mention as an example the case of the Empress of Ireland, which went down in the River St. Lawrence in the month of May, 1914, about three miles from shore, when over twelve hundred people were lost. Had the unfortunate victims of this tragedy been provided with the S. O. S. Garment they could have quite easily reached shore by their own efforts, even had a rescue ship not come to their assistance. Then there was the appalling disaster of the Titanic in the spring of 1912, with a loss of over sixteen hundred souls, amongst whom were some of our best known men. These people perished from exposure as the Post Mortem Report showed, not drowning. Had this vessel been equipped with the S. O. S. Garment it would be safe to say that 90 per cent. of the people who perished would have been saved. Then there is the case of the Lusitania sunk by a torpedo from a German submarine, with a loss of around one thousand, and we could name many other disasters with an enormous loss of life, but it is not necessary, at every day the public press tells us of them.

It is our duty to use every lawful means to preserve our lives and to do our utmost to save fellow passengers in time of danger. The S. O. S. Garment will not only save the wearer but its buoyancy is sufficient to support more than six persons in the water. Think of what it means as a guarantee of protection whether you are inland or on the high seas.

Think what it would have meant to those who went down in the great sea disasters of recent years to the families and friends left behind.

Think what it means to the world.

Absolutely Proof Against Water, Wind and Cold. You Can't Perish.

A garment which enables you to remain afloat an indefinite length of time and to emerge warm and dry. Makes drowning impossible and keeps the shipwrecked in an upright position afloat far above the water, keeps the body warm; it is a human self-heater. With this wonderful invention the traveller is safe on water anywhere at any time. It contains a pocket to hold food and stimulants to last wrecked persons forty-eight hours and more. It embodies every device that human ingenuity can suggest to insure your safety while in the water.

IMPORTANT

YOUR ATTENTION is invited to the following salient features of the invention:

- 1—The appalling loss of life at sea and the need of some real apparel to annihilate such disasters.
- 2—Experiments made before Societies and the public have proved the absolute efficiency to save shipwrecked persons from drowning and exposure.
- 3—Immediate prospects of dividends from orders already placed and the demand which will be forthcoming as the apparel can be manufactured on a large scale.

The world disasters are too well known and too generally realized to call for other comment excepting as it may impress upon you that the public, governments and maritime bodies must inevitably come to the conclusion that some protection of safety other than exists must be put in use. IT'S WORTH MORE THAN RICHES.

Authorized Capital
\$1,000,000.00

SAFE ON SEA

LIMITED

(Incorporated under the Dominion Companies Law.)

(No personal responsibility)

No Preferred Stock or Bonds or other indebtedness.

To Manufacture, Rent and Sell the Garment

Divided into 100,000
Shares Par Value \$10

FINANCIAL POSSIBILITIES WHICH BRING ADVANTAGEOUS REVENUE TO ITS SHAREHOLDERS.

TRANSLATED INTO COLD FIGURES here is what the Earnings from renting alone of the 1,000 GARMENTS rented at \$10.00 a trip from a Canadian Port to a European Port, \$10,000.00.

Twenty-six trips a year	\$260,000.00
Operating expenses, commissions to agents renting the apparel, overhead expenses, pay 25 per cent. of the gross (which is large)	\$65,000.00
1,000 Garments at \$20.00 (Cost of manufacture)	\$20,000.00
Net Profit	\$175,000.00

PRESIDENT—Nelson D. Cascadden, Wholesale Fruit Merchant, Sherbrooke.
VICE-PRESIDENT—Geo. N. Comeau, Financial Broker, Montreal.

DIRECTORS
Rupert W. Wigmore, M.P., Commissioner of the City of St. John, N.B.
D. J. O'Connor, Contractor, Huntingdon, Que.
M. J. Maloney, M.D., Physician, Eganville, Ont.
E. LePage, Inventor, Montreal.
SECRETARY—Rene Chenevert, Barrister, Montreal.

DEMONSTRATION MADE PROVED THE EFFICIENCY OF THE DEVICE

COPY OF A FEW TESTIMONIALS AMONGST HUNDREDS.

Safe on Sea,
60 Notre Dame East.

Dear Sirs:

Though I do not fear drowning I would not hesitate to secure one of your garments S. O. S. for my use in case of an emergency. What strikes me in this invention is the calorific feature of the garments. To think that you can stay a whole day in freezing water without feeling the least cold. What a novelty for expert swimmers who have to be ready to jump in the water at any temperature.

Yours truly,

JAMES ROSS,

M. A. A. Bath.

Safe on Sea,
60 Notre Dame St. E.

Dear Sir:

In reference to Life Saving Device called S. O. S. I may say that I witnessed in one of the Public Baths a demonstration and must say that it was a very successful demonstration, and several well-known swimming instructors were present and we all said it was the best Life Saving Device so far produced.

Yours truly,

LOUIS RUBENSTEIN,

President Royal Humane Society,
41 Craig St. West, Montreal.

SOLICITOR—Rene Chenevert, Bank of Ottawa Building. | COUNSEL—E. Edwin Howard, K.C., 86 Notre Dame West. | PATENT SOLICITORS—Fetherstonhaugh & Co., St. James St.

Main 7631

SAFE ON SEA LIMITED, 60 Notre Dame Street East, Montreal

FISCAL AGENT—Mount Royal Securities, Ltd., Montreal.

Newfoundland Representative—L. J. HARNUM, 174 Water Street, St. John's. P. O. Box 1024

Wild Scotch Cured Herring.

Although it is reported that stocks of Newfoundland Scotch herring have been selling at slightly below the quotations made upon the arrival of stocks which came into this market in two lots a fortnight and a month ago, respectively, holders in New York are firm in their ideas and most of the large importers are asking \$27 and \$28 per barrel for their fish. That these prices have been undersold is denied in the trade, but the latter factors in the trade appear to be holding for the full quotations. As prices continue high in Newfoundland and there is not likely to be a great quantity shipped after January, it may be considered that prices here

Eat Big Meals! No Sour, Acid Stomach, Indigestion or Gas

"Pape's Diapepsin" is quickest, surest stomach relief known—Try It!

Time! Pape's Diapepsin will digest anything you eat and overcome a sour, gassy or out-of-order stomach surely within five minutes. If your meals don't fit comfortably, or what you eat lies like a lump of lead in your stomach, or if you have heartburn, that is a sign of indigestion.

Get from your pharmacist a fifty-cent case of Pape's Diapepsin and take a dose just as soon as you can. There will be no sour risings, no belching of undigested food mixed with acid, no stomach gas or heartburn, fullness or heavy feeling in the stomach, debilitating headaches, dizziness or intestinal griping. This will all pass and, besides, there will be no sour food left over in the stomach to poison your breath with nauseous odors.

Pape's Diapepsin is a certain cure for out-of-order stomachs, because it takes hold of your food and digests it just the same as if your stomach wasn't there.

Relief in five minutes from all stomach misery is waiting for you at any drug store.

These large fifty-cent cases contain enough "Pape's Diapepsin" to keep the entire family free from stomach disorders and indigestion for many months. It belongs in your home.

will be no lower. Some are predicting advances, but these predictions seem to be based on speculative foresight only. A third cargo of Newfoundland herring will probably come to this market from St. John's, N.F., next week, and, according to information here, it is likely to be a much larger cargo than the two previous. As there is a good demand for Newfoundland Scotch cured herring in New York and throughout the domestic trade, and as the quantities held here are not sufficient to meet more than the routine business for another month, it is fair to assume that the condition of the market will see little change during the remainder of the season. It is the opinion of many jobbers dealing directly with retailers on the East Side of New York that there is a decided preference for Newfoundland Scotch cured herring as compared with any other grade now being offered—even Scotch herring. The opinions are undoubtedly based upon the continually growing demand for Newfoundland herring in spite of the arrival of Scotch stocks recently.—N.Y. Fishing Gazette, Jan. 26th.

S.P.A. Meeting.

The annual meeting of the Society for the Protection of Animals was held in the King George the Fifth Institute yesterday afternoon. Mr. Justice Johnson was chairman and among those present were His Excellency the Governor and Miss Armorial Harris, Rev. Canon White (Bishop-Elect), Rev. Dr. Greene, Messrs. Gosling, Benedict, Mitchell, Chesman and C. R. Steer; Hon. R. A. Squires, Hon. John Anderson, Messrs. W. H. Crowley, P. Johnson, C. E. Hunt, Geo. R. Williams, Jonas Barter, B. E. S. Dunfield and C. J. Fox, Secretary. His Excellency expressed his pleasure to become patron of the Society. Mr. Justice Johnson then outlined the origin of the Society and gave a resume of the year's work.

A resolution of sympathy was tendered Sir Jos. Outerbridge and family in their anxiety as to the fate of Lieut. Norman Outerbridge.

The reports of the Treasurer and Secretary were then read and adopted after which the following officers

Your Boys and Girls.

President—Mrs. Justice Johnson.
Treasurer—Mr. C. E. Hunt.
Secretary—Mr. C. J. Fox.
Directors—Mrs. Gosling, Mrs. Mitchell, George R. Williams, H. Macpherson, Jonas Barter and B. E. S. Dunfield.

A resolution of condolence on the death of His Lordship Bishop Jones was proposed by Mr. Justice Johnson, and votes of thanks passed the President, the Management of the Institute and Inspector Bastow of the Society, after which the meeting closed.

A Child's Tongue Shows if Liver or Bowels Are Active

If cross, feverish, sick, bilious, give fruit laxative at once.

Every mother realizes, after giving her children "California Syrup of Figs," that this is their ideal laxative, because they love its pleasant taste and it thoroughly cleanses the tender little stomach, liver and bowels without griping.

When cross, irritable, feverish or breath is bad, stomach sour, look at the tongue, Mother! If coated, give a teaspoonful of this harmless "fruit laxative," and in a few hours all the foul, constipated waste, sour bile and undigested food passes out of the bowels, and you have a well, playful child again. When its little system is full of cold, throat sore, has stomach-ache, diarrhoea, indigestion, colic remember, a good "inside cleansing" should always be the first treatment given.

Millions of mothers keep "California Syrup of Figs" handy; they know a teaspoonful to-day saves a sick child to-morrow. Ask your druggist for a 50-cent bottle of "California Syrup of Figs," which has directions for babies, children of all ages and grown-ups printed on the bottle. Beware of counterfeiters sold here, so don't be fooled. Get the genuine, made by "California Fig Syrup Company."

When you want Steaks, Chops, Cutlets and Collops, try ELLIS'.

Fads and Fashions.

A tremendous vogue for silks is indicated now that silk is the one fabric not especially necessary to the military establishment. You can buy and wear all you like of it without being considered unpatriotic.

Cotton frocks have plain straight skirts, slightly full, sometimes with large tucks, simple little waists, often with surplus or fascia effect. They are very often of organdy and with the simplest little ribbon belt with ends.

Bands of nutria applied to box pleats extending all around at spaced intervals on the skirt section of a white wool persey coat of three-quarter length give a unique effect, especially since a broader band confines the pleats at the bottom.

Fancy suit sleeves, such as splitting them horizontally above elbows and inserting vertical tabs giving a box-pleated effect, or crossing underarm sections over the upper as an envelop, embellishing the triangular skirt formed thereby with silk braid are two ideas on misses' models.

Ever Saturday evening after 7 o'clock, Choice Ends of Beef, Mutton, Lamb, Pork will be sold at cost. ELLIS & CO. LTD., 203 Water Street.—nov29,13

MINARD'S LINIMENT CURES GARTS GET IN COWS.

NEW FURNITURE.

We have just received another shipment of New Furniture,
Bought at Last Year's Prices, which we will offer at Old Prices to clear,

as prices will positively be much higher. Those intending to buy Furniture within the next three months, will do well to see same. It consists of:—

Sideboards, Extension Tables, Bureaus & Stands, Chairs, Rockers
in various sizes and prices. Also, a small shipment of
BEDS,
we offer with our Springs and Mattresses, at special prices.

The C. L. MARCH CO., Ltd.,
Corner Water and Springdale Streets.

Advertise in "The Evening Telegram."