

## Onyx and Georgina Shoes

Our autumn styles include comfortable Oxfords for the fine days as well as beautiful Boots for every occasion.

All models have that beauty and distinction of design and fineness of finish that have made Onyx and Georgina Shoes the choice of the ultra fashionable dressers.

The best of fine leathers, skillfully put together, Goodyear welted, and as carefully finished inside as outside, that is why shoes bearing the "Blachford" trade mark give exceptional comfort, splendid wear and entire satisfaction.

Built Exclusively By

### Blachford

Shoe Manufacturing Company Limited

92 Shearwater Street, Toronto  
Obtained through Canada's leading boot shops



Empire joined France or not. The "Old Contemptibles," the little army which made the retreat from Mons to the Marne, played its part long ago, but the "New Contemptibles," the "Kitchener mob," have come, and come, and come to take their place. "A stubborn people, the English," was the Kaiser's reflection, when the British declaration of war reached him; "their entrance will cause the war to be prolonged." The reflection has proved true. It is over four years since the German troops crossed the border with the promise that they would be home again for Christmas, with the loot of Paris in their knapsacks. The fifth Christmas in the field is approaching, and it is perfectly safe to say that though they are not home, they are on the way home.

The Germania Catering Company, 537 Broadway, New York, was fined \$5,000 for hoarding sugar.

The Only Way—  
To test Tea, is to taste it.

## "SALADA"

will quickly demonstrate its good qualities and economy in use in a Tea-Pot Draw.

Black, Green or Mixed

Sealed Packets Only. Refuse Substitutes.



### Helping To Carry Rifles

Besides making shells to be used in teaching lessons in international righteousness to the Hun, the French government has missed no opportunity to preserve and increase the splendid morale at home and in the trenches. No one knows better than the French women her own worth as a moulder of that same morale, and as soon as the desire of the government became known, French women set to work to study their strong points and their weak ones, determined that heroism and honor in France should increase through the support afforded by her women. The president of the "Union Francaise" issued a pamphlet which was sent throughout France asking wives, daughters and women to strengthen the faith and courage of their men when home on leave. At the very beginning it was decided to allow to those at the Front seven days' leave every four months, whenever possible.

The appeal read as follows: "Women of France! Our hearts beat with joy at the news that some among us will have our husbands and sons home on a short leave, as the needs of the army will permit. Again we shall see them face to face, clasp them to our hearts, show to the fathers how the little ones have grown, say the many things which cannot be written. French women, we who are sisters in love of our country and in our duty to defend it, let us not forget that we are about to be put to a severe test, that all the world will now be able to judge what is the quality of our souls, what the value of the spirit animating us. By the effect of this leave on our soldiers, the manner in which we receive them and, above all, the way in which we send them back to their duty, we shall show whether we are women worthy of France, or merely poor loving creatures without courage or noble ideals, unworthy to be wives and mothers of French soldiers.

"Our responsibility towards them is overwhelming for the attitude of the women may be a decisive influence. Let us never forget that our inner thought reflects itself upon the face and in the speech, and that ignoble thought like noble emotion will find an echo in the hearts of our men. Remember that we have not the right to be feeble and that re-vivifying tenderness testifies to a far greater love than exalting tenderness—our soldiers will never mistake the difference. Any woman who at this hour destroys in a man the high sense of duty toward his country will be a criminal, since we are fighting not only for France, but for the principle of right and justice in the world, and this duty should be accepted not as a heavy charge but as an honor and a joy."

THE OLD CONTEMPTIBLES.  
(Christian Science Monitor.)

It is just about four years since the Kaiser gave the British army the name it at once adopted for its own of the "Contemptibles." On this Sedan Day the Kaiser must have been engaged in some mental reconstruction, and the Potsdam vehemement must be wondering if, after all, the decision was a sound one to simply "risk it," whether the British

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## Fellow Canadians!

"HOW much thought do you give to the War—I mean honest, sincere thought on how we should live in order to win the war?"

"I mean you who live from day to day in all the comfort that you enjoyed before the war, some of you in even greater comfort—"

"You who spend as much or more on your enjoyment—who indulge in as many of the good things of life as you ever did—"

"You who buy what you want to, eat what you fancy, go where you please—who deny yourselves nothing."

"You have no idea what it means to stand knee-deep in mud—in a dirty trench—with a cold drizzle chilling you to the bone."

"You have never heard the shells shrieking overhead—or seen bombs drop from the sky."

"But you know these things are. And yet you go on spending—as if this war were in a story-book—as if the menace of the Hun could never touch you."

"But it could—and it would—but for your armies."

"And we—the soldiers who make those armies."

"Do you think we could 'carry-on' if we thought for a moment you were not backing us to the limit?"

"Do you think we could stand it all—the terrible fighting and the tiresome toiling—if we dreamed,

"over there," that you were trifling with this war?"

"If we knew that you were spending money on frivolous things?"

"Don't you see that when you spend a dollar on a thing you don't absolutely need, you are using the labor of a man who should be either fighting or making something that will help us—your soldiers—to fight?"

"Oh, you chaps with money in your pockets—and comfort in your homes—and love of ease cankering your souls!"

"If you could know—as I know—all that war means—you'd stint yourselves down to the barest necessities—so that Canada's money and Canada's material and Canada's labor could all go into guns and shells and boots and uniforms and food—for our boys over in France to fight with."

Published under the authority of the Minister of Finance of Canada

## CHEVROLET

### Speed Up

The larger sphere of activity every Canadian must fill in order to perform his necessary part in the nation's responsibility demands the speed and efficiencies of a car as good as the

### CHEVROLET FOUR-NINETY

See the New Series Four-Ninety at the nearest Dealer's Showrooms

Chevrolet Motor Co. of Canada, Limited  
OSHAWA, ONT., CANADA