



Little  
Miss  
MAIDEN  
CANADA

## Help Yourself!

It's delightful—a beautiful, light layer cake chocolate iced and chocolate filled, having the real, rich chocolate flavour.

It's ever so simple to make—just follow directions in recipes and you will be rewarded with the daintiest and most tasty layer cake you ever baked.

CAUTION!—Be sure it's Cowan's Perfection Cocoa you use—no other gives such a perfect chocolate color or so pleasing a taste. Remember the name.

# COWAN'S COCOA—

"Perfection Brand" Purest and Best

### TRY THESE RECIPES.

**COCOA ICING.**  
4 teaspoonfuls Cowan's Perfection Cocoa  
2 cups icing sugar  
2 tablespoonfuls cold water  
3 tablespoonfuls hot water  
Place the cocoa in a saucepan and mix with cold water until of a perfectly smooth appearance. The hot water is then added and the whole is then cooked for 1 to 2 minutes. Add the icing sugar and a pinch of salt. Enough sugar should then be added to make the whole mixture sufficiently stiff to spread evenly. The mixture is too thick to spread with a knife. It should be spread with a spoon. Should the mixture be too thick, add a little cold water. A little sugar if not sufficiently thick.

**COCOA FILLING.**  
1/2 cup Cowan's Perfection Cocoa  
1/2 cup sugar  
3 tablespoonfuls milk  
2 teaspoonfuls butter  
1 teaspoonful vanilla  
The whole should be cooked in a double boiler till the substance thickens. Care should be taken to stir constantly. Now add the mixture and add the following: 1 cup of nuts or coconut in the same proportion, or even mixed fruits, may be added to this filling.

Cowan's Products Always Preferred. Write for Cowan's Dainty Recipe Book on Cakes and Desserts—mailed free.

## MENNEN'S FOR MINE



### "IT PAYS TO ADVERTISE"

New York Police Find it So In Getting After Criminals

The time-worn adage "It pays to advertise" has proved its truth in many businesses, and recently the New York police department has seen the light. The police are now advertising for criminals too wily to be caught by ordinary methods and are getting results.

For several months detectives were baffled by a young crook who committed a score of assaults and burglaries on the upper West Side with impunity. He employed no such crude instruments as bludgeons, deck lanterns and drills in his work. He went through the front door in the day-time.

His method was simple. He located his "cribs" through advertisements in the papers, selecting as his victims women in apartment houses of the better sort, who let rooms to students at Columbia university.

Calling on one of them he would ask to see the vacant room, and on being ushered into the apartment would make sure that no one else was at home. If opportunity offered he would attack the

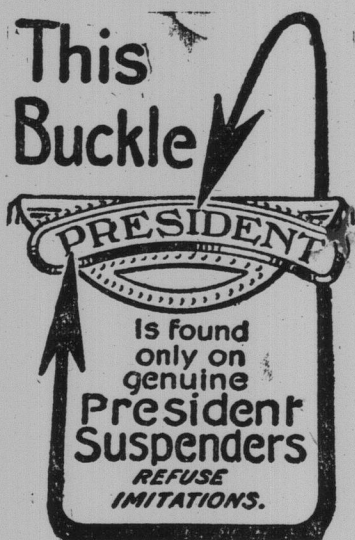
unsuspecting woman as she dilated on the merits of the furnished room. After binding and gagging her the thief would carefully search the house for money, jewelry and other valuables and then take his departure with his loot in a valise.

The unvarying success of the robberies caused the detective bureau anxiety. The only clue the detectives had was a knowledge of the method of the crook and a fairly good description of him. At last a possible trap for the criminal was discovered.

A detective discovered the type of advertisements the thief had answered, and wrote twelve of the same kind, naming apartments where women actually rented out rooms. In each of these apartments a detective secreted himself. After several days the thief called at one of the apartments and was ushered in. From his hiding place the detective watched him and checked up on his description. Then he stepped out and arrested him. The thief fought savagely, but was finally subdued.

Another important capture by means of a trap baited with an advertisement was that of an intelligent young negro who is said to have stolen money and valuables totalling \$80,000 from apartment houses where he acted as elevator boy for a brief time—just long enough to get the lay of the land and rob an apartment.

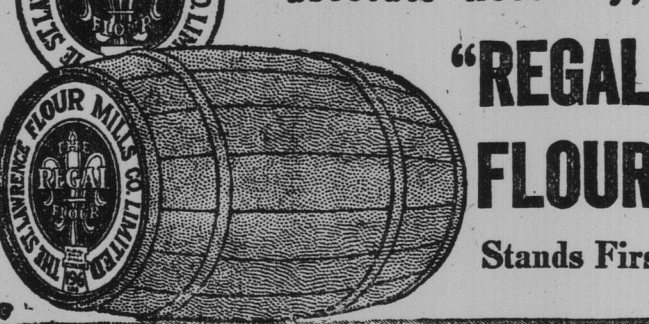
While running his elevator he decided from the appearance of the tenants just what apartment would be likely to yield the richest haul. Then when he had taken all of the family down and seen them safely out of the way he would run his cage up to the top floor, break



into the apartment, go through it systematically, and depart with his loot over the roof while the impatient tenants rang in vain for the elevator. He was compelled to work fast and take chances, but his success was invariably until the police began advertising for likely colored elevator boys.

Then he tried his specialty in an apartment house where he had answered an advertisement and found detectives waiting to gather him in. He confessed to more burglaries than the police had traced to him.

In the finest households in the land where baking results alone are the thing that counts, and also in the poorest families where economy is an absolute necessity,



## "REGAL" FLOUR

Stands First

## Former United States Senator Mason, Pioneer in Pure Food and Drugs Legislation, Father of Rural Free Delivery System Says Nuxated Iron

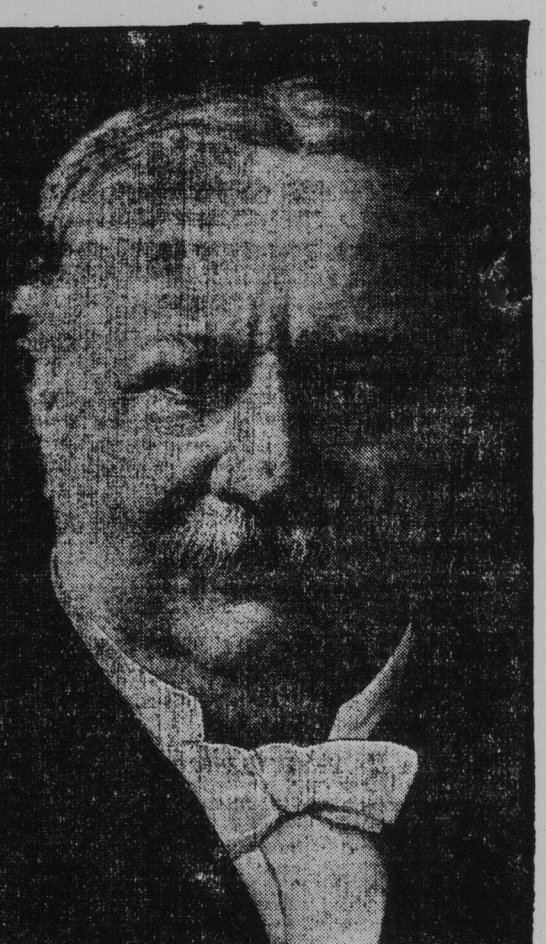
Increased His Power and Endurance So Much, That He Feels It Ought to Be Made Known to Every Nervous, Run-down, Anaemic Man, Woman and Child.

Opinions of Dr. Ferdinand King, New York Physician and Medical Author; Dr. Schuyler C. Jacques, Visiting Surgeon of St. Elizabeth's Hospital, New York; and Former Health Commissioner Wm. B. Kerr, of the City of Chicago.

### What Senator Mason Says

Gentlemen: I have often said I would never recommend medicine of any kind. I believe that the doctor's place. However, after the hardest political campaign of my life, without a vacation, I had been starting to court every morning with that horrible tired feeling one cannot describe. I was advised to try Nuxated Iron. I was at first loath to try an advertised remedy, but after advising with my medical friends, I gave it a test. The results have been so beneficial in my own case, I made up my mind to let my friends know about it, and you are at liberty to publish this statement if you so desire. I am now 68 years of age and I feel that a remedy which will build up the strength and increase the power of endurance of one at my age, should be known to the world.

Yours very truly,  
Wm. E. Mason



Senator Mason's statement in regard to Nuxated Iron was shown to several physicians who were requested to give their opinions thereon.

Dr. Ferdinand King, a New York Physician and Medical Author said: "I have been heartily endorsing Senator Mason's statement in regard to Nuxated Iron. There can be no vigorous iron men without iron. Pallor means anemia. Anemia means iron deficiency. The skin of anemic men and women is pale; the flesh flabby; the muscles lack tone; the brain fags, and the memory fails, and often they become weak, nervous, despondent and melancholy.

If you wish to preserve your youthful vim and vigor to a ripe old age, you must supply the iron deficiency in your food by using some form of organic iron—Nuxated Iron—just as you would use salt when your food has not enough salt."

Former Health Commissioner Wm. B. Kerr, of the City of Chicago, says: "I have taken Nuxated Iron myself and experienced its health-giving and strengthening effect, and in the interest of public welfare I feel it my duty to make known the results of its use. I am well past my threescore years, and want to say that I believe my own great physical activity is largely due today to my personal use of Nuxated Iron. From my own experience with Nuxated Iron I feel it is such a valuable remedy that it ought to be used in every hospital and prescribed by every physician in this country."

Dr. E. Sauer, a Boston physician who has studied abroad in great European medical institutions, said: "Senator Mason is right. As I have said a hundred times over, organic iron is the greatest of all strength builders."

"Not long ago a man came to me who was nearly half a century old and asked me to give him a preliminary examination for life insurance. I was astonished to find him with the blood pressure of a

boy of twenty and as strong as a young man. In fact, a young man he really was, notwithstanding his age. The secret, he said, was taking organic iron—Nuxated Iron. It filled him with renewed life. At thirty he was in bad health; at forty-six he was care-worn and nearly all in. Now at fifty, after taking Nuxated Iron, a miracle of vitality and his face beaming with the buoyancy of youth. Iron is absolutely necessary to enable your blood to change your food into living tissue. Without it, no matter how much or what you eat, your food merely passes through you without doing you any good. You don't get the strength out of it, and as a consequence you become weak, pale and sickly looking, just like a plant trying to grow in a soil deficient in iron."

Dr. Schuyler C. Jacques, Visiting Surgeon of St. Elizabeth's Hospital, New York City, said: "I have never before given out any medical information or advice for publication, as I ordinarily do not believe in it. But in the case of Nuxated Iron I feel I would be remiss in my duty not to mention it. I have taken it myself and given it to my patients with most surprising and satisfactory results. And those who wish quickly to increase their strength, power and endurance will find it the most remarkable and wonderfully effective remedy."

NOTE: Nuxated Iron, which is prescribed and recommended above by physicians in such a great variety of cases, is not a patent medicine nor secret remedy, but one which is well known to medical institutions, and whose iron constituents are widely prescribed by eminent physicians both in Europe and America. Unlike the older inorganic iron products, it is easily assimilated, does not injure the teeth, make them black, nor upset the stomach, on the contrary, it is a most potent remedy in nearly all forms of indigestion as well as for nervous, run-down conditions. The manufacturers have such great confidence in nuxated iron, that they offer to forfeit \$100,000 to any charitable institution if they cannot take any man or woman under 60 who lacks iron, and increase their strength 100 per cent. or over in four weeks' time, provided they have no serious organic trouble. They also offer to refund your money if it does not at least double your strength and endurance in ten days' time. It is dispensed in this city by all good druggists. Wasson's Drug Store.

## The Roads Of New Brunswick

(Daily Telegraph). New Brunswick has some good roads, and a great many more that are wretchedly bad and that would become a great deal worse if they did not receive attention in the near future. Owing to the nature of the soil a period of dry weather renders many bad roads fairly passable, and a continued wet spell necessarily emphasises the character of roads which have long suffered from neglect, which lack drainage, which have not even been skinned for years, and which have had no repairs, or only from time to time a

form of patching which has been largely wasted money. The roads are what they are today almost entirely because of the policy of neglect and inefficiency, of partisan waste and favoritism, which obtained under the late government which held power in New Brunswick from 1908 until last spring—nine years. Reasonable men will unite in pressing upon the present administration the urgent necessity for immediate repairs in those places where repairs will meet the case, but still more for the carrying out of a settled and comprehensive scheme of road improvement throughout the province, under which, even if there be some delay at first, the work done will not result in waste but in steady improvement year by year. The new government which took charge of provincial affairs a few months ago has necessarily spent considerable time in inspection, in reorganizing the road-making and road-repairing organization, and in perfecting plans

adequate to meet the problem so far as it is possible to expedient to meet it without overtaxing the financial resources of the province. Hon. Mr. Veniot, the energetic Minister of Public Works, has done a most commendable thing in personally inspecting the principal roads of New Brunswick. He has worked long hours at it, and made it evident that at last the head of this department is going to acquire for himself a working grasp of the needs of each locality and give its people value for their money instead of loosely deputizing a lot of irresponsible local officials and allowing them to expend government funds without any consideration but that of petty partisanship. The Telegraph trusts that the new government will not be an apologist for that government should a reasonable trial indicate that the administration is either negligent or incompetent. The Telegraph stands for good roads, but it must point out that the neglect of eight or nine years is not to be overcome in a single season, that road making and road repairing under the circumstances prevailing after so many years of confusion and incompetence, is necessarily a big task and a long one, and that it is unreasonable to expect road conditions in New Brunswick to be transformed in a single summer.

commenting upon a letter published elsewhere in this issue The Telegraph requests that correspondents desiring to express their views on matters of public interest shall not ask this journal to publish their letters anonymously. When a writer desires to use newspaper space to place his views before the public he should be willing to allow that public to know his name and address. This is not said in criticism of any particular correspondent, for in many instances men who have written such letters have personal reasons for not disclosing their identity and prefer to submit their names in confidence to the editor only. But the public reasons for signed letters are much stronger than these merely personal considerations, and The Telegraph would again urge upon all men who have facts, views, or opinions, to submit to the public that this is best accomplished by signed communications, in order that the identity and standing of the writers may be known and that it may thus be seen that they are ready to accept responsibility for what they have written.

In this connection it should be said that while New Brunswick is passing through a necessary period of reorganization with respect to roads, some thought should be given by the public to the necessity for limiting automobile traffic on many roads during the early weeks of spring. Automobile owners themselves are urged to observe this policy. The fact must be looked in the face that motor cars are likely to do, under certain spring conditions in New Brunswick, damage which only weeks of work and expense can repair. On certain roads at certain periods that sort of damage should be prevented by authority of the Department of Public Works, at least during the transformation period and until the new policy of road improvement has been given a fair chance. And the expenditure on roads, if it is to be satisfactory, must embrace not only the principal

highways, but likewise fair consideration of the more remote country roads which in many cases are the farmers' only access to the markets. Since taxation is necessarily raised from all of the people, they should all be considered in its expenditure. There is no more hard-working minister than Hon. Mr. Veniot, and we have no doubt that suggestions sent to him by citizens interested in good roads will have the most prompt, courteous and practical attention that he finds it possible to give. But no minister can reasonably be expected by a miracle to wipe out the effect of a road policy so bad as that pursued by the late government from 1908 down to the time of its defeat at the polls. That fact must be kept in the foreground of any fair discussion of road conditions.

St. John stands no show to be made an examining port for neutral ships. Halifax having been made the sole examining port in Canada. This information came before the council of the board of trade yesterday in a communication from the Imperial admiralty department transmitted to the council by Hon. J. D. Hazen.



## THE KIDNEYS

between 30 and 40

Whatever else you do, keep your kidneys regular and active. Their work is of vast importance to your health and at the first evidence of trouble, often occurring from the thirtieth to the fortieth year, take a treatment with

## GinPills

FOR THE KIDNEYS

The kidneys' work is to filter impurities from the blood. Evidence of something wrong with the kidneys may be indicated by such symptoms as the sides and back, rheumatic twinges, constant thirst, swollen joints, restless sleep and urinary troubles. Gin Pills are the quickest and most effective remedy you can take. 50c a box or 6 boxes for \$2.50, at all druggists.

Sample free if you write to National Drug & Chemical Co. of Canada, Limited, - Toronto U. S. Address: New Drug Co., Inc. 222 Main St., Buffalo, N.Y.

DO NOT be deprived of good health through neglect—look after yourself internally.

CONSTIPATION is the root of all evil—it is the most insidious enemy to good health, and may be prevented and relieved by the daily use of ABBEY'S EFFERVESCENT SALT. A concentrated essence of the medicinal salts extracted from pure, fresh fruit juices and granulated.

This sparkling tonic is laxative and gentle acting, palatable and economical—a preventative of constipation, disorders of the liver and kidneys, aids indigestion and purifies and enriches the blood.

PROCURABLE FROM ALL DRUGGISTS

ABBEY'S VITA TABLETS for nervousness and run-down systems 50 Cents a Box