



THE "W. & R. SPECIAL"

A High-grade Shoe for Particular Men!

Our "W. & R. Specials" for men are of the new custom toe order, which is the latest development in men's shoe style this fall.

Either in tan, the new lighter shade just out this season, or in smooth black gun metal, the W. & R. Special will just fill the bill if you are insistent about real up-to-dateness in your shoes. They are composed of a choice from the various high-grade shoemakers and cannot be excelled in quality, workmanship or style.

"THE HOME OF RELIABLE FOOTWEAR"

Waterbury & Rising, Limited

61 KING ST. 212 UNION ST. 679 MAIN ST.

RADIO COAL

TRADE NAME
Copyrighted

A Clean, Free Burning, Carefully Prepared Hard Coal

For Sale Only By

CONSUMERS' COAL CO. LTD.



PURITY FLOUR

Establishes the highest standard of quality ever attained in the manufacture of flour.

It contains an extraordinary amount of nourishment which makes its use a real economy.

More Bread and Better Bread---and Better Pastry, too.




Eagle Brand Condensed Milk

THE ORIGINAL

Baby's Guarantee

Safeguard your baby's health by using a food endorsed by eminent physicians and proved by time. The trade-mark on this can is an absolute guarantee of purity, wholesomeness and safety.

The Borden Milk Co. Limited
"Leaders of Quality"
Montreal



1847 ROGERS BROS.

THE fact that this brand of silverplate has been noted for highest quality for seventy years should influence you in its purchase.

The Old Colony Pattern, here shown is only one of many designs available. All of them make a double appeal—beauty plus durability. This combination in "The Seventy Year Plate" is the reason for its popularity. There is only one genuine 1847 ROGERS BROS. The date identifies it.

Sold by leading dealers. Unquestionably guaranteed.

Made in Canada by
MERIDEN BRITANNIA CO., Ltd.
Hamilton, Ontario

Saving Substitutes

Canadian Food Controller's Suggestions of War-time Dishes For Friday

Eat more fish and save beef and bacon. Fish dishes are legion.

Try molasses corn cake. It is delicious, and saves white flour.

Molasses Corn Cake

Cornmeal, 1 cup; flour, 1/4 cup; sour milk or buttermilk, 1 cup; molasses, 1/4 cup; eggs, 1; soda, 1/4 teaspoon; melted fat, 1 tablespoon. Baking powder, 1 level teaspoon in the flour. Mix and sift the dry ingredients. Add the milk and eggs well beaten. Last of all add the melted fat, and bake in a shallow pan in a hot oven.

(Recipes by Domestic Science Expert, Food Controller's Office.)

War Menus

How to Save Wheat, Beef and Bacon for the men at the front. Issued from the Office of the Food Controller for Canada.

MENU FOR FRIDAY.

Breakfast.
Cornmeal Porridge. Milk. Sugar. Toast. Tea or Coffee.

Luncheon.
Scalloped Tomatoes. Bran Gems. Butter. Apple Sauce. Tea.

Dinner.
Broiled Finnan Haddie. Potatoes. Parsnips.
Steamed Ginger Pudding. Vanilla Sauce.

The recipes for Bran Gems and Broiled Finnan Haddie, mentioned above, are as follows:

Bran Gems:—
One and a half cups flour.
Three-quarters cup bran.
One cup sour milk.
One half cup molasses.
Three-quarters teaspoon soda.
One teaspoon salt.
Two tablespoons melted butter.
Mix and sift dry ingredients, add milk to molasses, and combine mixtures; then add butter.

Ginger Pudding:—
Half cup suet.
Half cup sugar.
One egg.
Two and a half cups flour.
Three and a half teaspoons baking powder.
One quarter teaspoon salt.
Two teaspoons ginger.
One cup milk.
Turn into a buttered mould. Cover and steam two hours.

(Recipes by Domestic Science Experts of the Food Controller's Office.)

HALIFAX EVENING SCHOOLS


The subjects to be taken up at the evening classes in the Technical College building in Halifax this season are: Business English, practical arithmetic, practical algebra, geometry and trigonometry, bookkeeping, mechanical drawing, machine drawing, machine design, architectural drawing, building construction, drawing architectural design, elements of electricity, dynamo-electric machinery, gasoline engines, automobile running and repair, steam engineering, surveying elements and chemistry, technical chemical analysis, dressmaking, cooking, millinery, etc.

A preparatory class in English and arithmetic will be held at Blomfield street school for 8th and 9th grade students in that section of the city, who wish to get some more general education before entering a technical class in the college. Another preparatory class will be held in the Richmond school and a class in dressmaking will also be offered there for the convenience of the students in the extreme North End.

It is possible there will be one gasoline engine class for women and girls alone. Throughout the summer a class of girls who paid their own tutor have been given the use of the facilities at the Tech College building and it is expected these girls will for the winter form one of the regular technical school classes.

Tank to Aid Liberty Loan

New York, Oct. 25.—A British tank, which saw active service in Flanders, has arrived here, and will be transported to Central Park tomorrow to be placed alongside the captured German submarine.




Health Triumphs

over disease every time you use Lifebuoy Soap. For its mild healing and cleansing oils are charged with cleansing properties that make it simply invaluable.

LIFEBUOY HEALTH SOAP

Mild and pure enough for Baby's skin—therefore eminently suitable for yours. The mild, antiseptic odor vanishes quickly after use.

Lever Brothers Limited
TORONTO
At all Grocers



THE loaf that never varies. The same yesterday, today and tomorrow—the "REGAL" loaf.

REGAL FLOUR

IS GOOD FLOUR

Manchester Robertson Allison, Limited

Our Stores Open at 8.30; Close at 6; Saturdays at 10 p.m.

DESIRABLE AND SERVICEABLE Linens AT BARGAIN PRICES

ODD and broken lines of Damask Cloths, Napkins, 5 o'clock Tea Covers, Tray Cloths, Hand-Drawn Centres, Runners of various sizes, Shams, Covers, etc.

ALL AT REDUCED PRICES

Linen Damask Cloths, 2x2 yards, \$2.25 to \$6.50	Linen Tray Cloths, spoke stitched, 28x36, 35c.
Cotton Damask Cloths, 2x2 yards, \$2.30 and \$2.80	Linen Tray Cloths, hemstitched, 28x36, 65c. and 75c.
Linen Damask Cloths, 2x2 1-2 yards, \$4.75 to \$7.85	Tray Cloths, scalloped, oval and oblong, \$1.35
Cotton Damask Cloths, 2x2 1-2 yards, \$3.50	Mercerized Tray Cloths, hemstitched, 45c.
Hemstitched Linen Damask Covers, 36x36 in., \$1.00, \$1.10, \$1.25	Cotton Covers, plain hemstitched, 18x27 in., 15c.; 18x54 in., 25c.; 30x30 in., 25c.
Hemstitched Linen Damask Covers, 45x45 in., \$1.45, \$1.65 and \$2.50	Hand-Drawn Work Covers, 18 in., 50c. and 70c.; 30 in., 40c. to 60c.; 36 in., 60c.; 45 in., \$1.25; 54 in., \$1.50; 18x27 in., 30c. to 75c.; 18 x 36 in., 37c. and 75c.; 18x45 in., 45c.; 18x54 in., 50c. to \$1.00.
Cotton Damask Covers, 36x36 in., 65c.	
Cotton Damask Covers, 45x45 in., 90c.	

LINEN ROOM

LADIES' AND CHILDREN'S New Hosiery For Fall

Ladies' Black Cashmere Hose, 35c., 3 pairs for \$1.00	Children's Wool Overalls, white, brown, scarlet, grey, \$1.75 pair
Ladies' Black All-Wool Cashmere Hose, fall weight, Special price, 40c. pair	Ladies' Black Silk Ankle Hose, 50c., 65c., 75c. and \$1.00 pair
Ladies' Black Cashmere Hose, full fashioned, seamless, 50c., 70c., 75c. pair	Ladies' White Silk Ankle Hose, 55c. and \$1.00 pair
Boys' and Girls' Ribbed Cashmere Hose, 35c. to \$2.00 pair, according to size	Ladies' Black Silk Hose, 18c. garter top and 18c. sole, \$1.65 to \$2.50 pair
Boys' Heavy Wool Hose, 50c. to 70c. according to size	Ladies' Cold Silk Hose, 18c. top and 18c. sole, \$1.25 pair
Boys' Heavy Wool Hose, 8 to 10 1/2 in., \$1.15 pair	Ladies' Colored Silk Hose, \$2.50 pair
	Ladies' Cloth Garters, white, pearl, dark grey and fawn, \$1.50 pair

HOSIERY DEPARTMENT-ANNEX

Manchester Robertson Allison, Limited.

NEW MINISTER OF AGRICULTURE

Ten Years At Head of Grain Growers

A Personal Sketch

Knows the Hardships of Western Pioneers and Their Struggles Through Adversity, by His Own Experience

One fine afternoon about twenty years ago a young homesteader in northern Manitoba hauled a wagonload of his wheat to the local elevator. The buyer offered him seven cents per bushel below the proper market price. The homesteader entered an energetic protest, but was informed that "if he didn't like the price he could haul his wheat home again." There was no grain elevator in the neighborhood, and the railways in those days would not permit a farmer to get his own car and load it. The homesteader, therefore, accepted the in equitable, and was properly skinned on the dockage into the bargain. Right then and there he learned a little lesson in monopoly. The young homesteader today is the minister of agriculture in the new union government. Hon. Thomas Alexander Crerar. Farm life in the early days of the west on the fringe of civilization, was an exceedingly simple life. It was an excellent foundation upon which to build a successful career. In such surroundings young Crerar was reared. He has no privations which the pioneers of this country encountered. In addition, he had the advantage of a home training in accordance with the best Highland Scotch traditions.

His entry into public life as a teacher in a school near home typified his spirit of determination. Morning and night he milked the cows and tramped four miles and back to his school, and added \$10 to his bank account from his first teaching term to help pay his way at college. Towards the same end in early manhood he operated a sawmill in the winter time, and farmed a nearby homestead in the summer time. Later he graduated into the profession of elevator operator and grain buyer. According to those who knew him in those days he had the reputation of giving the farmers a square deal.

Ten years ago, while Mr. Crerar was operating a country elevator at Russell, Manitoba, he invested \$250 in a share of stock in the Grain Growers' Grain Company. The shareholders were impressed by some of his remarks at his first annual meeting, and elected him to the board of directors. At that time the founder of the company, E. A. Fairbridge, was also president, but owing to an unfortunate accident by which he lost one leg, he found it necessary to retire from the chief executive position. It was, therefore, on his nomination that Mr. Crerar was offered the presidency without opposition. Honors were coming so thick and fast upon the young man that he hesitated. He took the night to think it over. He was urged upon him so strongly as his duty that he finally accepted.

Through ten years of storm and sunshine he has remained as head of the Grain Growers' company. The inside story of the struggles of the pioneer farmers' company of Western Canada will be a romance worth reading if it is ever written. It has not all been smooth sailing. All the leaders made their sacrifices. They burned the candle at both ends many times in the strenuousness of the work to achieve success. The country was strewn with wrecks of farmers' companies. The financial genius and originating ability of the young president enabled him to guide the company through the days of storm and stress until it stands today. The United Grain Growers, Limited, the greatest grain handling company in the world. The physical constitution developed in these early days was all that

Frank Skinner

— Importer of Millinery —
— 60 KING STREET —

Latest Styles Trimmed Millinery

AT POPULAR PRICES

Untrimmed Hats of Lyon's Velve.

In a good variety of smart shapes, including small Rolled Sailor.

Feather Hats, Feather Bands, and a Large Variety of Feather Ornaments.

NEW COLORS IN SILK VELVETS

Navy Blues, Russian Greens, Wine Shades, Purples, Browns.

To Have Complexion That Men Admire

"A man may admit, with great sophistication, that powder and rouge are necessary aids to beauty," says a well-known writer, "yet deep in his heart he dreams of the woman whose loveliness needs no artificial touching up. Women who appreciate this, who give consideration to the masculine viewpoint, avoid setting anything that might indicate their beauty is not all their own."

Such women in increasing number are acquiring the macrolized wax habit. By applying the wax at night as they would cold cream, washing it off in the morning, they secure, and maintain, entirely natural complexion. Their faces exhibit no evidence of having been "beautified." Nothing is added to the old complexion—the latter, instead, is discarded. Macrolized wax, procurable at any drug store (an ounce is sufficient), absorbs the dirt which appears, gradually, almost imperceptibly. The skin, gradually, underneath which appears, bears a healthy, youthful bloom not comparable with the fixed artificial color.