







BRITISH ARMENIAN DAYLIGHT  
RAID ON KARISRUHE, DROPPING OVER  
TRAINS OF BOMBS INTO WORKSHOPS

Bursts of Fire Observed on Buildings and Sidings of Main Railway Junction— Raiders Run Fiery Gauntlet, But All Return.

LONDON, Jan. 14.—A successful daylight raid has been made on Karlsruhe, according to a British official communication issued today. Karlsruhe, which is the capital of the grand duchy of Baden, several times has received visits from Allied airmen. It is situated about fifty miles from the French border, and has a population of between 75,000 and 100,000.

Tories Opposed to  
Acclamation For  
Major J. C. Tolmie

Politics Before Patriotism, Is Slogan in North Essex.

DISTRICT CASUALTIES  
DIED OF WOUNDS  
DROMORE, ONT.

R. Eccles.  
WOUNDED  
GALT, H. F. Lawrence. H. M. Christiansen. E. Taylor. GALT, L. Smittle.

MAJESTIC  
Robert Warwick, in "The Silent Master," a gripping photoplay, is screen attraction for the Majestic theatre today.

Valentin, Marquis de Somberville, is an eccentric young man of great wealth, and the head of a mysterious organization known as the "Silent Master."

PATRICIA  
THE TAKING OF BABEL  
By W. G. W.

Linking one's fate to the Deity, a habit of modern monarch who will be named, is evidently not a new thing at all.

The epic of Babylonian heraldry demonstrates that either Cyrus was devoid of a sense of humor or else was one of those peerless politicians who estimate the lack of this quality in the great.

According to eminent authorities the cuneiform style of script, like the above, was used by the Babylonians and other nationalities of the ancient world. It takes its name from the wedge shape of the letters.

RAILWAYS CLEAR  
THE MAIN LINES,  
BUT BRANCHES  
ARE BLOCKED YET

Great Storm Has Moved On to the Northern Wilds.

BROUGHT SOME RELIEF  
Bread Shortage Follows the  
Coal Shortage at Number  
of Places.

ST. THOMAS, Jan. 14.—The Wabash east of this city is still in bad shape. A snow drift has now blocked out the C. P. R. diamond between the track, and tore up the rails for about a mile.

COAL IS SCARCE  
GUELPH, Jan. 14.—The coal situation in Guelph is again acute, due to the fact that the railway situation has prevented several cars of coal from arriving.

MANY DEEP DRIFTS  
NEWBURY, Jan. 14.—Roads are still impassable on through the district, as a result of the storm.

ROADS IMPASSABLE  
CHATHAM, Jan. 14.—Chatham and district are still suffering from the effects of the storm.

WILL OPEN TOMORROW  
TILSONBURG, Jan. 14.—The C. P. R. and Grand Trunk lines are still closed here.

ALVINGTON, Jan. 14.—Somewhere between Alvinston and Walkers the Central freight train which went "dead" in the big blizzard.

STALLED IN SNOW  
ALVINGTON, Jan. 14.—Somewhere between Alvinston and Walkers the Central freight train which went "dead" in the big blizzard.

A. P. OPERATORS WILL  
HELP TRAIN MEN FOR  
ARMY TELEGRAPHS

WASHINGTON, Jan. 14.—Nearly 900 telegraph operators in the Association are being trained.

TEUTON-RUSSIAN  
PARLEY BREAKS  
UP IN QUARREL

German Refuse to Evacuate Courland, Lithuania and Riga.

GOOD DEAL OF WRANGLING  
No Date for Resumption of  
Conference is Fixed on  
Adjournment.

AMSTERDAM, Jan. 14.—The Wolff Bureau's semi-official news agency of Berlin, publishes a Brest-Litovsk dispatch as follows:

EVACUATION OF TERRITORY  
It was expected that both parties would take up the question of evacuation of territory.

REPEATED DISAGREEMENTS  
The Warsaw conference covers nearly 5,000 words, and shows that the discussion concerning the date of the evacuation was broken off.

REFUSE TO GET OUT  
General Hoffman reminded the delegates that the Bolsheviki authority, as much as the German, are bound to their own people.

MUNICIPAL HYDRO MEN  
MEET TODAY IN TORONTO

TORONTO, Jan. 14.—A meeting of municipal representatives of the Ontario Hydro-Electric System will be held here today.

ARGENTINA LETS THE ALLIES  
HAVE 2,500,000 TONS OF  
WHEAT AND GIVES CREDIT

BUENOS AIRES, Argentina, Jan. 14.—The foreign minister here today announced that Argentina is to open a credit of the bank of the nation, in favor of the Allies, which will be liquidated in two years.

FRANCE HAS REACHED HER  
MAXIMUM, AND U. S. IS NOT  
READY.

Sir Auckland Geddes Says Only Psychological Catastrophe Can Save Enemy.

HEAVY PART OF  
BURDEN WILL BE  
GREAT BRITAIN'S

LONDON, Jan. 14.—Nearly half a million men from Great Britain are to be recruited into the British army at the earliest date possible.

ARGENTINA LETS THE ALLIES  
HAVE 2,500,000 TONS OF  
WHEAT AND GIVES CREDIT

BUENOS AIRES, Argentina, Jan. 14.—The foreign minister here today announced that Argentina is to open a credit of the bank of the nation, in favor of the Allies, which will be liquidated in two years.

GIRLS! WOMEN!  
TAKE CASCARETS  
IF CONSTIPATED

They liven your liver and bowels and clear your complexion. Don't stay headachy, bilious with breath bad and stomach sour.

GIRLS! TRY IT!  
HAVE THICK, WAVY,  
BEAUTIFUL HAIR

Every particle of dandruff disappears and hair stops coming out. Draw a moist cloth through hair and double its beauty at once.

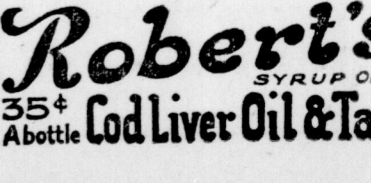
"Get Strength, Vigor and  
Nerve Force by Taking  
Blood-Iron Salts,"  
Says Dr. Boudousquie

BULGAR PRESS LAUDS  
THE PRESIDENT'S SPEECH

AMSTERDAM, Jan. 14.—Press dispatches from Bulgaria today lauded the speech of President Wilson.

CHILDREN HAD  
WHOOPIING COUGH

Whooping cough, although especially a disease of childhood, is by no means confined to that period.



Robert's Compound  
35¢ A Bottle  
Abbot's Cod Liver Oil & Tax

# INTERESTING INFORMATION FOR Earners, Savers and Investors

## CO-EXECUTORS

Many men and women when they draw up their wills name an individual—a wife, a husband, a son or a daughter—to act with a trust company or executor. This arrangement is business-like and satisfactory, because it enlists the services of one personally acquainted with the testator's properties, which, combined with the technical knowledge of a corporation, insures the highest possible efficiency in handling the trust. This company will accept appointment as co-executor in conjunction with the relative or friend of the person making the will.

*The Fidelity Trusts Company of Ontario*  
DOMINION SAVINGS BUILDING—LONDON.

## Burnall Does the Work!

Smoke means waste, and can be prevented, and since PERFECT COMBUSTION means an enormous saving in fuel and can be attained by means of proper air-supply and mixture, there seems to be no good reason why the boiler-room should not receive the attention it deserves as a factor of economy.

STOP THIS WASTE AND TURN IT TO PROFIT  
BURNALL WILL DO IT  
READ THE PURCHASER'S CONTRACT.

**SAMPLE OF CONTRACT.**

BURNALL CORPORATION, .....191.....

Please install a "BURNALL" FUEL SAVER on the Heating System in the building at.....191..... on or before .....191.....

Before installation we will keep a record, by weight or measure, of the fuel burned, for a period of .....days.

Immediately after installation we will keep a similar record, using same grade of fuel, for a like period. These tests are to be accepted as conclusive. When the latter test shows that a 25 per cent saving has been effected, and the efficiency improved or unimpaired, then we will pay you the sum of \$.....

Should the Fuel Saver fail to effect a 25 per cent saving, you shall, if we so request in writing, remove it and restore the plant to its original condition without charge.

Name .....Address .....

Acting for the Burnall Corporation of Chicago, we are open to receive applications for agencies for this fuel-saving device. Address.....

**London and Western Exchange**  
DOMINION SAVINGS BUILDING, LONDON, ONT.

**The Consolidated Trusts Corporation**

GEO. G. McCORMICK, President      THOS. BAKER, 1st Vice-President  
R. G. FISHER, 2nd Vice-President      W. E. Robinson and Thos. W. Scandrett.

Acts as Executors and Trustees for Estates. Money advanced on Government Bonds at 6 per cent. Will forms free of charge.

Office - - London Loan Block, 220 Dundas Street  
M. J. KENT, Manager.

**The Dominion Savings and Investment Society**



(with total assets of \$2,283,105.04 and a total liability to the public of \$1,072,384.60, leaving a margin as security for Debenture-Holders and Depositors of \$1,210,720.44), pays interest at 5 per cent on Debentures and 3½ per cent on Deposits, half-yearly.

This margin of security practically guarantees the principal and interest of all our clients.

For further information apply to the manager,  
DOMINION SAVINGS BUILDING, Cor. King and Richmond Streets, London, Ont.

## Industry, Thrift, Banking, Insurance, Investments

### THE REQUIREMENTS OF A SAFE INVESTMENT.

By Waldo Newcomer, President National Exchange Bank of Baltimore.

It is a simple matter to lay down rules for investment, but an exceedingly difficult matter to follow them sensibly and rationally.

In making investments the chief things to be considered are safety of principal, rate of investment return, regularity of interest payment and marketability. This order of their enumeration is entirely without reference to order of importance, for the relative importance of these considerations varies according to circumstances. If a person is dependent upon a small salary, and is investing out of small savings, safety of principal must outweigh everything else. If such a person is not really dependent on the income from the securities but is regarding it purely as a savings fund, he can disregard the regularity of interest and endeavor to secure a slightly greater return in the long run. He is also not particularly concerned with marketability. If the purchaser is entirely dependent on an income from an investment, as in the case of a widow or one who means investing the proceeds of her late husband's life insurance, it becomes of great importance that the interest should come in regularly, and it may be that in order to receive an adequate return she will have to take some slight risk of the principal being made in the full amount. A man of wealth can frequently take a "flyer" for a moderate amount, feeling that the high interest return justifies a certain speculative chance in the principal where he would not be seriously hurt if he should lose it. The widow should not take such a chance.

In banking institution, or when investing funds belonging to an individual who is likely to have sudden demands upon him for considerable amounts of money, it is frequently necessary to place the question of marketability somewhat higher in the list than the other considerations. Thus it is seen that the weight which should be given to the different points varies with the circumstances surrounding the investment. The individual should be sure he understands his own requirements before he invests.

Now, as I remarked at the outset, it is difficult to follow the principles laid down. Assume for a moment that one has determined that he is going to require, first, absolute safety of principal, second, regularity of interest return, third, marketability, and pay very little attention to the amount of interest return. It now becomes the duty of the investor to satisfy himself that the principal is absolutely safe. How is he to do that? Outside of such extremely standard things as government bonds and municipals of the highest class, is there any way on earth that a man can be sure the principal is safe over a long period of years.

A little consideration along this line will surely show that none of the principles outlined above can be absolutely and positively settled by anyone short of an expert, and frequently not by him.

Under the best circumstances, the real worth of an investment, I believe, is determined to a great extent by two elements—hard common sense on the part of the investor, a quality which is possessed by comparatively few, and secondly, by luck, which falls to strike a great many in an acceptable manner. —World's Work

### CHARACTER—THE KEY TO SUCCESS.

Natural ability often carries a man far on the road to success. The man who is blessed with it is fortunate. But while natural gifts may afford an auspicious start, solid business success demands other qualities as well.

The real key to permanent success is character. The predominant attribute of the man of character is strength, as shown in his power to persist in the face of a persistent and often painful opposition.

The man of character is able to hold himself to a set task despite distracting influences—to resolutely shut out from his attention everything that interferes with the accomplishment upon which he has determined. Without hard work and untiring persistence to give to a task just as much effort as the undertaking requires, no man can hope to lead in any field of human endeavor. The man of character is capable of such work, and such work is usually good work.

Character also means integrity—absolute trustworthiness. Only weak men are unreliable—men who are not strong enough to keep their conduct in harmony with what they know to be sound. The man of character is conscientious. He is tireless where an obligation is to be fulfilled. The man of character places the interests of his client foremost and advises him in accordance with that attitude. People soon come to realize this and success is assured.

Character is the ability to work hard and to be straight—any man can develop it. The man of character is competent and he is reliable. It has well been said—"Brains may put you on top; character will keep you there." The prizes of life go to men of character.

### BUTTER AND OLEOMARGARINE.

Hoard's Dairyman has the following: "We must ever keep before us the difference between oleomargarine and butter. The present price of butter, which is low compared with other food products, is leading many to use oleomargarine instead of butter. Most of these people do not know that butter contains a substance essential to growth which is not found in oleomargarine. Dr. McCollum of Johns Hopkins University, has proven, through feeding experiments, that vegetable and animal fats as used in oleomargarine do not contain the substance essential for growth and reproduction.

"According to Miss E. L. Amery, of the Wisconsin College of Agriculture, it has been found that in the hospitals of Germany the wounds of soldiers did not heal properly until their ration contained butter. Growing children need butter also if they are to develop properly. If these things be true it is not unreasonable to hold that butter is more nourishing than oleomargarine and contains a substance necessary to promote good health to all classes of people. The New York health commissioner says:

"Let us not be deceived by those who are interested in the sale of oleomargarine and lead us to believe it is as nutritious as butter. Facts show butter contains an ingredient necessary for growth for healing wounds, and for the health of people, and that this ingredient is not found in oleomargarine.

"As butter is never an exclusive article of diet, and as milk or vegetables and fruit in the general diet of children and adults contain the substance other than fats which butter has and oleomargarine has not, there is no disadvantage from the point of calories or of other food ingredients in replacing butter by oleomargarine in table use and cooking for children and adults."

"The commission may be right in stating there is no difference between butter and oleomargarine in caloric value, but he is wrong in saying there is no difference in other food ingredients. We refer our readers to Dr. McCollum's article in the current volume of Hoard's Dairyman, page 425. It will be noted that the oleomargarine milk fat grew to normal size and reproduced themselves, but those receiving vegetable and animal fats, from which oleomargarine is made, were scrawny, and did not complete their growth or reproduce themselves till given milk fat."

### A NATION CAN THRIVE ONLY THROUGH THE THRIFT OF ITS PEOPLE.

We must all spend less and save more. Unless the people practice thrift the nation will not thrive. This has been true in the long run in the history of every nation, even in times of peace. It is infinitely more vital in war times. It is of supreme importance now, when we are still far from the climax of the greatest war in the world's history.—Selected.

### WHO SHOULD SPECULATE?

That only the rich man should speculate has been well and surely demonstrated during the past year.

To the one who is able to pay for and take away his purchases of securities the fluctuations of a nervous market, influenced by far rumors or by that and the other bad or good omen for advance or decline, have little or no interest. Such an one studies the market with its many opportunities with carefulness and foresight just as he would if buying a piece of real estate or the merchant in buying his stock of merchandise. If the stock of his more serious observation is that of a stable company with a good dividend paying record, covering several good and lean years, and the price at which it may be bought offers a yield in excess of the dividend and more than he can get on his money in mortgages or bonds or real estate it would seem, and is good business to buy such stock in whatever amount he can comfortably pay for and put it away on the shelf as does the merchant with his goods. Investors rarely lose money in good dividend-paying securities, but speculators more often lose than win. Have faith in the future of good stocks as the merchant has in the staples he buys, and your profits will exceed your losses. It must be so, else the business of the world so largely done on organized capital could not be continued.

### WALL STREET CONDITIONS.

The market continues in a waiting attitude. Expectancy is apparent in every hour's transaction. The volume of trading reflects the absence of any concerted or individual action based on either fear or confidence. The coal situation throughout the whole country is acute, with little prospect of much bettered conditions for some time. Many are much more concerned about the health and comfort of their families than the action of securities in which they are interested, for not only is there great shortage of coal, but this condition is highly aggravated by congestion of traffic and the severe weather of the past few days has made transportation almost impossible of accomplishment.

Industries are being crippled, output reduced and general business activity lessened. Professionals are taking advantage of the vagaries of an indefinite trend to meet office expenses by shifting their operations from one side of the market to the other, as prospects for small profits appear to the expert tape-reader. The assurance of December 27 led several to leave to a healthy recovery, but it might have gone much further without entering dangerous ground, so the slight reaction from the top figures of that advance may be but the steady gain for a greater advance as soon as Congress has positively decided upon its action towards the president's railway policy.

United States Steel made a fine recovery from below 80 to 95, and in the present recession show little, if any, weakness, although there is some apprehension about the continuance of extra dividends. There is no doubt that earnings for the last quarter have been reduced, this due to several causes, but United States Steel is a great organization, operating a wonderful aggregation of organic force in the manufacture and distribution of a product for which there is a demand in many and diverse forms, practically unlimited at the present time.

## SAFE BONDS for INVESTMENT

If you have funds, no matter how small the amount, which you wish to place in some sound investment paying six per cent per annum and over, our booklets will interest you. On receipt of your address, we shall be pleased to mail you a copy free and without obligation.

## Royal Securities Corporation

LIMITED

164 ST. JAMES STREET, MONTREAL.

There is a sacred obligation devolving upon every person, whether the estate be large or small, to

## MAKE A WILL

and if your will has been made for some time, no doubt it will need revising. Whether you contemplate making a change in your present will or making a new one, you will find it in your interests to peruse our booklet entitled "The Business of a Trust Company," which can be had free on application.

You will protect your estate and insure efficient and expert service by naming The Premier Trust Company either as your sole or one of your executors and trustees.

Remember, our charges are no higher than an individual executor, but you have the additional advantage of having a company with ample capital and experience to safeguard your estate.

Will be pleased to have you call and consult us.

## THE PREMIER TRUST COMPANY

HEAD OFFICE—428 RICHMOND STREET, LONDON, ONT.

BRANCH OFFICE—6 SANDWICH STREET WEST, WINDSOR, ONT.

## WANTED---Offerings of Canadian Marconi, American Marconi

Write full particulars of shares held and price wanted. If you have other unlisted stocks it might be to your advantage to advise with us about them.

## London and Western Exchange

Dominion Savings Building, London, Canada.

## Protection for the Family

If it is good business sagacity to insure the vessel, which only a mere chance may injure or destroy; if common sense dictates the wisdom and necessity of insuring the building which, after all, is not likely to burn, is it not prudent and wise that the life which, sooner or later, must inevitably end, should carry insurance against untimely loss? In a word, should not the same co-operative principle of mutual burden-bearing and mutual protection which is used as indemnity against loss of property be applied even more strongly to the indemnification of the family when the breadwinner shall have been snatched away? Why should a single family be made to bear a crushing burden which a thousand families would gladly share? While the life insurance principle has been practiced at least since the middle ages, it has been only during the past century that the business has been scientifically developed, and the foundations laid for the enormous proportions which it has now attained. The rich, the well-to-do and the poor have become its patrons, and families in all walks of life share its benefits.

There is no reason why all men should not have a tolerably clear idea of the principles of life insurance. The fundamental points are the duration of human life, the earning power of money and the operation of the law of averages—co-operation.

WE HAVE POLICIES TO SUIT YOUR EVERY REQUIREMENT.  
WRITE, PHONE OR CALL FOR FULL PARTICULARS.

## THE NORTHERN LIFE ASSURANCE COMPANY OF CANADA

HEAD OFFICE, LONDON, ONT.

Agency Departments: 112-317 Dominion Savings Building.      Phones 5520, 1004, 1006.



# A PAGE OF GENERAL INTEREST TO WOMEN

## SOCIAL AND PERSONAL

Our readers are invited to phone all news of this kind to the society editor. Phone 3692.

**Mr. and Mrs. J. M. Carson** and little son, **John**, of Calgary, and Mrs. Carson's mother, **Mrs. W. J. Carson**, of Prospect avenue.

**Rev. Canon Tucker** has returned from Toronto, where he attended several meetings in connection with the prayer-book revision.

The Senior Girls' Club held its monthly meeting last evening in St. Andrew's Hall. A large number of the girls were present.

**Lady Falconer** of Toronto will be a guest at a meeting Thursday and will address a meeting there.

The marriage is announced of **Elvira**

**E. Gottschalk** of this city to **Lafayette Uppergrove** of Port Colborne.

**Miss Doris Belton** is returning to Toronto today, after a delightful holiday with her parents, Mr. and Mrs. J. P. Hunt, Dundas street.

**Mrs. H. W. Bowles** of Toronto and Mrs. G. Fisher of Galt are spending a few days with their parents, Mr. and Mrs. J. P. Hunt, Dundas street.

**Henry A. Schaffer** of the east end market has received a telegram from his son, **Pete**, Walter A. Schaffer of the 15th Battalion, that he landed safely in Quebec on Saturday. It will be remembered that **Pete** Schaffer was wounded and lost an arm at Vimy Ridge, and while in the hospital met with another accident. His many friends of the east end will be glad to hear of his home-coming.

### REV. FATHER FINN WILL SPEAK AT THE WOMEN'S CAN. CLUB

Founder of the Paulist Choir Guest of Women's Canadian Club Thursday Afternoon.

**Mrs. Donald McLean**, president of the Women's Canadian Club, has secured the Rev. Father Finn of Chicago as speaker for the first meeting of the new year, which will be held at the Y. M. C. A. Auditorium on Thursday next at 7:15 o'clock. Father Finn, who is the founder of the Paulist Choir, will be especially interesting to London people at this time, as the Paulist choristers are to be in the Winter Garden on the evening of the same day.

### ADVERTISER PATTERNS



A stylish and unique design. 2309—Satin, velvet, cashmere and serge are very good for this style. A bit of contrasting color in facings or piping, or a touch of embroidery would do nicely for trimmings. The tunic could be omitted. The waist is fitted on a lining.

### Patriotic Western Ontario

**THAMESFORD**—The Thorncliffe Red Cross Workers met at the home of Mrs. E. Ellis at Thamesford, and packed the following articles for shipment to Hyman Hall: Eighteen pairs socks, 12 trench caps, 1 scarf, 70 towels, 11 suits pyjamas and 9 pillowslips. Total value of shipment, \$65.60.

### Cynthia Grey's Mail-Box

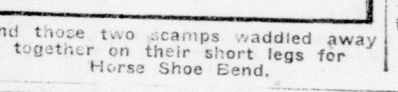
Likes Honey Cakes. Dear Miss Grey,—Please publish a recipe for little cakes made with honey. If you have one at hand. A friend, who makes very nice ones, has lost her recipe, and we would both like to try making them. Also have you a method for baked creamed salmon? Gratefully,  
**LINDY**

Everybody—Don't Miss This! Dear Miss Grey and Readers,—New Year's Resolutions—Did you make any? And have you kept them? Or do you, as many do, after a few days, say, "Oh, what's the use," and fall back into the old rut again? Why did you make these resolutions? Was it just because of a sort of a habit some have for making promises each New Year, or were you in real earnest in your effort to break off some habit or accomplish some task which has been considered impossible? New Year's resolutions are not a joke, and to those who think so I must say they are ignorant. But to those who take them seriously, let me, if I can, add a word of encouragement.

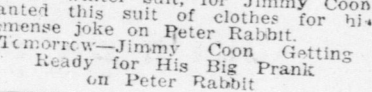
## JIMMY COON STORIES

By Dr. Warren G. Partridge. Copyright, 1917, by George Matthew Adams.

**JIMMY COON PLANS PRANK ON PETER RABBIT.** Jimmy Coon was chuck full of mischief. He had just read the story of Peter Rabbit and was determined to pull a few tricks on the great forest animal. Jimmy Coon had a slide-splitting plan this time. It was something new and it would scare Peter Rabbit almost into fits.



And those two scamps waddled away together on their short legs for Horse Shoe Bend.



And those two scamps waddled away together on their short legs for Horse Shoe Bend.

## RED CROSS AND C. W. C. A. COLUMN

The Americans Are Hearing Tales. It is rather inspiring to read the woman's department of any American newspaper these days, and catch a glimpse of the great army of American women mustering at the call of the Red Cross. They are going into the work with splendid enthusiasm, but they seem young and inexperienced to us, who look back at them from the advanced position of more than three years of war work. For instance, they are just struggling with the story of the stolen sweater which the five, or was it ten? dollar bill in the pocket. Our stolen sweater is so old it was worn out months ago, so we feel very superior. Then they are just beginning to hear that all Red Cross officials receive huge salaries, and catch a glimpse of the great army of American women mustering at the call of the Red Cross. They are going into the work with splendid enthusiasm, but they seem young and inexperienced to us, who look back at them from the advanced position of more than three years of war work.

### QUALIFICATIONS AND TERMS OF SERVICE FOR V.A.D. NURSE

Expenses All Paid, But No Liability for Illness.

To satisfy many people who have been inquiring about the subject, The Advertiser publishes the qualifications for special service as a volunteer probationary V. A. D.

She must be a British subject of British birth, and not younger than 22 or older than 35 years of age. A good education and good health is essential, and she must possess a certificate of physical fitness for overseas service from a physician of good repute. She must also have a certificate of vaccination and inoculation, and must be free from venereal diseases, flat feet or other deformities. There must be an absence of any organic disease and some hospital experience is most desired, but not absolutely necessary. She must possess a certificate in first aid and home nursing and be a member of some nursing division of the St. John Ambulance Brigade or of the Red Cross or of the Women's V. A. D. St. John Ambulance Association.

The terms of her service are as follows: She must be paid for service for the duration of the war in hospitals in England. She is entitled by the British Government at the rate of £20 per year for the first six months, gradually rising to £30 per year, and her uniform is paid her by the Government. No allowance of £4 per annum is paid her by the Government for the upkeep of her household. This just meets the need. No liability for illness or accident is assumed by the St. John Ambulance Brigade or other association. She must work under the regular nursing sisters and be under the direct supervision of an officer in charge and the matron of the hospital to which she is attached. She is required to live in quarters provided for the nursing staff of the hospital and abroad. She will receive her food and laundry, and her expenses from the date of arrival in the hospital will be paid by the St. John Ambulance or the Red Cross, or the Women's V. A. D. St. John Ambulance, from her place of residence in Canada will be given her.

### FINE WORK OF NO. 4 NURSING DIVISION

Ambulance Station, as Well as School for First Aid and Home Nursing.

There are many people in London and the district round about who are in a degree ignorant as to the work of No. 4 Nursing Division, which has its rooms at 404 Talbot street. These rooms consist of an office, a tiny hospital and a lecture-room, where instructions in first aid and home nursing are given. In connection with the hospital is a small supply cupboard, with all the instruments and medical supplies necessary for the work of the division. Among the instruments are a hand-saw, leg, leg, tooth, fractured pelvis, heart, crabs, falls, dog bites, and the dressing of soldiers' wounds.

### DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSONS. By Rev. T. S. Linscott, D.D. "Jesus at Work," Mark, 1, 23-45. Golden Text—"Who hath said that the Works of Him That Sent Me, While It is Day, I Will do; and What is the proof that the very worst of men, possessed of the vilest of devils, may, by coming to Jesus, be suddenly made the very best of men?"

## MENNEN'S COLD CREAM

Off to the Rink? Protect your complexion by using Mennen's Cold Cream.

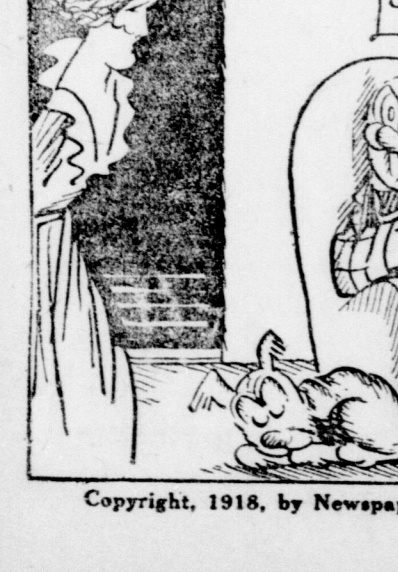


ARE YOU WATCHING THIS? The Galt Co. shipped from Hyman Hall on January 23 boxes containing the following articles: 1,196 pairs of socks, 394 pairs of gloves, 44 caps, 21 pairs of wristlets, 15 sweaters and 6 mufflers.

On the same date the Red Cross shipped 43 boxes, containing as follows: 1,346 shirts, 445 suits pyjamas, 22 bed jacket, 200 dressing gowns, 50 sheets, 3,376 pairs of socks, 21 comfort bags, 4 pillows and 12 boxes of surgical supplies. **MARIE KERRILL**, Convener Dress Committee.

The Press Secretaries of all women's societies, both church and secular, are requested to mail or telephone reports of their meetings to the editor of this page. These reports should be written with a view to interesting the public, and should reach The Advertiser on the day of meeting if possible and not later than the following day. Such reports will help to advertise the societies sending them and will also be of assistance to other societies.—Editor of the Women's Page.

### POLLY AND HER PALS.—Ashur May Win As a Laundryman.



### SURE! ALL Y'GOTTA DO IS FIND YER DAWG AN' LAY AROUND 'TILL Y'GITS YER REWARD!



### AN' SOON'S WE MADE A MILLION I SHALL RETIRE, I SHALL!



### LOOK NOT THAT PRIZE ROP OF YOURS UP AN' DID TO MY BEST BED SPREAD, MR. ASHUR URL PERKINS!



### AN' WHEN DO YOU EXPECT TO RETIRE FROM THIS HERE LOST DAWG BUSINESS?

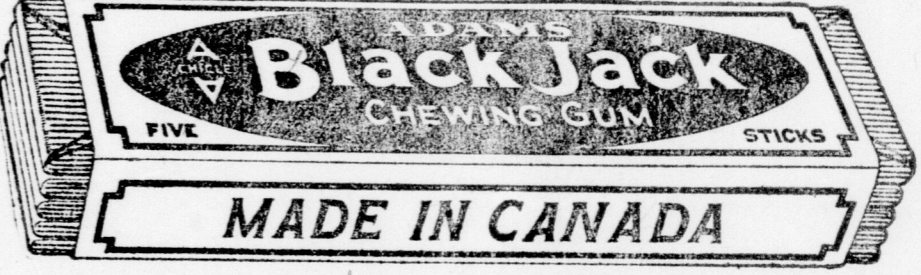


### JESS AS SOON AS I GITS ME IRONING DONE, BY CRACKIE!



# ADAMS BLACK JACK

## The gum nearly everybody likes more than any other chewing gum is Adams Black Jack. A stick a day keeps thirst away.



# ADAMS Pure Chewing Gum

## WAR RECIPES

**Fish Pie**—2 cups flaked fish, 1 cup seasoned white sauce. Mix the flaked fish with the white sauce, put into a greased baker, cover the top with buttered bread-crumbs, and cook in the oven until the crumbs are brown.

## By Cliff Sterrett.

For Home Made Candy  
**CROWN BRAND CORN SYRUP**  
Fine for Taffy and Fudge.  
Sold in 2, 5, 10, 20 lb. tins and Perfect Seal Quart Jars.  
Write for free Cook Book.  
THE CANADA STARCH CO. MONTREAL, 17

**CEETEE UNDERCLOTHING**  
Guaranteed Not To Shrink.





# Daily Magazine Page for Everybody

## Secrets of Health and Happiness

### How Your Muscles Help To Keep Your Mind In Condition

BY DR. LEONARD KEENE HIRSBERG  
A. B., M. A., M. D. (Johns Hopkins University.)



DR. HIRSBERG

"Mind" and "brain" are far from the same, for it is now definitely known that the brain is not the exclusive seat of memory, perception, judgment, reasoning and the intellect. Ovid wrote that "it is the mind that makes the man, and our vigor is in our immortal soul." Here you have the truth reversed in the first phrase and corrected in the second. It is the world outside of a man and his inherited physical parts which make his mind. The immortal soul then manifests itself through the material perfections.

The most antiquated physiologist will agree that the switchboard or "motor centres of the brain" develop only after exercise and training of the muscles. The sensation capacity and motive power of the muscles appear first. Unless these are formed, the corresponding "centres" in the brain will not have their proper development, growth and efficiency.

The brain is biologically and anatomically a bridge across the Danube of muscles with muscles, memory, perception or comparison with comparison. It is not the seat of the soul, the intellect, the non-material storehouses in the different tissues any more than are those tissues themselves, but is a mere pathway for the co-ordination of one kind of physiological activity, with another, whether muscular, connective or unconnective.

**Important for Brain Growth.**  
Muscular and sense association and adjustment are more important for brain maturity and growth than is brain development for them. The greater the sensitiveness, skill, variability, ingenuity and complexity of sensation or of muscular movement, the fuller the development of the grey matter of the brain. But not vice versa.

It follows, then, that play, labor and creative work freed from habit and instinct, full of change and new situations train the mind. The development of the brain is a secondary accomplishment as is proved by many highly trained and educated plants and animals.

Prof. William James was one of the first to emphasize that the will and the feelings are intimately related to muscular activity and development. Sensations and ideas direct muscular action, and the muscles in their turn guide the emotions. You are afraid—an emotion—because you see a savage beast which

## FEMINISMS

By Annette Bradshaw



ANNETTE BRADSHAW  
SHE—They say we should dress very simply during the war. Perhaps I had better wear the silver and emerald necklace instead of the diamonds.

### INCIDENTS IN THE LIVES OF FAMOUS WOMEN

BY ELOISE FARRINGTON.  
**Why the Blind Ruler of a Famous Salon Was Amazed at the Last to Find Anyone Loved Her.**  
In the days immediately preceding the French revolution the Paris salon was a power. It was one of the most vivacious of the aristocratic institutions of those days of luxury and license, which, indeed, brought on that great revolution.

Her words betrayed more than she realized. I saw that far from being blindly ignorant and unsuspecting of her former husband's possible knowledge of the secret hiding-places in her library, Lillian had a very lively fear that he did know of them.

Her words betrayed more than she realized. I saw that far from being blindly ignorant and unsuspecting of her former husband's possible knowledge of the secret hiding-places in her library, Lillian had a very lively fear that he did know of them.

With the federal forces rather weak in their operations it is a day for pursuing the even tenor of one's way, keeping

### CLARA MORRIS Says: That Selfishness Sometimes Stands Athwart the Road of Patriotism

Oh, Patriotism, what follies are committed in your name! Yes, I note the Bohemian tang to that sentence, but it's quite unintentional. You see, I have—on account of my brand of patriotism—quarrelled with a friend, a thing that hasn't happened to me in several decades.

At the moment a party of sturdy young arms went about her waist and an eager voice cried: "Can't I be a patriot when I'm big enough for long trousers—a patriot like Nathan Hale?"

One gloomy day Dicky and Betty were amusing themselves sliding down the banisters in the front hall.

Richard Lovelace. 1617-1660. I could not love thee, dear, so much, Lov'd I not honor more.

There's a color in her cheeks. To put strength into her nerves and color into her cheeks.

### DIARY OF A FASHION MODEL

BY GRACE THORNLIFFE.  
**She Learns How Important a Petticoat Slip is Considered for a Dance Frock.**  
Her dance frock, Madame came in to see that everything about it was quite all right.

### Adele Garrison's New REVELATIONS OF A WIFE

What Madge Thought of When Lillian Said Harry Underwood's "Liking for You Wasn't Passing Fancy."  
I don't think I have ever faced anything more unpleasant in my life than the vista of disagreeable possibilities which Lillian Underwood's words opened up to me.

Well, I was mistaken, she went on. "This liking for you was not a passing fancy. I believe it was the truest feeling, for all its treachery to Dicky and me, that he ever experienced in his life."

## 15 YEARS SUFFERING FROM PILES

Mr. J. McEwen of Dundas, Ont., writes: "For fifteen years I suffered with Piles and could get no permanent cure until I tried Zam-Buk. Perseverance with this herbal balm resulted in a complete cure, and I have not been troubled with the painful ailment since."

Mr. Henry Ferguson of Peabottom, N.S., says: "I suffered terribly with Piles and could find nothing to give me relief until I tried Zam-Buk. This cured me. I consider Zam-Buk the finest ointment on the market."

Zam-Buk is best for external, blood-poisoning, sores, cuts, bruises, and all skin injuries and diseases. 50c. box, all druggists and stores, or post free from Zam-Buk Co., Toronto. Send this advertisement with name of paper and one cent stamp for free trial box.

### ZAM-BUK

WRITE FOR FREE SAMPLE

### Try This If You Have Dandruff

There is one sure way that never fails to remove dandruff completely, and that is to dissolve it. This destroys it entirely. To do this, just get about four ounces of plain, ordinary liquid ammonia; apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips.

### HORLICK'S Malted Milk for Infants

A safe milk diet, better than cow's milk alone. Contains rich milk and malted grain extract.

### Treasures of Hair and Skin Preserved by Cuticura

If you use Cuticura Soap for every-day toilet purposes, with touches of Cuticura Ointment now and then as needed to soothe and heal the first pimples, redness, roughness or scalp irritation, you will have as clear a complexion and as good hair as it is possible to have.

### Rheumatic Aches

Drive them out with Sloan's Liniment, the quick-acting, soothing liniment that penetrates without rubbing and relieves the pain. So much cleaner than messy plasters or ointments; it does not stain the skin or clog the pores. Always have a bottle in the house for the aches and pains of rheumatism, gout, lumbago, strains, sprains, stiff joints and all muscle soreness.

### We Specialize in correctly filling the recipes which appear on this page.

Cairncross the Chemist  
216 Dundas St. Phone 850. "CUT PRICES EVERY DAY."

### SUNLIGHT SOAP is made from the sweetest and choicest of edible oils and fats. It contains no harsh or strong ingredients. It is the purest and most efficient of soaps and is used judiciously, the most economical of soaps.





