

FOR UNEMPLOYED WAR VETERANS

Further details of the federal government plan for assisting unemployed veterans have been received in the city. Generally the order-in-council is along the lines suggested by G. W. V. A. officials in their conferences with the department of soldiers' civil re-establishment. The acting minister of the department of soldiers' civil re-establishment recommends as follows:

"That the department of soldiers' civil re-establishment be authorized to grant assistance to former members of the forces who are out of employment or who are able only to secure inadequate employment for the maintenance of themselves and their dependents, during the months of January, February and

March, 1921, subject to the following regulations and limitations:

(a) Necessitous cases among former members of the forces who have been pensioned for a disability due to or aggravated by service in the great war or former members of the forces who have received vocational training under the department of soldiers' civil re-establishment for a war disability which prevented the trained from following his pre-war occupation, and

(b) Former members of his majesty's imperial forces and former members of the force of his majesty's allies who have been pensioned for a service disability due to or aggravated by service in the great war and have been residents of Canada for three months prior to making application.

The assistance granted shall not be in cash, but shall be limited to expenditure by the department on behalf of the pensioner or former vocational student of such amounts as may enable him and his dependents to carry on for the period indicated.

What Can Be Given.

The following shall be the maximum amounts per month which may be expended on behalf of any case:

Man and wife\$ 75
First child under 16 (girl 17) 12
Second child under 16 (girl 17) 10
Maximum payable100
Single man without dependents (maximum allowance) 50

Single man with dependents, same as for married man, provided that no expenditure covering a period of more than one week in advance shall be incurred.

There shall be deducted from any allowances authorized by the department, all income received by the family by way of earnings, investments or pension, so that the maximum allowances referred to shall be inclusive of all income.

January 17, 1921.
Office of George T. Creary, Exclusive Semi-ready Tailoring, No. 87 Charlotte Street.

Editor Telegram and All Other Editors:
I do not blame any Canadian news editor individually for the free advertising which has been given in Canada's leading dailies to the Chicago and New York clothing factories during the last year. The Americans are trying their level best to put things over on the Canadians, and I presume that the publication of items such as are here-headed in Canada's newspapers make the Bowery clothiers gleeful. We all know the story of the two Jews on the New York Bowery who, when business was dull, attracted the crowd by staging a battle of balaclavas in front of their stores.

Putting one over on the youthful news-gatherers is an old pastime of the makers of free advertising.

For a time the New York clothiers were working the press of Canada and the United States for free advertising by stating that they were making big reductions. The Chicago clothiers, not to be outdone before the country, are quoting tremendous "reductions"—on quality chiefly.

You publish the news free, I pay for my "publish-ity."

Why soak one and let the smart Yankee put it all over you? He just thinks you are an easy mark. He is not grateful. Men don't feel gratitude towards those whom they have cheated, or who have become victims of their duplicity or free publicity. They just say "poor boob."

If the Canadian wholesale tailor and clothier seeks publicity of this kind, he must pay for it at the highest pulp rates. He is the man who pays when pulp stocks go up.

Has any newspaper correspondent heralded far and wide the information that the Semi-ready Company of Montreal has taken a loss of \$100,000 on the stock of imported cloth in the company warehouses? Has any newspaper told of their big reductions in price for spring trade—reductions that give the public \$10 savings on each suit, and not the paltry \$2 and \$3 mentioned recently in your "Chicago" despatch?

The other fellow can put "bunk" over on the public free of charge.

When I advertise reductions of \$10 on a suit I have to pay advertising rates. This spring we are going to sell fine worsted trousers for \$10 less than last year. The Chicago yarn tells of a slight reduction of \$3.50.

The fact that the papers advertise the Chicago manufacturer free of charge, and make me pay for every inch of space I use, won't help to put the Canadian dollar at par.

The American senators say they will shut their market against Canada and make our money look like Mexican dollars.

If we advertise their intentions and then help along their purpose, where do we benefit?

This is not a protest of mine alone. It is the opinion of every Canadian merchant.

Men's woollen clothes are cheaper in Canada than in the United States, as they always have been, and always will be. Were it not for their higher tariff wall against the British and the Canadian manufacturer, we could control their market.

The Semi-ready Company announced greater reductions than those quoted in the Chicago despatch three months before its publication, and paid for their announcement.

Was this published in the American press as "news"? Rather not.

I would like to express my opinion of the systematic publication in Canada of "free readers," which glorify the American manufacturers to the detriment of the home product. I do not believe the editor would permit it. But it is high time the practice is stopped.

We all know that the transition period is with us, and that with the reduction in the cost of wheat will come a reduction in the cost of living and a consequent reduction in the cost of all other manufactured products. When living costs went up we still had to live.

Yours truly,
GEO. T. CREARY,
The Semi-ready Store,
87 Charlotte St.

DESBOROUGH AND BYNG SUGGESTED FOR GOV.-GENERAL

(Canadian Associated Press Despatch)
London, Jan. 16.—The Saturday Review suggests two possible candidates for the governor-generalship of Canada. After some comment on the present holder of the position, the Duke of Devonshire, it says: "Why not offer the post to Lord Northcliffe? But Canada might not care for a governor-general who is an unwilling public speaker. No, we must turn elsewhere. There is Lord Byng, whom Canadians love. There is Lord Desborough who is almost as popular among Canadian business men, as he is here. Both these men are the reverse of neurotic. They are devoid of vanity and hold long records of self-effacing public service that ought to count even in politics."

LADY FOSTER NO STRANGER TO CANADIANS

(Ottawa Correspondence Canadian Press.)
A Scots woman in whom dignity and charm are admirably blended, the new Lady Foster is a welcome comrade to the ranks of cabinet ministers' wives at Ottawa. She is both wide-awake and well-informed, and having been the daughter of a British parliamentarian, is highly qualified for her position as the wife of Canada's veteran statesman. Personally she is fine-looking, with grey hair and a fresh face. If there is any difference between her husband and Sir George's, Lady Foster is a little Member of Writers' Club.

This is not her first coming to Canada, for she spent some time here from 1911 to 1914, on an immigration mission. Through it she was in Ottawa and met a number of the more prominent government officials. Her sympathies had been aroused by the number of English women coming to Canada expecting "easy" living and utterly unprepared to maintain their independence. Lady Foster studied conditions both overseas and here, travelling over Canada for the purpose. Subsequently her experiences and conclusions were published. Lady Foster has been a member of the Writers' Club since her youth.

Some of the cabinet ministers met Lady Foster overseas. She became acquainted with Sir Robert Borden in England when he was prime minister. Through her father she knew Earl Grey's household, while she herself was a friend of Lady Aberdeen. On that account Government circles are not quite strange.

Met in London.

It is interesting to note that Lady Foster did not meet her husband until he was in London to attend the Imperial Conference. Subsequently they were passengers on the same liner crossing the Atlantic ocean.

When war was declared Lady Foster, like so many other women, gave fine service, and it is a tribute to her efficiency that she went to Switzerland for the British government, where her knowledge of German was of value in the handling of military records.

Until the middle of 1915 Lady Foster worked in a French hospital, and since 1919 she had established a creche in London for war children.

In the old land she left her Scottish home and a London residence to take her place in Canada as Sir George Foster's wife.

"The Tobacco of Quality"



Everybody Smokes OLD CHUM

It has that mellow richness that appeals to every smoker.



BETTER OUTLOOK FOR NEW YEAR

(Toronto Globe.)
The principal thing so far gained in the beginning of the new year appears to be greater steadiness in sentiment, and when with that is associated the news of some increase in industrial operations through plants reopening and wage difficulties being adjusted there is a greater feeling that, whatever the next few weeks may hold in store by way of necessary jolts, they will be accepted with more equanimity. Local financial cir-

cles seem to feel that December was low-water mark and that further troubles of settling down will be met with more sense of meeting inevitable. The improvement in foreign exchange has been an outstanding favorable development, and, as spring approaches there is naturally the increase in outdoor employment to meet the needs of commodity supplies that are far from saturated. Hayden, Stone & Co., in their Weekly Market Letter, have his to say on the general and industrial position in the United States:

"We have got by the first of the year

without the crop of failures many feared. As a general rule, any event universally predicted does not come to pass. This is not saying that business mortality will not run higher than the average for that is bound to be the case, but we think it altogether probable that failures of big units in various lines of industry will not materialize. While a great many bank loans already probably began to diminish.

The situation, industrially, is also still very uneven; while such commodities as steel, coal and petroleum have declined materially, they have still not

been liquidated to anything like the extent that most commodities have. Perhaps this will not be necessary, but at least some time must intervene before a demand will materialize to make sure that prices of these commodities will be stabilized at these levels.

BELGIUM'S SHIPPING BOOM.

Brussels, Belgium, Jan. 17.—During the first ten months of 1920, 7,399 vessels, totalling 9,275,460 tons, entered Belgian ports, and 7,900 vessels, totalling 9,250,822 tons left, an increase of more than 4,000 ships.

FERRIS WHEEL CARRIAGES BUNGALOW FOR HOMELESS

Paris, Dec. 31.—(Associated Press by Mail).—The carriages for passengers are being taken from the big Ferris Wheel here and sent to the devastated regions of France where they will be used as bungalows to provide homes for homeless. They are just big enough to make a diminutive home containing one living room and a kitchen.

The Ferris Wheel is being dismantled after having been one of the sights of Paris for many years.

Ruggles Canadian Organization Solves Exchange Problem

Unsettled exchange conditions coupled with the prevailing high premium charged for American dollars demands that Canadian dealers look about for a suitable line of built-in-Canada trucks.

The range of truck models built by the Ruggles Motor Truck Company, Limited, London, Canada, is as follows:

- RUGGLES 1 Ton Rapid Delivery (with Canopy Top)
- RUGGLES 1½ Ton Chassis and Seat
- RUGGLES 2½ Ton Chassis and Seat
- RUGGLES 3½ Ton Chassis and Seat

(Vestibule Cab, Stake, Express or Dump Bodies, specially designed as ordered)

Then, too, our staff of designers and builders of special equipment for municipalities that are now motorizing fire-fighting, road construction equipment, etc., enable Ruggles truck distributors to sell successfully against any combination of truck-built for the Canadian field, without seeking any other truck affiliation.

Address Correspondence to Department M

RUGGLES MOTOR TRUCK COMPANY, LIMITED

London - Canada

RUGGLES TRUCKS

MUTT AND JEFF—A LOT CAN HAPPEN WHEN A GUY'S POUNDING HIS EAR

By "BUD" FISHER

