

Penniless Old Men

You know many of them—men who in their prime made plenty of money, but who spent as freely as they earned. Old age finds them in a sorry plight.

You don't expect to be without means of support when you grow old, do you? Neither did they. But you can escape their bitter experience if you will.

A few dollars saved each year and invested in an Imperial Endowment Policy will provide the means to keep you in comfort in your old age. Or it will take care of your family should death call you early.

Fill out and return the coupon below and we'll send you full information free.

Name.....Age.....
 Address.....
 Occupation.....Married.....
 Single.....

THE IMPERIAL LIFE
 Assurance Company of Canada
 HEAD OFFICE - TORONTO
 Branches and Agents in all important centres

NEW REGULATIONS BOTH IMPORTERS

Those Bringing Goods From
 United States Complain
 Shipments Are Delayed.

MUCH TIME LOST

Munition Manufacturers Complain
 Their Work is Being
 Seriously Affected.

New regulations regarding the examination of goods coming by express and freight at the Toronto custom house, is causing inconvenience to importers and delaying business. Formerly importers were permitted to have packages and cases examined in their presence and at their expense so as to be able to identify the contents with the invoices and advice notes. A change has recently been made compelling the importer to pay all express and freight charges before being permitted to view the goods, and it is also claimed that the facilities for examination at the express departments are not adequate for the prompt handling of business. There is little or no trouble with English or European cases marked or numbered, but with American shipments there is nothing but "commercial numbers" by which an importer can trace his goods, and frequently these are omitted, making it difficult to identify the particular package or case an importer desires to clear at the customs.

The railroad congestion of the past four or five weeks accentuated the trouble, as both express and freight goods have been "switched" from their regular routes, and the loss of time in being keenly felt by munition manufacturers and others. Even the customs brokers are complaining about the unnecessary delay in handling business under these regulations.

Thus the Board of Trade the Importers intend to take the matter up with the department at Ottawa unless there is relaxation of the present regulations for the examination of goods. A prominent importer told a reporter from The World that the trouble could be avoided if the local customs officials exercised common sense and did not try to "dig up" obsolete rules and regulations that hamper business and harass the importing public.

One of Toronto's Well-Known Hotels Closes Its Doors

One of Toronto's first-class hotels, the Metrop., on Yonge street, was closed last night. A few days ago F. W. Mossop announced his intention of closing the bar and restaurant, and yesterday stated that he was forced to give up business altogether.

The hotel, which was erected about 10 years ago, represented an initial outlay of \$300,000, and when interviewed by a reporter for The World, Mr. Mossop said he had placed all his money in it. He declared that, foreseeing the abolition of the bar, he endeavored before the war to erect an addition on the premises immediately to the north, with which the place could be put on a paying basis in the event of prohibition. But the necessary financial help was not forthcoming, the various institutions deeming loans for such purposes as very inadvisable in view of the trend of public opinion. An assignment has been made to E. R. C. Clarkson & Sons.

MOST ANNOYING.

It is most annoying to go into a store and be told that the "Victrola Record you want is out of stock. You will never be subjected to this annoyance if you buy your records, records and supplies in the Victrola Parlors of Ye Olde Firm of Heintzman & Co., Limited, Heintzman Hall, 135-137, Yonge street.

FRANCO-BRITISH AID RECEIPTS.

The Franco-British Aid Society joyfully acknowledges these further donations this week, which have already been forwarded to the mayor of Nantes, to be used for the relief of blinded French soldiers in Brittany. From the Mayflower Chapter, I. O. D. E., Halifax, N.S., \$10; Mrs. H. T. Hance, Clinton, Ont., \$10; Anonymous \$2; Mrs. Gordon Hoskin \$1; a child's copper collection (Margaret Pleasance) \$1.



ALD. A. E. BURGESS.
 Who has enlisted with the 25th Construction Battalion, and will go overseas as a sergeant.

WILL GO OVERSEAS AS SERGEANT BURGESS

Toronto Alderman Joins on as Non-Com in New Construction Battalion.

The second member of the city council to don khaki is Ald. A. E. Burgess of ward three, who has signed up with the 25th Construction Battalion as sergeant. Ald. Burgess was born in Guelph, Ont., and has been a resident of Toronto for many years, where he conducted a jewelry manufacturing business on West Adelaide street. He was alderman for ward three in 1912 and 1913, and in 1914 he ran for the office of mayor. This year he again ran as alderman and was elected as representative. He is married and his wife and child live at Dundonald street. The other member of the council who has joined up is Controller Joe Thompson, who became paymaster of the 20th Battalion last year.

PRESENTED MOTOR CAR TO HELP DENTAL WORK

Civilian Dentists of City Donate Auto in Appreciation of Corps' Good Work.

The Dental Corps held a reception at the dairy building, Exhibition camp, Saturday afternoon. The feature of the occasion was the presentation of a McLaughlin car to Major W. G. Thompson, assistant director of dental services, military district No. 2. Dr. Fred Conboy, the well-known dentist and educationist, made the presentation on behalf of the civilian dentists of this district, in appreciation of the corps and because of the military need of an automobile to assist in the increasing work of this branch of the service.

Major-Gen. and Mrs. Logie were among the guests, and the general made a very nice speech outlining the valuable work of the dental surgeons to the army.

The officers of the C.A.D.C. gave Mrs. Logie a beautiful bouquet of roses. Among others present were His Worship Mayor Church, Lieut.-Col. Panet, C.O.C., Lieut.-Col. George, headquarters staff, Dean Webster of the Royce College of Dental Surgeons, and Mrs. Webster; Dr. Wallace and Mrs. Secomb; Dr. Harold and Mrs. Clarke; Dr. Walter and Mrs. Willmott; Mr. Claude Macdonell, M.P.; Dr. F. C. and Mrs. Husband; Dr. J. F. Rhind, Dr. and Mrs. Broughton, Dr. Grives, Dr. E. Arnold, Dr. Horace and Mrs. Eaton, Lieut. O. K. Cochrane, A.D.C.; Major O. K. Gibson, C.A.D.C., second in command overseas, who is home on leave, and will return shortly. Major Gibson spoke to the ladies present, and a movement was started to form a ladies' auxiliary to supply some long-felt wants of this unit.

The clinic was beautifully decorated with the allied flags, and among other things noticeable was the modern therapeutic switchboard and X-ray machine donated by the Toronto City Council to assist in the treatment of difficult cases. Also, an overseas equipment packed for transportation was on view. A buffet tea was served to the one hundred and fifty present, and the band of the 20th Battalion, under Sergt.-Major D. Chisholm, rendered a musical program.

INCREASED PRODUCTION AN ABSOLUTE NECESSITY

Dr. Frank T. Shutt Addresses Royal Canadian Institute on Farming in War Time.

"Agriculture in War Time" was the subject of an address by Dr. Frank T. Shutt, Dominion chemist and assistant director of the Dominion Experimental Farms, before the Royal Canadian Institute in the physics building of the University of Toronto on Saturday night.

After an appeal on patriotic motives for increased production in war time, Dr. Shutt stated that the man on the soil was second only to the man on the fighting line, for him the nation depended for the increased yield necessary to meet the tremendous increase in demands for food supplies. He then outlined the promotion of the education campaign promulgated by the Dominion Government and assisted in by the provincial governments. The war which started soon after the war broke out, and has been carried on without cessation since with a view to increased crops, live stock and food-stuffs generally.

He divided his lecture into sections, dealing with tillage, manure, fertilization and crop rotation.

Natural and artificial methods of fertilization were discussed, and the value to the soil of clovers, vetches and wild legumes was illustrated. The richest soils were those of the west that had been treated by nature in its milder for ages, and from a series of experiments conducted by the department scientific methods had been evolved whereby clovers and other nitrogenous crops could be raised, used for pasturing, and then plowed under as soil enrichers in the most assimilative form.

AND YET



AND YET?

CARLTON G. BEAL, I.F.

The greater sacrifice in war falls upon you.
YOU WOMEN!

There may be frivolous exceptions, but in the main this needs no proof.

Not only wounds to the affections
 Not only long waiting and uncertainty
 Not only loss of the provider and defender

But
 The temporary end of home-building plans—of the hopes centred in the home

AND YET—
WE Veterans appeal to you to
Send your men!

For unless more men go, your sisters who have already made their Sacrifice, may have sacrificed in vain! Unless you send your men, the civilization which shelters you and guarantees your children's freedom may fail even in this moment of victory. When you have read this sit down! Count over the cost! Re-consider all the problems, and then, steeling your heart, say the great words:

"YOU MAY GO!"

For the immediate loss—and it probably won't be permanent—you win a spiritual gain that will thrill not only you—and the man you send—but will ennoble the lives of all who know your sacrifice and endear your name and his name a thousandfold for generation after generation of your children. Don't think it is for others to make this sacrifice. It is for YOU! Make your utmost offering.

RELEASE YOUR MAN!

Send him!—if for no other reason—than because it is hard!

GREAT WAR VETERANS' OVERSEAS CO'Y (109th REGIMENT DRAFT)

ALL TRAINING IN ENGLAND
 Read this series of advertisements. Twenty-four more will appear in the next twenty-four week days. Read—but above all—ANSWER! ENLIST!
GREAT WAR VETERANS' OVERSEAS COMPANY
 109th Regiment: Lieut.-Col. W. S. Dinnick, O.C.

OVERSEAS AT ONCE
 Be sure you ask for this special Company. Three depots: 73 Pearl Street, near York (109th Armories); Queen Street, opposite Teravlay; Yonge Street Arcade.
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