



PROGRESSIVE PIETY.

The old time brimstone preacher, when once he waded in, said every human creature was loaded down with sin. Beneath his towering steeple, in bitter, scathing terms, he roasted all the people, and said we were, but worms. This poor old earth we cumbered, according to his peder, and when our boys were numbered, we'd have some grief, indeed. The hymns that we were singing were of the same grim style, such lines as this one springing:



When you come here for a suit of clothes or an overcoat our object is to make you a permanent satisfied customer of this store.

We know no better way to do it than by selling you

ART CLOTHES
COOK BROS. & ALLEN LIMITED

ART. PERCY
8 Market St. Brantford

J. S. Hamilton & Co.

Canadian Wine Manufacturers. Brantford

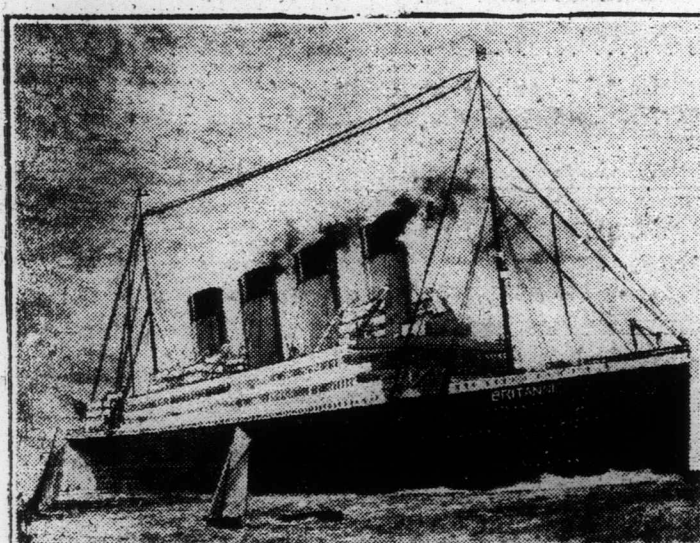
Our Wine Sales Show a Big Increase Since Sept. 16

Many persons think that we cannot sell them direct from our Wine House here, but that order must come through some Montreal firm. This is not correct. We can sell you direct, but in not less than one case, or five gallon lots.

We have a good Port Wine at \$1.00 a case, while our "St. Augustine," an excellent Wine, 8 years old, only \$5.50 for one dozen quarts or \$1.50 per Imperial gallon. War tax stamps are included in these prices. We have a score of other brands, all excellent value.

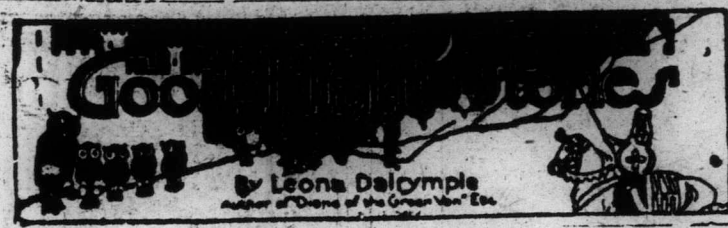
Buy a dozen and entertain your friends with pure juice of the grape.

J. S. Hamilton & Co.
CANADIAN WINE MANUFACTURERS.
44-46 DALHOUSIE ST., BRANTFORD



BRITISH HOSPITAL SHIP SUNK IN THE AEGEAN

This huge White Star Liner, "Britannic" has a tonnage of 17,500 tons, and is one of the largest of the leviathans of the deep.



You all know how little Jack Horner is in the corner found a plum with his thumb, but you didn't know he ate so much pie that after a while he grew pretty drowsy. And then, when he woke up, there, if you please, he was walking over snow-white, shiny ground that seemed to be marked up, here and there, in black. He traced a huge IV on the ground and then he stepped over a V.

"Dear me," said little Jack Horner, greatly surprised, "where in the world am I anyway?"

And a ticky voice from somewhere under his feet answered:

"On the Road to Eight O'clock!"

"And what's the road?" cried Jack.

"The old, old, Clock Road!" said the voice.

Now, Jack had never heard of the Clock Road, old as it might be, and he travelled on with staring eyes until something bumped against his back. Jack screamed and jumped.

There behind him was a long, black arm, moving along, moving along, moving along behind him.

"Sit down on it!" cried the ticky voice inside. "Sit down! Sit down! And then you can ride to Eight O'clock!"

So little Jack, who was tired, having travelled the old, old Clock Road, goodness knows how long, sat down and the long black arm went on moving. It moved over a black figure on the white, white road. Boom! went a gong somewhere that almost frightened Jack to death. He never reached Eight O'clock. My dears, he tumbled off with a thud and when he opened his eyes again there he



BY RUTH CAMERON

BORROWING AND LENDING.

There are certain oft-quoted proverbs and sayings, that provoke me to take a tilt at them every time I run across them.

One is, "Neither a borrower nor a lender be."

There is just enough surface wisdom in that and the line that follows to make it dangerous.

"For loan oft loses both itself and friend"—who of us has not experienced that?

One summer we loaned a boat to some boys who camped near us. We had enjoyed talking with them and visiting their little camp, and were glad to let them use the boat. What happened? They broke some of the fittings and ceased to visit us or invite us to their camp.

All He Did Was Lend Them Money.

One of the most generous men I ever knew says sadly, "So many people who used to be friends of mine, go by on the other side of the street and pretend not to see me now. And all I've done to them is lend them money."

I suppose some people who are borrowing money use up so much friendship when they are asking for the loan, that they have none left for afterwards.

All of which, you may say, goes to substantiate the saying I am objecting to.

OUR DAILY PATTERN SERVICE

Valuable Suggestions for the Handy Homemaker—Order Any Pattern Through the Courier.

MISSSES' AND SMALL WOMEN'S DRESS.

By Anabel Worthington.



Individuality, simplicity and grace are perfectly expressed in this one-piece frock, designed especially for misses and small women.

Successful style treatment is shown with a panel, full length, at back and front. The waist has the becoming open neck outlined with contrasting goods; the sleeves extending to neck edge give added interest to the model—they are cuffed neatly with a turn back of the same material that contributes the collar.

At normal waistline a belt fastening in front with a fancy buckle arranges the fulness and marks a skirt section that flares fascinatingly at the lower edge. While the combination idea is most effectively carried out, all one material may be employed with satisfactory result.

In the wool materials, serge, gabardine, striped and checked goods will be smart looking in this style. Navy blue serge with cream color broadcloth for collar and cuffs is another choice; all wool poplin trimmed with black satin is also suitable. Then if you really want to set yourself up, there is velvet to develop this model in. There is almost no work at all to the making of it.

The dress pattern, No. S.619, cuts in sizes 14 to 20 years. To make in size 16 requires 4 yards of 44 inch goods, with 1 1/2 yards for front panel, collar and cuffs. In all one material 5 yards of 44 inch goods will do.

To obtain the pattern send 10 cents to the office of this publication.



This Advertisement may induce you to try the first packet of "SALADA"

but we rely absolutely on the inimitable flavour and quality to make you a permanent customer. We will even offer to give this first trial free if you will drop us a postal to Toronto. B113

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Britain's Generous Handling Of Crude Rubber Situation

Has Held Down Cost of Rubber Footwear While Prices of Other Necessities Soar

When, some twenty years ago, Great Britain began to establish great rubber plantations in her tropical Dominions, the outside world's industrial experts laughed in scorn. Were there not thousands of square miles of wild rubber trees in Brazil and elsewhere simply waiting to be tapped? Were not the marvellous chemists of Germany working diligently to devise a process for making synthetic rubber at a fraction of the cost of the natural article? Britain, they averred, was wasting time and money.

Six years ago the price of crude rubber jumped to \$3.00 a pound, because the 60,000 or 70,000 tons which seemed to be the limit of the forests fell far short of the enormously increasing demand—and the synthetic rubber promised by Germany failed to materialize. The 8,200 tons produced by the British plantations in 1910 was more than welcomed, and the scoffing ceased. By 1914 the plantations were producing nearly 100,000 tons, or 60% of the world's supply, and the price had been reduced to one-third of the 1910 figures. This year the plantations are contributing 150,000 tons—75% of the total production—and Britain holds a monopoly which has been of vital importance in the War.

Controlling the seas as well as the supply, the British Government has effectually cut off the Teutons, while providing an abundance for the Allies. To neutrals, who might easily have been forced to pay any price, the monopoly has been truly a benevolent one, for so long as they resell none to the Germans, they get all the rubber they want at a lower price than before the war.

No nation, neutral or belligerent, benefits more generally from Britain's foresight and generosity in this matter than Canada. Besides the general use of the scores of rubber products, practically every Canadian uses rubber footwear more or less for at least six months of the year. Now that leather has gone up 80%, and shoes are costing two to five dollars a pair more than normal, the advantage of wearing rubbers and overshoes this winter is strongly emphasized. They cost so little compared to the shoes whose term of service they practically double, that it certainly is economy to wear them at every sign of bad weather. And there's another point, even more important:

The need for leather at the Front is so great, and the scarcity so serious, that it is a patriotic duty to save it all we can by wearing rubbers and overshoes.