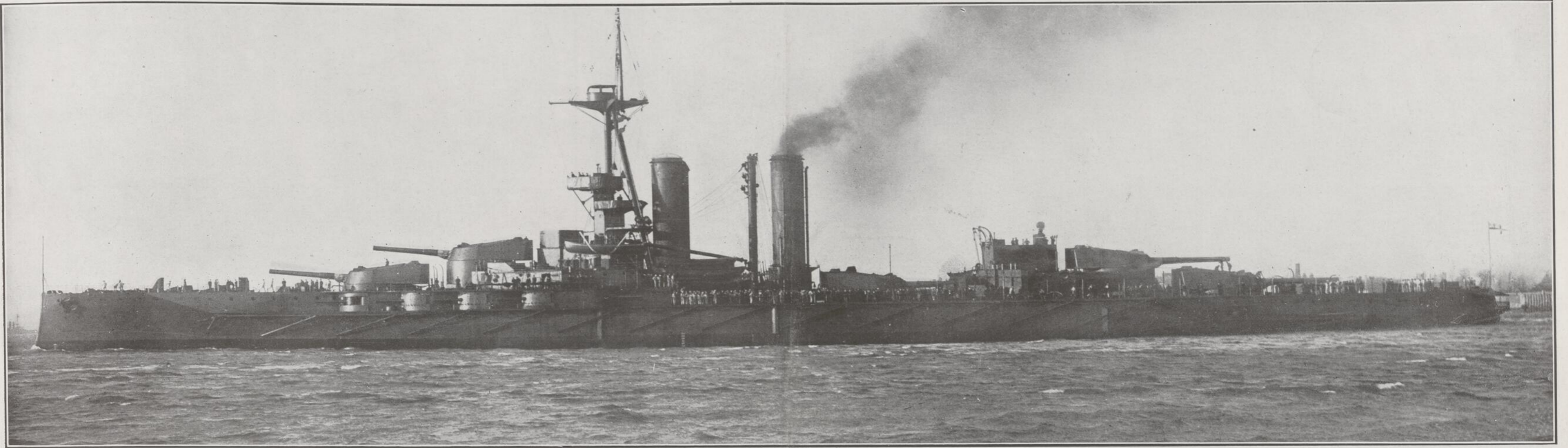
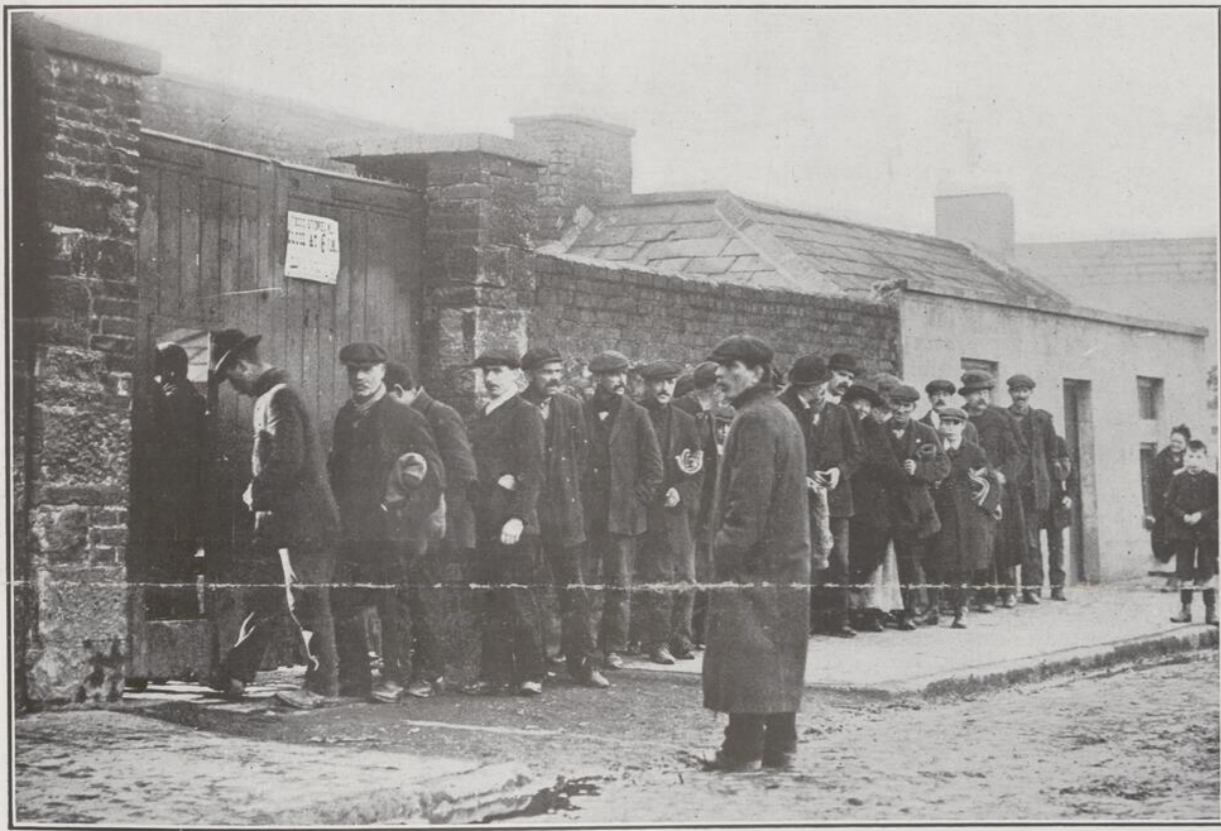


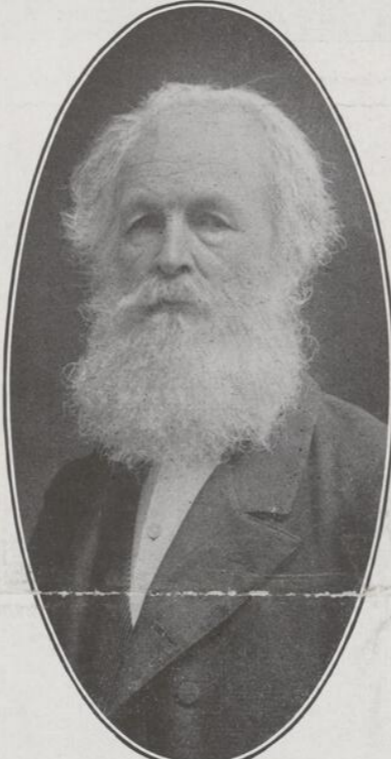
H.M.S. Iron Duke, Britain's Costliest Armoured Ship and First Man-o'-War to be Protected Against Aerial Attack



THE WORLD'S LARGEST AND MOST EXPENSIVE WARSHIP—H.M.S. Iron Duke, the latest type of the Dreadnought class, leaving Portsmouth harbor, Eng., for its trial spins in the English Channel. This modern fighting leviathan cost over £2,000,000 (\$10,000,000), and has a displacement of 26,000 tons. It is quite different in appearance from all the Dreadnoughts that have preceded it, and it is protected against aerial attack. Its armament consists of ten 13.5 inch guns, and it is capable of attaining a speed of 22 knots an hour. It was launched on Oct. 12, 1912, and will soon be commissioned.



STRIKE SCENES IN DUBLIN—Men whom the strike made hungry waiting along the quayside for rations from the food supply ships. Cable despatches from Dublin state that the distress among the strikers is very great. For 15 weeks 20,000 men have seen out of work, and as a result, 30,000 women and children, who are depending upon them, are at present famishing.



THE LATE DR. A. FISHER, father of the Hon. Sydney Fisher, who passed away in Montreal last week in the 98th year of his age.



THE CENTENARY OF PEACE BETWEEN GREAT BRITAIN AND THE UNITED STATES—To commemorate this notable event in the history of the two great Anglo-Saxon nations of the world, the Committee formed to celebrate the event in a befitting manner has purchased Sulgrave Manor, the ancestral home of George Washington's family in Northants, Eng. The above picture shows the ivy-covered house and out-buildings.



SCENES FROM THE WAR ZONE IN MEXICO—Remarkable photograph of the rebel firing line taken at sunset during the heat of a recent battle. The Federal lines were so close at the time this picture was taken that, despite the poor light, the faces of the enemy could almost be distinguished from the top of the hill. Both Federals and rebels displayed astonishing recklessness in exposing themselves, a fact that the above picture emphasizes.



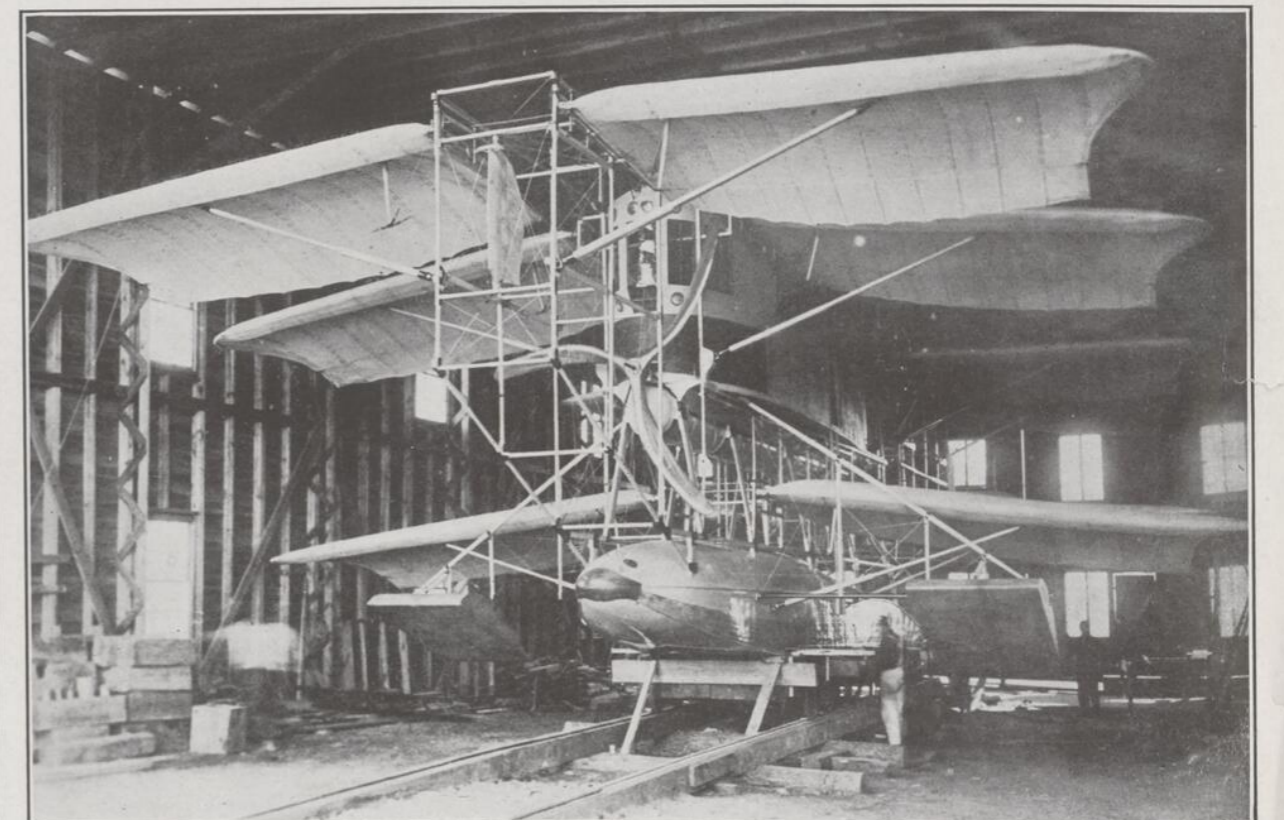
ENGLAND'S TALLEST SON—Mr. Frederick Kempster, of Bath, who stands 7 ft. 9½ in. in his stockings. He can reach a height of more than 18 feet, and experiences no difficulty in lighting a cigarette at a street lamp. He can span 16 keys of a piano with ease. In the above picture he is seen shaking hands with one of his friends. Mr. Kempster attained his unusual height before he was 20 years old. He is now in the 31st year of his age and is temporarily residing at Bath. (Copyright Sports and General Press Agency)



SCENES FROM THE WAR ZONE IN MEXICO—A detachment of General Villa's rebels storming a Federal breastwork after the Federal guns had been silenced under the personal direction of Villa. In the hand-to-hand encounter which followed the storming, the rebels, having no bayonets, used their rifles as clubs and made deadly use of the long Mexican knives.



SCENES FROM THE WAR ZONE IN MEXICO—General Villa and his staff resting during their march towards Mexico City. This picture was made after the Federals had been routed south of Juarez. At the time the Federals were shelling this position.

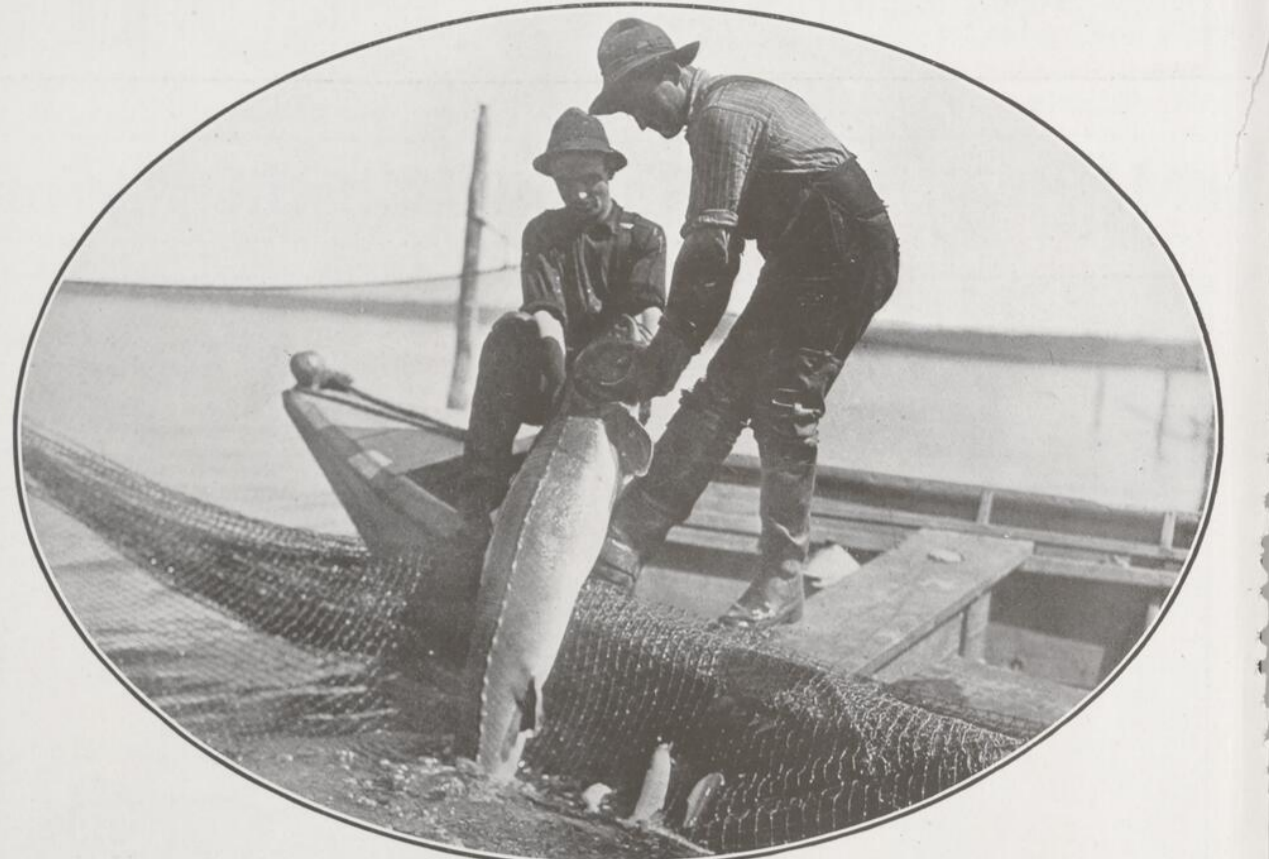


A NEW THING IN AEROPLANES—The Benson Hydro-aeroplane, which has been under construction on Dutch Island in the neighborhood of Savannah, Georgia, for some months past, is now about ready for a try-out. It is designed to carry both passengers and freight. It possesses twelve wings, eight of which are arranged about the upper works, four on each side, while the other four are immediately above the decks of the boat body. The craft, it is expected, will skim along the surface of the water at the rate of 60 miles an hour, lift itself into the air at 45 miles an hour, and, in the air, will be able to maintain a speed of 100 miles an hour. The craft is equipped with wireless telegraphy apparatus.

Fish Hatcheries of Canada Last Year Planted Upwards of 1,500,000,000 Fish in Canadian Lakes and Rivers



ONE OF THE MANY FEATURES OF SCROGGIE'S NEW STORE—View of Montreal taken from the roof of Scroggie's New Store—which will later be used as a public observatory.



FISH CULTURE IN CANADA—Hauling a sturgeon from the waters of Lake Huron. This fish belongs to a species whose spawn cannot successfully be cultivated artificially. Its young are bred and reared in the natural way and in the natural habitat of the species. In recent years a big falling-off has been noticed in the catch of this fish and steps are about to be taken by Canada and the United States to establish a four-year closed season for sturgeon in order that further depletion of inland waters of this fish may be prevented. Twenty years ago the catch in Canada was 1,630,000 pounds; last year it was only 900,000 pounds.



FISH CULTURE IN CANADA—This important phase of the fish industry in Canada was taken up by the Department of Marine and Fisheries in 1888. In that year a private hatchery at Newcastle, Ont., was taken over by the Department. Since then, upwards of 50 hatcheries have been established in various parts of the Dominion, from which a total of 1,390,376,257 fry were distributed in 1911-12, the last year for which figures are obtainable. Several of the pictures on this page deal with fish breeding as practised in one of these hatcheries, namely, that at Sarnia, Ont. The above illustration shows the manner in which the parent fish are captured by means of pound nets. These fish are subsequently taken to the hatchery where they are stripped. They are then replaced in their natural habitat—the waters of Lake Huron. (For Article descriptive of Fish Culture in Canada, see Letterpress Section of this issue of The Standard.)



FISH CULTURE IN CANADA—Removing the fry from the Sarnia Hatchery preparatory to planting them in the waters of Lake Huron.



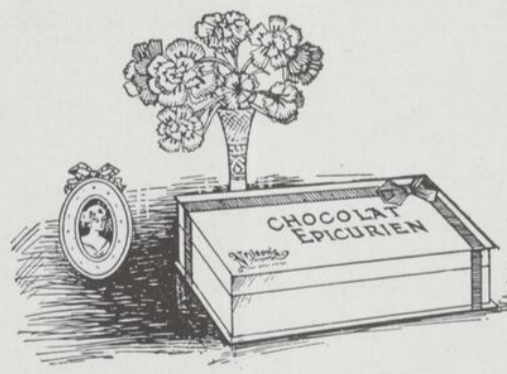
FISH CULTURE IN CANADA—Planting fry from the Sarnia Hatchery in the waters of Lake Huron near the Point Edward and Sarnia spawning grounds. Not all the fry thus planted from time to time reach maturity. Many become the prey of larger fish, and many are caught in a growing state. As a rule, however, the little ones thrive and grow quickly.

ther on a submarine of the latest type is manoeuvring by the old vessel and up-to-date men-o-war are showing against the horizon in the background. The card was painted by Bernard Gribble. The German Emperor's Card depicts the Hamburg Fleet putting to sea for the protection of the Hanseatic States. The famous Hanseatic League, in spite of its rigid rules and vast influence, was at one time severely handicapped by the depredations of the Victual Brothers, a notorious gang of Pirates. During many years the Hanseatic merchants fought bravely in defence of their rights, and the final suppression of these marauders is claimed by the City of Hamburg; one of whose expeditions the artist has here depicted from records of the period. The card was painted by Bernard Gribble.

Hints on Perfumes

Pandora is the perfume of the East. It expresses the luxury and languor of old Arabia which has charmed woman-kind for many generations with the fascination of velvet skies and starlit Eastern nights. It can be had in vials and small bottles made by John Taylor & Co., Limited. All the best druggists can supply you

ROYAL CHRISTMAS CARDS.
(For Pictures see Page 4.)
THE STANDARD in this issue reproduces the handsome Christmas cards which Their Majesties the King and Queen, Her Majesty Queen Alexandra, H.R.H. the Prince of Wales, and H.L.M. the Emperor of Germany will distribute among the royalties of Great Britain and Europe during the approaching yuletide. Each is a work of art. The King's Card depicts the meeting of Richard Coeur de Lion and Queen Berengaria with Saladin on what was known as "The Diamond of the Desert." It is recorded that the two heroic monarchs advanced to meet each other in profound silence, and that, after a courteous inclination on either side, they embraced as brethren and equals. The card was painted by Howard Davie. The Queen's Card shows the first meeting of William Prince of Orange (afterwards William III.) with H.R.H. the Princess Mary, daughter of Charles II. It is said that the Prince, upon sight of the Princess, was so pleased with her person, and all those signs of such a humor as had been described to him upon former enquiries, that he immediately made his suit to the King and the Duke, which was very well received and assented to. The card was painted by John Bacon, A.R.A. Queen Alexandra's card, as usual, is of a distinctly religious type. It illustrates the opening words of the impressive canticle "Benedicite Omnia Opera": "All ye works of the Lord, bless ye the Lord; praise Him and magnify Him for ever; O ye Angels of the Lord, bless ye the Lord, praise Him and magnify Him for ever." The card was painted by Howard Davie, arranged after the original picture by Arthur Hughes. The Prince of Wales' Card shows Nelson's ship "Victory" in Portsmouth harbor. The famous flagship is represented signalling the ever memorable motto: "England confides that every man will do his duty." In the foreground is seen a smart warship's boat with sailors engaged in boat-drill; fur-



Wherever daintiness and good taste prevail—

—the choice in Chocolates is Neilson's. There's a pervading air of refinement and superiority associated with a package of Neilson's that raises it high above the level of ordinary Chocolates.

The Neilson quality is unrivalled. The richest and purest of chocolate, and the luscious fruits and rare nuts of five continents are embodied in the most delicious Chocolates you ever tasted.

Neilson's Chocolates

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Sold by leading Druggists and Confectioners everywhere.
WILLIAM NEILSON LIMITED, TORONTO



Samuels' Dustless Ash Sifter. Cut your Coal Bill in Half

By using this dustless sifter, no danger from fire, no trouble to operate, and lower cost may be used as a garbage can, saving you time worry and expense. For sale at all leading hardware stores.
Patented Jan., 1912.
J. SAMUELS, Toronto
Montreal Agent, STARKE-SEYBOLD, Ltd., 14 St. Peter St.

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The Standard

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FISH CULTURE IN CANADA—An interior view of the Hatchery at Sarnia, Ont., showing the jars containing the spawn and the tank in which the fry are placed as soon as they are hatched. During the process of incubation a continuous current of water passes through the jars and all unfertilized eggs are removed as soon as discovered. In the Sarnia Hatchery 57,000,000 whitefish fry and 55,500,000 pickerel fry were bred in 1912. These were subsequently planted in Lake Huron, and in the Aux Sables River, near Ailsa Craig.

MONTREAL'S CAPTAINS OF INDUSTRY

STANDARD'S SERIES No. 1

THE Standard has from time to time published sketches of Canadians who have forged to the front in art, business, and the professions. This week it introduces three Montrealeers who, within the past few years have reached the very front rank of Montreal's captains of industry—Mr. Charles B. Gordon, Mr. William McMaster, and Mr. W. T. Rodden.

There is a good deal in common about these three men. They represent success gained by the good old-fashioned virtues of industry and application. Each seems to have started out in life determined to excel in his own particular line of endeavor, and each has reached this goal by unquenchable optimism and perseverance. They are rich men, these three, but their riches have been gained not by speculative and get-rich-quick methods, but by indefatigable work, combined with business foresight, and natural administrative ability.

Take Mr. C. B. Gordon. Anyone looking for the recognized authority on the textile industry in Canada would naturally turn to him. He knows this business from A to Z. There is not a single department of it, industrial, commercial or financial, of which he is not the absolute master, and when you come to count up the great textile industries of this country, it is remarkable to find in how many of them he holds, or has held, a directing position.

Starting out upon his business career with little more in assets than the best education the Montreal High School could give him, he learned the elements of his business with the Montreal firm of McIntyre, Sons and Co.

He soon gained the confidence of the men with whom he came into contact. It is said of him that he could always be relied upon; that his quick intelligence and sound judgment made him from the first a marked man.

Be that as it may, when he left the

McIntyre firm to organize and manage the Standard Shirt Company, he found no lack of confidence in his character and administrative ability. These were the days of small things, and Mr. Gordon found the path to follow, to tread anything but a rosy one. Those who remember the state of the textile and allied industries in Montreal at that time need not be told that Mr. Gordon had an uphill fight to make. But he went cheerfully ahead, confident alike in himself and the industry which he was directing.

He worked hard and studied hard, and when the day of bigger things came it found him ready. A big organization was formed to promote the industry on a far larger scale. His company and other concerns were merged into the Canadian Converters Company, with Mr. Gordon as manager. He was highly successful in this concern, but bigger things yet were in store. The Dominion Textile Company was the next development, and of this Mr. Gordon became the managing director and vice-president.

Here again he more than justified the expectations of those who were associated with him in the enterprise. His election to the presidency in 1909 was a natural sequence, and this honor held him in the forefront of one of the biggest and most important of Canadian industries. Before this opportunity came to him he had become vice-president of the Montmorency Cotton Mills Company, and of the Colonial Bleaching and Printing Company, and a director of the Montreal Cotton Company.

Having attained such eminence in the industrial field, it need hardly be said that Mr. Gordon's services and advice were sought in other directions. For instance, in the same year that he became president of the Dominion Textile Company, he was elected a director of the famous old banking house of Molsons. Other appointments followed quickly—a seat on the direc-

torate of C. Meredith Ltd., and then of the Travelers' Life Assurance Company and next the vice-presidency of the Canadian Manufacturers' Association. He is also president of the Hill-Colleries.

It is a busy life that Mr. Gordon has led. And he is still only midway between forty and fifty. Youthful in appearance, and full of breezy optimism, he strikes many as only on the threshold of his career.

Intense as his application to business has been, Mr. Gordon has not allowed it to absorb all his interest. Sport of all kinds has always had a fascination for him, and in particular that of yachting. He is one of the most valued members of the famous Royal St. Lawrence Yacht Club. Also he has from the first patronized "the king of sports" on the island of Montreal, and is a member of the Montreal Jockey Club.

Mr. Gordon has more than the common share of pride and civic patriotism. It was men of his stamp who were behind that great civic movement which established the new regime in Montreal, and by many it is considered quite probable that he will take a prominent part in the new era of civic development upon which Montreal, he has seen from the beginning the great movement by which the city has evolved from a sort of provincial town to one of the great cities of the world. He has visions of a greater and nobler city, and is taking the lead in an organization that may yet do a good deal to realize those dreams. He is the president of the Greater Montreal Planning and Housing Association, a new organization whose wide and useful scope is indicated by its name.

Mr. Gordon was last week elected a director of the Ogilvie Flour Mills Co., to fill the vacancy caused by the resignation of Mr. H. W. Norton and is also a director of the Bank of Montreal.

Mr. Gordon's recent appointment would undoubtedly disclose the fact



CHARLES B. GORDON.

that among the younger generation of financiers he has been most in demand for corporation directorates during the past couple of years.

Just entering upon the prime of life—a man of imagination and of great constructive energy—there seems little reason to doubt that he will be one of the leaders in the civic and business life of Montreal during the next quarter of a century. And that quarter of a century appears destined to be the most wonderful yet in all the long history of Montreal.

The fact that Mr. Gordon is recognized as an authority on the general principles of business management ought to make him a valuable factor in the civic reform movement in which he is now so keenly interested. It is above, everything else, a development on sound economic lines, combined with efficiency in management, that Greater Montreal is now in need of.

When the Greater Montreal Plan-

ning and Housing Association, of which, as has been said, Mr. Gordon is the president, get down to solid work, it will exercise a great influence along these lines. For instance, its value to the city has already been recognized by the leader in the City Council. Last week Mr. Lapointe brought up a proposition to the effect that no lands on the island of Montreal should in future be allowed to be sub-divided until after the plans for the general laying out of the property had been approved by a Commission of three engineers or surveyors, one to be appointed by the City of Montreal, one by the Planning and Housing Association, and one by the municipality in which the lands are situated.

Here is where the great work of the future lies—the planning and upbuilding of Greater Montreal. And here is where men with the vision and the experience and the inborn patriotism of Mr. Gordon, will be able to serve their day and generation well.



WILLIAM T. RODDEN

care as he does to ensure the purity of their product, hundreds of infant lives would be saved each year.

What Mr. Rodden has done in connection with the milk supply he has done also in some degree in connection with water and ice. His theory is that the germs of most diseases enter the system in food or drink, and he is doing what he can to preserve the sources of food supply from contamination. Thus he is a pioneer in the supply of pure water and pure ice, which, with milk, are the principle transmitters of disease. He was the organizer, and is now the president, of the Ice Manufacturing Company, Ltd., which was founded last year. This company ensures the absolute purity of its product, by making ice from sterilized water. In this industry the latest sanitary machinery is used, and neither in manufacture nor in handling is there a chance of the product becoming polluted. The ice is placed in the refrigerator of the householder in an absolutely pure condition.

In the matter of a pure water supply, Mr. Rodden has done good work by organizing the Vaudreuil Spring Syndicate, which is now supplying pure spring water to a dozen municipalities along the Ottawa River and the western part of the island of Montreal.

A sturdy figure of middle height, with determined jaw and chin counterbalanced by a seldom-absent twinkle in his eyes, Mr. Rodden is a delightful companion. He has the heart of a boy allied with the experience of a man of the world. There is a swing and a gusto about him that captivates and magnetizes. That was responsible for his popularity in the Victoria Rifles, and he rises to the ranks to the status of captain and the command of a company.

Mr. Rodden is an indefatigable worker, and every enterprise with which he is connected shows evidence of his aggressive and tireless personality. Although born in Ottawa, his entire business life has been spent in Montreal. He first came to prominence in connection with the Explosives business, and entered the Hamilton Powder Company in 1882, and rose from a junior position to that of secretary-treasurer of the company, severed his connection to organize in 1905 the Standard Explosives Limited—also the Western Explosives Limited, which were sold out to the Canadian Explosives Limited in 1910. This, and his many activities along other lines, have made him a conspicuous figure in the financial, commercial, and realty world.

For instance, he is a director in the Prudential Trust Company, Ltd., the Montreal Abattoir, Ltd., and the National Pipe and Foundry Company, Ltd.; is president of the Mount Royal Realities, Ltd., and the Mount Royal Stables, and vice-president of the Standard Securities, Ltd. To this last-named he is now devoting the major portion of his time. He is also a member of the McGill Property Syndicate, which erected the ten-story structure, at the corner of McGill and Notre Dame streets, known as the McGill Building. This is one of the most imposing office buildings in the city, and in addition to materially improving the locality, is constructed along lines of improved light and ventilation that are in sharp contrast to the methods used but a decade ago.

Of his small string of show horses, Mr. Rodden is deservedly proud. They have won prizes for him in many shows in Canada and the United States. He is a constant exhibitor at the National Horse Show in Madison Square Garden, New York, and in 1912 captured the most important event in the class for jumps in a class of 79 entries, open to all the world. This year, with Sarah Moore, he won out of a class of 73 entries, the International Contest, defeating the French entry, valued at \$30,000.

In addition to his eminence in the worlds of business and sport, Mr. Rodden is a well-known club man. He is the president of the newly organized National Club, which meets daily in the McGill Building at the lunch hour, and he holds memberships in the St. James, Montreal, Canada, Montreal Hunt, Forest and Stream, Manitou, Heather Curling, and Beaconfield Golf Clubs; and a life member of the M. A. A. He is, too, a member of the Masonic fraternity, and is by merit a past-master of Royal Victoria Lodge.

In fact, Mr. Rodden is one of the busiest, as he is one of the most aggressive, of the business men of the city of Montreal. And yet he has time to cultivate the human side of life—to be a good fellow among his fellows; to encourage young men in their healthy activities; and to do his share in fostering the right spirit in the national life. He is as yet only in the prime of life, and in the full flower of his energies, and if we mistake not we are very far from having heard the last of Mr. W. T. Rodden.

EXCEPTING Mr. James Holden, there is, perhaps, no man in Montreal who loves a horse as well as Mr. William McMaster, the latest recruit to the directorate of the Dominion's leading financial institution, the Bank of Montreal. But whereas Mr. Holden's taste runs to driving a coach and pair, that of Mr. McMaster takes the form of riding. Rain or shine, warm or cold, there is hardly a day that passes but that Mr. McMaster is out on his favorite mount. He holds that horse-back riding is the finest recreation there is, and he pursues it, as he pursues his business, with enthusiasm.

From early youth until now, when he is well on into middle age, Mr. McMaster has devoted himself with tense application to business. His gospel is that only the man who exercises his energies and faculties to the full really lives. Thus he has always been immersed in business life. He has put his heart into his work, he has grinded in the daily round; he has carried out literally the scriptural injunction to "do with all thy might what thy hand findeth to do."

Had it not been that he is just as strenuous a sportsman as he is a business man, Mr. McMaster would hardly now be preserving the slim figure, the upright carriage, and the physical poise and alertness that is his. Those who knew him in his earlier days say that he was one of the foremost lacrosse enthusiasts, that he was a fine skater, and an ardent snowshoer, in the days when snowshoeing was snowshoeing. Summer found him out on the river, having a glorious time at sailing. Else he would be playing tennis, or riding. To-day he does not devote too spare time so strenuously to outdoor pursuits as he did. But daily horse-back riding he has never given up, and this breeziness, recreation and an invaluable tonic.

Perhaps it is due to this daily ride of his that Mr. McMaster brings the breeziness and heartiness of outdoor life into his office. The breeziness which keeps up the staff, and puts everybody around him into good humor, is one of the secrets of Mr. McMaster's success. For long before he became the power that he now is in the world of finance, Mr. McMaster had become distinguished as a "horn boss." He had the faculty of managing men, of getting the best out of them, and getting that because they gave it willingly.

He started in with the old firm of Morland, Watson and Co., when he finished his education at the Montreal Collegiate School. This firm controlled the Montreal Rolling Mills, and it was owing to the special business aptitudes that Mr. McMaster displayed that his employers transferred him to the offices of the Rolling Mills. This earnest, hard-working young Scotchman now had his chance. First he qualified for the position of sales manager, and from that he rose to secretary-treasurer, superintendent, and finally vice-president and general manager.

This position brought Mr. McMaster into touch with the principals of many of the great basic industries of the island. He came to be recognized as a force in the business life of the city, and gradually he became associated with many important companies. At the present time the companies in which he is a director include the Dominion Steel Corporation (vice-president), Sherwin-Williams Co., the Canada Cement Co., Dominion Coal Company, North British and Mercantile Insurance Company, Belding Paul & Corbett Silk Company, Pillow-Hersey Company, Allis-Chalmers-Bullock Company, Dominion Iron and Steel Company, Montreal Telegraph Com-

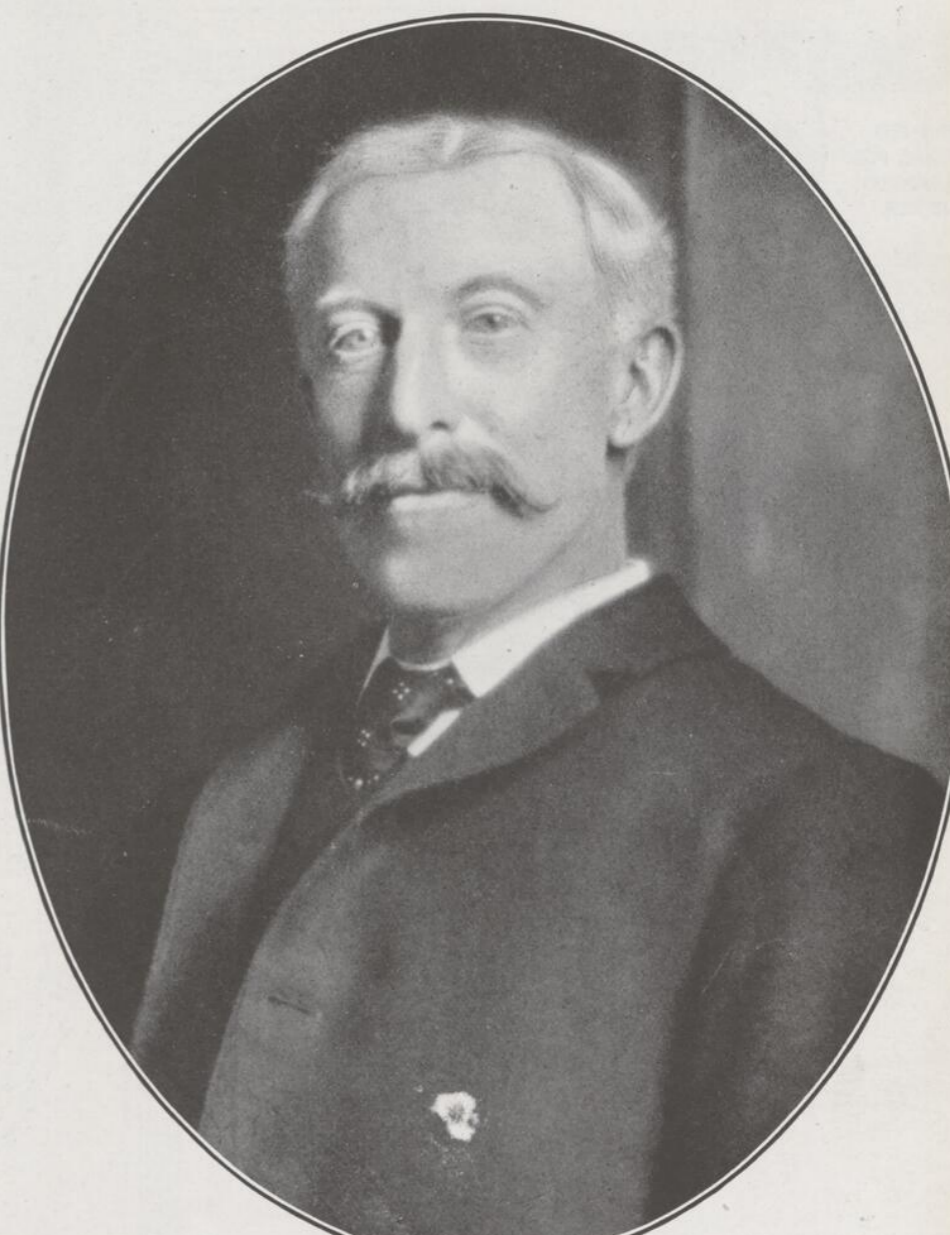
pany (president), Amalgamated Asbestos Corporation, C. Meredith & Co., Ltd., Jacques Cartier Pulp & Paper Company, National Trust Company, the Bank of Commerce, and now the Bank of Montreal. Truly an imposing array.

Mr. McMaster has for many years been associated with companies for the manufacture of explosives. Recently when the Montreal Rolling Mills was incorporated into the Steel Company of Canada, Mr. McMaster turned his attention more exclusively to the explosive industry, and took over the position of president of Canadian Explosive, Limited, a huge concern of Dominion-wide importance. He is no figurehead in this business, but spends the best part of every working day in actively directing it.

While engaged so ardently in business life, Mr. McMaster found time for other things besides that and sport. He has always been an active supporter of trade organizations. He has done good work on the Council of the Board of Trade, and was one of the delegates who attended the memorable Commercial Congress of the Empire in

London, Eng. He has, too been president of the Metal and Hardware Association, and president of the Montreal Branch of the Canadian Manufacturers' Association. Furthermore, he has for some time been a life governor of the Montreal General and Western Hospitals.

Mr. McMaster carries business principles to their logical conclusion. While possessed of a good deal of sturdy Scotch conservatism of conduct, he has never believed in business that "what was good enough for our fathers is good enough for me." His mind has always been quick to grasp new methods, and to adapt them to the changing needs and spirit of the times. One of his guiding principles has always been this—that the economic method, either in manufacture or distribution, is essentially the correct one. Thus he sees in the modern growth of large corporations a movement which fundamentally is a sound one, since when fairly and properly directed, it makes for co-operation, economy and increased efficiency all round.



WILLIAM McMASTER.

IT is impossible to sum up in a phrase the qualities which have made Mr. William T. Rodden, the vice-president and managing director of the Standard Securities, Limited, one of the leaders in industrial and commercial Montreal. If you say that he has forged to the front as an explosives man, you are immediately confronted with the fact that he is one of the best farmers in the whole of Eastern Canada. If you are inclined to dilate upon the concentration of business faculties which have rendered him successful alike in city and country pursuits, you are up against the fact that he is a leader in sport—and maintains a string of four or five show horses. And if you say that while a business man by force of circumstances, he is really a sportsman at heart—then you discover that he entertains very serious views about the duty of the individual to the nation, and was for many long years one of the most active citizen-soldiers in Montreal.

And that is not all. Mr. Rodden has carried his idealism into his civic and national patriotism into business and sport alike. The horses which have won fame for him in prize rings far and near are an especial pride to him because they show "what Canada can do." And every morning early, Mr. Rodden will be found on his favorite mount, enjoying the best of exercise on the winding paths of old Mount Royal. Similarly his farm and the various other enterprises with which he rounds out a complex and extremely busy life are not only very efficient but successful business propositions, and he contributes in notable measure to the public welfare, as Mr. Rodden intended they should, when he initiated them.

The work which Mr. Rodden has done to improve the milk supply of Montreal, which is so largely bound up with the welfare of the people, is incalculable. He is one of the men who have made public opinion in this city high and noble. He has been deploring the high infant mortality caused by impure milk and while our provincial and city authorities have been tinkering with the laws on the subject of milk and dairy inspection, Mr. Rodden has gone ahead and demonstrated by force of example how dairies should be run,

and how milk can be kept free from contamination.

This man knows all the points about a cow, and can talk learnedly about the food values of farm products, and fat percentages in the milk of Holsteins as compared with Jerseys. Out at Vaudreuil he throws off his city cares, and becomes the farmer pure and simple—no, simple. He is a typical example of the new farmer—the man who works with his hands, but the man who farms with his brains, and has a scientific reason for everything that is done. He applies science and modern business and labor-saving methods to the oldest of the industries, and by so doing is a pioneer along paths that will ultimately lead to the regeneration of rural life. Not only there were more men like Mr. Rodden we should not now be deploring a rural exodus.

Mr. Rodden's farm is four hundred acres in extent, and he farms it on principles designed to improve both the quantity and the quality of its products. His dairy herd is known as one of the best in the Dominion, and it is kept under ideal conditions, the two considerations which dominate all others in its management being care and absolute cleanliness in the conditions under which it is kept and its milk handled.

He maintains that farm buildings are an important factor in these matters, and therefore has his cow stables and all other buildings constructed along the most approved lines, with good light and perfect ventilation and drainage. Each cow is regularly tested for tuberculosis, and each is washed before milking. Furthermore, the attendants, instead of being slovenly dressed and dirty, as most farm hands are when at work, have to dress in spotless white. In these ways, all dirt is kept out of the milk, and a scientific dairy outfit and refrigerative plant ensure further cleanliness in handling, and the immediate cooling of the product prior to its being sent to the consumers in the city. No one can say how many precious young lives will be saved in Montreal as a direct result of the work of Mr. Rodden as a dairy farmer—but Mr. Rodden is so said, that if all the farmers who contribute to the milk supply of Montreal exercised the same



ROYAL CHRISTMAS CARDS—For many years past it has been the custom of Their Majesties the King and Queen and the members of the British royal family, and other royalties to present their kith and kin with specially designed Christmas and New Year cards. The above pictures are reproductions of the cards that are being sent out this year by the King and Queen, Queen Alexandra, the Prince of Wales and the German Emperor. The cards were specially designed by Messrs. Raphael Tuck & Sons for Their Majesties and the other respective royalties, from whom permission was received to reproduce them for the use of the public. From left to right the pictures show: "Nelson's ship 'Victory' in Portsmouth harbor" (the Prince of Wales' card); "The Meeting of Richard Coeur de Lion and Queen Berengaria with Saladin on what was known as 'The Diamond of the Desert'" (the King's card); "Benedicite Omnia Opera" (Queen Alexandra's card); "The First Meeting of William Prince of Orange and the Princess Mary" (the Queen's card) and "The Hamburg Fleet putting out to sea for the Protection of the Hanseatic States" (the German Emperor's card). For a description of these cards see page 2 of this Supplement.

Club Cocktails

THERE'S many a man who has built a rare reputation as a mixologist who lets us do his mixing for him and keeps his sideboard stocked with Club Cocktails. Made from better materials than a bar cocktail is apt to be. Mixed to measure—not to guess work—as a bar cocktail always is. Softened by aging before bottling—as no bar cocktail can be.

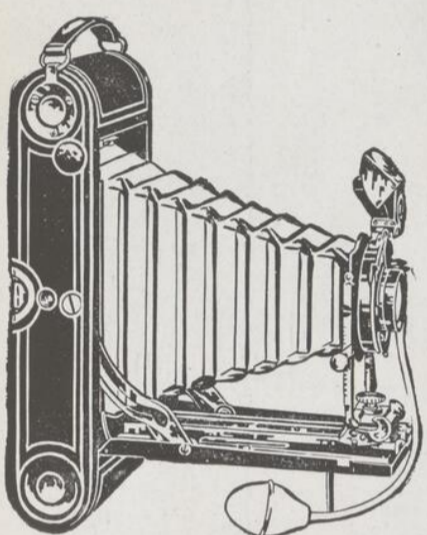
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IN THE THEATRICAL WORLD—Miss Dulcie Musgrave in "Fanny's First Play" at the Princess theatre next week.



AT SCROGGIE'S FASHION SHOW—Some of the Fashion Models displaying the latest Parisian gowns at the Fashion Show at the opening of the new Scroggie store.

KING GEORGE AND "THE FAMILY MEDICINE CHEST."

A certain noble sportsman had recently the honor of entertaining the King. In the smoking room he set

forth an array of spirits of the most varied character and cheerfully asked his royal guest which he preferred. The King examined the selection with interest and then remarked: "I suppose this is your family medicine chest; but I do not think I need trouble it, thank you."

As a matter of fact the King has a great dislike to spirits of any kind. In every day life he is almost a teetotaler, and a single glass of light wine is as much as he ever cares to take. Mineral water is the King's favorite table beverage and now and then he takes a glass of light beer.



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