

Inimitable
The flavor and crispness of
Kellogg's
TOASTED CORN FLAKES
Insured at all times and under all conditions by our
WAXTITE
Moisture-Proof Wrapper
which brings you great big crispy flakes of toasted corn to your table as fresh as the moment they left our toasting
ovens in WABOITO.



Insist on getting
Kellogg's
TOASTED CORN FLAKES
in the "WAXTITE" Wrapper
and you will never be disappointed.
Every Grocer, everywhere,
sells Kellogg's "WAXTITE"
corn flakes every day.




KING COLE
TEA

"You'll like the Flavor"
The Big Value Package that is Guaranteed.
Perfectly packed in bright lead foil, and price marked on every package.



As Fall Nights Grow Chill
It is a real joy in damp Fall weather to spend the long, chilly evenings by a cheery, comfort-giving Perfection Oil Heater. For that "between seasons" period when it is too early to start the furnace, yet cool enough to require heat of some sort, the Perfection proves invaluable.
Upstairs or down, it warms any room, any time, without trouble or inconvenience. These are positions in which to be cozy with, and the house doesn't become uncomfortably hot and stuffy.
The Perfection Oil Heater is well made and good-looking. Its brass burner insures years of service and turns every drop of Imperial Royal Coal Oil into clean, odorless heat. The self-cleaning prevents smoking.
Nicket trimmings, with the drain black japanned or blue enameled.
Ask your dealer to show you a Perfection Heater, with the triangle trademark.
For sale by dealers everywhere.

IMPERIAL OIL LIMITED
Power Heat Light Lubrication
Branches in All Cities.

PERFECTION
Oil Heaters  Look for the Triangle Trade Mark

PERFECTION
Oil Heaters  Look for the Triangle Trade Mark

FIRE INSURANCE
A NECESSITY
Then insure in good strong stock companies, which never contest an honest claim such as is represented by
E. R. BROW
Charlottetown

REINDEER WILL END MEAT PROFITTEERING.
Stefansson Comes to Canada to Exploit Scheme.
NEW YORK, Oct. 27.—To prove that the future meat supply of this continent must be sought in Northern Canada—the region now known as the "Frumph North." Vihajlmar Stefansson on left the city last night on a trip to the western section of the Dominion. Mr. Stefansson expects to deliver twenty-five lectures in cities as well as in smaller towns west of Manitoba. He will lecture under the auspices of the Canadian Rotary Club. Many of the Boards of Trade and Chambers of Commerce have asked him to speak. He expects to return to New York by December 7.
"I have almost conquered the Dominion Government at Ottawa, that the future productive country of the North American continent lies north of the present civilized Canada, in other words, near the Hudson Bay region," Mr. Stefansson said, "contrary to popular belief, the northern regions of Canada are not all ice and snow. I have often seen the temperature in July up to 85 in the shade. And then again in winter as low as 50 below zero."
"I believe that the Canadian Government will adopt my scheme, and commandeer all the huge herds of reindeer which inhabit those regions. They will then sell them at a reasonable price to small stock owners. Meat is daily growing more expensive. Reindeer meat is the solution for this continent."
"In Alaska ten years ago there were about 2500 reindeer, privately owned. At present there are about 500,000. Ten years ago they shipped \$3,000 worth of meat into the states. To-day they are shipping almost \$1,000,000 worth through the port of Seattle alone. In ten years I expect the trade from Alaska to be \$20,000,000."
"The Dominion Government," informed me that it can convince twenty-five Canadian towns of my scheme. They will take it up in earnest."

THREE QUEBEC MEN DROWNED
QUEBEC, Oct. 27.—Pierre Dion and his two nephews Xavier and Joe, D. Dion lost their lives when their schooner was wrecked in a storm on Friday night between Quebec harbor and the island of Orleans.

FOR THE RESTORATION OF THE UNIVERSITY OF LOUVAIN
The Canada Gazette announced last week that Letters Patent had been issued to the Canadian Committee for the Restoration of the University of Louvain. This Committee was formed a few weeks ago upon request of Mr. Hebbelbeck, Honorary Rector of the University of Louvain, specially entrusted by His Eminence Cardinal Mercier with the mission of making better known in America the damage done the ALMA MATER LOUVAINIENSIS by the German army and the distress into which the war has plunged the ancient Belgian University.
It is placed under the high patronage of His Excellency the Duke of Devonshire, under the Honorary presidency of His Grace the Archbishop of Montreal, the Honorary Vice-Presidency of His Grace Mr. Gauthier, President of Laval University and Mr. Goor, Consul-General for Belgium in Canada.
The Executive Committee is composed of: President, Mr. Alfred Fren Director of the Polytechnical School; Vice-President, Dr. S. DuJardin, Professor at the Veterinary School of Montreal, Mr. Edouard Montpetit, Professor at Laval University; Secretary, Mr. H. Laureys, Director of the school for Higher Commercial Studies; Treasurer, Mr. Jules Hone, Director of the G. T. R.

A similar committee has been formed in the United States and collects funds which will be used for the reconstruction of the University's library. The Canadian Committee is trying to provide funds for the reconstruction of the Commercial and Consular School destroyed with its scientific equipment, museum collections and special economic library.
The sums which will be obtained by the Committee will be handed to the University of Louvain as the National gift of Canada. A list of the principal contributors will be transmitted to the University's Authorities and the funds rebuilt and reequipped with such moneys, bearing the name of Canada, will perpetuate, for future generations, the kind heartedness and generosity of the Canadian people.
All Canadians will be desirous, for the sake of intellectual brotherhood, to help, as much as possible, to make Louvain rise out of its ruins with a renewed vitality and a greater prestige.
The Committee has its Head Office at Montreal, 228 St. Denis Street, where all gifts may be addressed. Sub-committees will be formed in the principal cities of Canada.

TORPEDOED!
Don't blast your Liver and Bowels, but take "Cascarets."

Men and women who can't get feeling right—who have headache, coated tongue, bad taste and foul breath, dizziness, can't sleep, are bilious, nervous and upset, bothered with a sick, gassy, disordered stomach and cold.
Are you keeping your liver and bowels clean with Cascarets, or shocking your insides every few days with Calomel, Salts, Oil and violent pills?
Cascarets work while you sleep; they cleanse the stomach, remove the sour, undigested, fermenting food and foul gases; take the excess bile from the liver and carry out of the system all the constipated waste matter and poison in the bowels. Cascarets never gripe, sicken or cause inconvenience and Cascarets cost so little too.

OFFICIAL PROSPECTUS
"The Bridge from War to Peace" —The Prince of Wales

THE MINISTER OF FINANCE OF THE DOMINION OF CANADA offers for Public Subscription the
Victory Loan 1919
300,000,000. 5 1/2% Gold Bonds

Bearing interest from November 1st, 1919, and offered in two maturities, the choice of which is optional with the subscriber as follows:
5 year Bonds due November 1st, 1924
15 year Bonds due November 1st, 1934

Principal payable without charge at the Office of the Minister of Finance and Receiver General at Ottawa, or at the Office of the Assistant Receiver General at Halifax, St. John, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Calgary and Victoria.
Bonds may be registered as to principal and as to principal and interest, as hereinafter provided, at any of the above-mentioned offices.
Interest payable, without charge, half-yearly, May 1st and November 1st, at any branch in Canada of any Chartered Bank.

Principal and Interest payable in Gold
Denominations: \$50, \$100, \$500 and \$1,000

Issue Price: 100 and Accrued Interest, Income Return 5 1/2% per Annum

The proceeds of the Loan will be used to pay indebtedness incurred, and to meet expenditures to be made in connection with demobilization (including the authorized war service gratuity to our soldiers, land settlement loans, and other purposes connected with their re-establishment into civil life), for capital outlay upon shipbuilding, and other national undertakings forming part of Canada's industrial reconstruction programme, and for the establishment of any necessary credits for the purchase of grain, foodstuffs, timber and other products, and will be spent wholly in Canada.

Payment to be made as follows:
10% on application; 20% January 9th, 1920;
20% December 9th, 1919; 20% February 10th, 1920;
31.21% March 9th, 1920.

The last payment of 31.21% covers 30% balance-of principal and 1.21% representing accrued interest at 5 1/2% from November 1st to due dates of the respective instalments.
A full half-year's interest will be paid on May 1st, 1920, making the cost of the bonds 100 and interest.
Subscriptions may be paid in full at the time of application at 100 without interest, or on any instalment due date thereafter together with accrued interest at the rate of 5 1/2% per annum.
This Loan is authorized under Act of the Parliament of Canada, and both principal and interest are a charge upon the Consolidated Revenue Fund.
The amount of this issue is \$300,000,000, exclusive of the amount (if any) paid for by the surrender of bonds of previous issues. The Minister of Finance, however, reserves the right to allot the whole or any part of the amount subscribed in excess of \$300,000,000.

Payments
All cheques, drafts, etc., covering instalments are to be made payable to the Credit of the Minister of Finance. Failure to pay any instalment when due will render previous payments liable to forfeiture, and the allotment to the amount subscribed. Official Canvassers will forward subscriptions or any branch in Canada of any Chartered Bank will accept subscriptions and issue receipts.
Subscriptions may be paid in full at time of application at 100 without interest, or on any instalment due date thereafter, together with accrued interest to time of making payment in full. Under this provision, payment of instalments may be made as follows:
If paid in full on or before November 15th, 1919, par without interest or 100%.
If remaining instalments paid on Dec. 9th, 1919, balance of 90% and interest (\$90.52 per \$100).
If remaining instalments paid on Jan. 9th, 1920, balance of 70% and interest (\$70.84 per \$100).
If remaining instalments paid on Feb. 10th, 1920, balance of 50% and interest (\$51.08 per \$100).
If remaining instalment paid on Mar. 9th, 1920, balance of 30% and interest (\$31.21 per \$100).
Payment of instalments or payment in full after November 15th, 1919, can be made only on an instalment due date.

Denomination and Registration
Bearer bonds, with coupons, will be issued in denominations of \$50, \$100, \$500, and \$1,000, and may be registered as to principal. The first coupon attached to these bonds will be due on May 1st, 1920.
Fully registered bonds, the interest on which is paid direct to the owner by Government cheque, will be issued in denominations of \$500, \$1,000, \$5,000, \$10,000, \$25,000, \$50,000, \$100,000, or any multiple of \$100,000.

Payment of Interest
A full half-year's interest at the rate of 5 1/2% per annum will be paid May 1st, 1920.

Form of Bond and Delivery
Subscribers must indicate on their applications the form of bond and the denominations required, and the securities so indicated will be delivered by the bank upon payment of subscriptions in full.
Bearer bonds of this issue will be available for delivery at the time of application to subscribers desirous of making payment in full. Bonds registered as to principal only, or fully registered as to principal and interest, will be delivered to subscribers making payment in full, as soon as the required registration can be made.
Payment of all instalments must be made at the bank originally named by the subscriber.
Non-negotiable receipts will be furnished to all subscribers who desire to pay by instalments. These receipts will be exchangeable at subscriber's bank for bonds on any instalment date when subscription is paid in full. All receipts must be exchanged before 1st June, 1920.

Form of Bonds Interchangeable
Subject to the payment of 25 cents for each new bond issued, holders of fully registered bonds without coupons, will have the right to convert into bonds with coupons, and holders of bonds with coupons will have the right to convert into fully registered bonds without coupons, at any time, on application to the Minister of Finance or any Assistant Receiver General.
Forms of application may be obtained from any Official Canvasser, from any Victory Loan Committee, or member thereof, or from any branch in Canada of any Chartered Bank.

Subscription List will close on or before November 15th, 1919
DEPARTMENT OF FINANCE,
OTTAWA, October 27th, 1919.

Keep Canada's Farms and Factories Busy

THE SPANISH NOVELIST.
There has been some discussion as to the name of Vicente Blasco Ibañez, says Outlook. The Cumulative Book Index, for instance, catalogues his books under "Blasco," with not even a cross-reference under "Ibañez." (We find the following explanation in the current Bookman: "In Spain a man's name still clings to the old Roman custom of having the surname or family name in the middle. Therefore this author's father's name was Blasco. But there is an additional custom which combines the name of his mother with that of his father, and the two are supposed to be used together. Thus Blasco-Ibañez—not just Ibañez. Furthermore, there is still another social distinction which rules, that if any one calls a man by his mother's maiden name—his wife's name, he is looked out of the window and asked, 'What's there?' 'Don't make a noise,' was the reply. 'but come down as quickly as you can.' 'Ibañez' was the reply. 'Pull your line in quick. You've got a Thinking something serious must bite!')

To rapidly regain strength after an attack of Grippe or any other depressing disease.
VIN MORIN
CRESO-PHATES
is unequalled. It is the salvation of Convalescents, Neurasthenics and all those suffering from Pulmonary troubles.
On Sale Everywhere. DR. ED. MORIN & CO., Limited, Quebec, Canada.