

London's Ugly Duckling Scoffs

AT KINGSWAY'S SMUG RESPECTABILITY.

London, Oct. 29. (Canadian Press). This month saw the 17th anniversary of Kingsway and Aldwych. Those who regarded it as practically certain that this great development would have a direct and almost immediate effect upon the neighboring Strand have been doomed to disappointment, says a writer in the Observer. He continues: Even as Kingsway and Aldwych have become, month by month, more gleamingly respectable, and increasingly uninteresting, so has the Strand worn its tattered garments with an ever-growing shamelessness. The most famous street in the world seems to take a positive delight in being disreputable. It is no exaggeration to describe the Strand as the most famous street in the world. Its name is as full of magic to the Briton and the stranger in all parts of the earth as is the conjurer's wand to the child eager to be fascinated and mystified. Its story is a large slice out of the history of England, yet it is the ugly duckling of London's thoroughfares.

This condition of things is all the more remarkable when one remembers—and it is, easy to forget sometimes, what architectural treasures the Strand possesses. Streets Law Courts! For all the abuse that has been showered upon this wonderful mass of Portland stone by the anti-neo-Gothic folk there is not one of us who is not secretly, or openly, proud of it. Wren's Middle Temple Gateway is just without the Strand, but yet seems of it. Westward there stands, sentinel-wise, the Wren-Gibbs Church of St. Clement-Danes, something to prepare the eye for the exquisite church of Mary-le-Strand, by Gibbs. This island church has for companionship Somerset House, one of the rarest examples of eighteenth century architecture and the Bush Building, the most fascinating block of offices set up in London during the present century. Australia House, the Morning Post Office, and the new Gaiety Theatre with its "most decorative blank wall in Europe," are all fine structures which should save any street from the fate which seems to have overtaken the Strand. Beyond Wellington Street are vast hotels, popular theatres, well-known restaurants, a famous hospital, and a great terminal railway station. Add to all this the fact that the Strand is the great historic highway that carries the Court to the City, and the lawyer and the business man to their clients in the West End, and what more do you want?

As a shopping thoroughfare the street has taken on an adventitious character that would bring blushes to the cheek of the Edgeware Road. Importunate traders stand by their doorways soliciting the custom of the passers-by. Cheap clothing, passport photos, surplus war stocks, picture post-cards—anything in need enough to sell in the Strand to-day. The old-fashioned shops with tradition behind them can be counted on the fingers of one hand, leaving the thumb out at that. To all intents and purposes the Strand to-day is three-quarters of a mile of penny-gaff.

But now, at last, some real improvements are about to be effected which should radically alter this state of things. The widening opposite the new Tivoli was but an earnest of what was to come. In a week or two the housebreaker will be busy upon two large sections of shabby old buildings possessed of no architectural merit, and in their place will rise up magnificent blocks of offices and shops, set fifteen feet back from the present street-line, and built of Portland stone. The elevations will follow a definite architectural idea, and fortuitous building will be, as far as possible, avoided.

"Seeing Canada" Boosts the Dominion

OTTAWA, Ont., Nov. 2.—(Canadian Press)—Canada's beauty spots, her home life, industries and sports are becoming known the world over through the activities of the Canadian Government Motion Picture Bureau, where information films in the "Seeing Canada" series are being constantly turned out for world-wide distribution.

It has been estimated that these "Seeing Canada" films are shown to an monthly audience of five million persons in the United States alone. These films are in great demand in Great Britain and are also being shown in France, Belgium, Switzerland, South Africa, India, South America, China, Japan, Australia New Zealand, the Straits Settlements and elsewhere.

So great is the demand for pictures of this series that the Department has been compelled to enlarge its laboratories. Recently it moved into new quarters and with added equipment is able to turn out almost four times its previous output. Now the department is capable of an output of almost 200,000 feet of motion pictures a month while its output of still pictures number nearly 10,000 a year.

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We defy contradiction, when we state, that we have the most wonderful gathering of Ladies' Fall and Winter Coats ever offered for inspection in this city. Hundreds of Coats are here from which you may make your selection—and bear this in mind—despite the fact that we are showing the Newest Styles and the Newest and Choicest Fabrics. Our prices are positively the very lowest obtainable.

Special Sale Prices: 6.90, 9.50, 13.90, 16.25, 24.90 up to 45.00

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Many of our New Dresses are exact replicas of famous American and French models, and we take pride in submitting them for the approval of the smartly dressed Ladies of this city. We are showing the newest and most elaborate modes, amongst which you will find the smart Bishop Sleeve, Tight Sleeve and Straightline Silhouette, all beautifully portrayed in the New Fall Shades and Fabrics.

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The Broadway House of Fashion

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WATER STREET

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