The A B C of the Clothing Business

A stands for **ACTION**, and a quick move we make to secure all the garments we are sure that will take.

B is for **BETTER** in make, fit and style. Your inspection we ask, which is well worth your while.

C stands for **CANDOR** in all the statements we make, and building a business that time cannot shake.

E is for **ENERGY**, fervent and strong, put into the business to push it along.

F stands for **FUTURE**---the time that we figure the next time you purchase your needs will be bigger.

G is for **GOODNESS**, in making and trimming, leaving nothing to chance, slighting or skimming.

H stands for **HALL**, the last part of our name, which gains for us daily a measure of fame.

I is for **INTEREST**, that in every customer we take, and wish them to feel at home every visit they make.

J stands for **JOY**, which comes to us all at the splendid business we are doing this Fall.

K is for **KUTENESS**, in the models for wee tiny tad, who is tickled to death when he imitates **Dad**.

L stands for **LOOKING**, and we want one and all to come looking as much as the wise this Fall.

M is for **MEN**, who we clothe right smart, and fit them correctly right from the start.

N stands for **NATTY**, nifty and nice; our garments slip on to you just in a trice.

O is for **OAK**, the monarch of all. Big values you'll find for the stout and the tall.

P stands for **PATTERNS**---the best we've selected, and show you the art of the weaver perfected.

Q is for **QUALITY**, the tongue in the bell, without it all style is a kernelless shell.

R stands for **RANGE**, and a large one we carry. While selections are good, please do not tarry.

S is for **SEWING**, and a test of the strength which makes our garments all wear at great length.

T stands for **TONE**, which lends snap to your clothes, and distinguishes a man wherever he goes.

U is for **USAGE**, and some are harder than others, so that's why our Boys' Clothes please all mothers.

V stands for **VALUE** we know you can't beat, and our showing this season is really a treat.

W is for **WILLING** to right any wrong, and a smile goes with it just to help things along.

X stands for **TEN**, and other things, too. Our values at this price will surely please you.

Y is for **YOU**, and we wish you to heed us, if you want clothing for Winter you surely will need us.

Z stands for **ZENITH**, the height of ambition, and we are there to stay in the clothing position.

Oak Hall, Clothiers

Cor. Yonge and Adelaide Sts.

J. C. COOMBES, Manager.

IRISH CATHOLICS NOT BEHIND PROTEST

Only French Members of Ottawa Separate School Boards Are Opposing Whitney's Bilingual Policy—Inspectors Will Not Visit English Schools, it is Pointed Out

OTTAWA, Oct. 13.—(Can. Press.)—As the appointment of Protestant supervising inspectors does not concern or apply to English schools in Ontario at all, three of the English-speaking trustees on the Ottawa separate school board are firmly opposed to the stand the rest of the board is taking in opposition to the new bilingual school regulations and they claim to represent 90 per cent. of the local Irish Catholics on the school supporters in so doing. Such is the result of investigations by the Canadian Press today.

Three wards, Central, Wellington and Capital, are firmly opposed thru their representatives on the school board to the stand taken by the board, and two other trustees say they voted for the resolution against the regulation without understanding it thoroly.

"We opposed the motion when it was brought up at the board and in so doing we believe we represented not only the people of our own wards, but that of 90 per cent. of the Irish Catholics in Ottawa," was the statement made by Trustee Lanigan and Trustee Mackell when interviewed today.

Not Worried by Inspectors.

"The English schools have no fight with the Ontario Government, as seems to be the mistaken impression," further said Trustee Mackell. "These supervising inspectors will not visit our schools at all and, of course, the regulations in regard to teaching French have nothing to do with us. It has been said by many that the French are objecting to the one hour a day for their language and we are kicking because of the Protestant inspectors, but as a matter of fact, the inspectors have nothing to do with us and are only over the bilingual schools."

Furthermore, several trustees made it clear that the engaging of a counsel to determine the legal aspect of the case hat not been done by the board, inasmuch as the board as a whole had authorized no such action. C. H. Kahan is now understood to be the man secured.

SERVICES FOR NON-CATHOLICS

Will Be Held Every Evening This Week in St. Basil's Church, St. Joseph Street.

After two weeks of continued services, beginning at 5.30 in the morning and ending with solemn vespers in the evening, the mission for the parishioners of St. Basil's, St. Joseph street, closed last night, and the services for non-Catholics began, to be continued every evening thruout the week.

The subject of Sunday morning's sermon was "The Good Shepherd." In part Father Conway said:

"It is our duty to get rid of all false and pessimistic notions regarding non-Catholics in general, and converts in particular. I heard an old Irishman in Iowa say once: 'I would not so much as tip my hat to a Protestant.' His hostile attitude was born of the old days of bitter hatred and persecution in Ireland. It was out of place here in North America; it was foreign to the spirit of Jesus Christ.

"I have had other says: 'Nearly every Protestant is in bad faith.'"

It is hard to understand why some men are so different in explaining and defending their faith. There are some Catholics in our large cities who let years go by without their business associates knowing them as Catholics. This is dishonorable and cowardly. For it is practically impossible in our day and country to meet non-Catholics every day without some question arising that demands a clear presentation of Catholic principles, a firm defence of Catholic doctrine, or the kindly correction of some false notions.

"Some let hundreds of such golden opportunities go by for fear of being pronounced a crank and fanatic. But there is no such danger if one has a little kindliness and tact. There is no need of being a disagreeable, red-hot controversialist."

Barge Marengo Ashore.

PORT COLBORNE, Oct. 12.—The barge Marengo, coal laden from Erie to Port Colborne, is ashore on Morgan's Point, about five miles west of here. Two of the harbor tugs are now pulling on her but owing to the heavy southwest gale prevailing, it looks as tho the barge would go to pieces. The Marengo was in tow of the Porter. The crew have been taken off in small boats and are safe.

Our $100.00 Special

Unsurpassed value, exquisitely cut diamond, warranted absolutely perfect, almost ⅞ karat. Worth $130.

Ontar o Diamond Co.

Now located in their new quarters.

95A Yonge Street.

AMUSEMENTS. AMUSEMENTS.

ALEXANDRA SEATS BELL PIANO ROOMS, 146 YONGE ST.

TONIGHT AND ALL WEEK HENRY W. SAVAGE OFFERS THE 2000-MILE LAUGHTER FARCE,

EXCUSE ME

—WITH—

WILLIS SWEATNAM AND THE

ENTIRE ORIGINAL CAST

THURS. MAT., 25c to $1.00—NIGHTS and SAT. MAT., 50c to $1.50.

NEXT WEEK—MATS., WED AND SAT.
ARTISTIC ALTRUISM PERHAPS, BUT
HENRY W. SAVAGE
WILL OFFER HIS WORLD-FAMOUS OPERETTA,

THE MERRY WIDOW

With a perfect new production, involving lavish expenditure. Many original players in the cast, including Mabel Wilber, Charles Meakins, Oscar Pigman, F. J. McCarthy, Arthur Wooley, the Maxim Girls and augmented orchestra.

SEATS WED. 50 CENTS TO $1.50

WOODBRIDGE FAIR

Tuesday and Wednesday, Oct. 15th and 16th, 1912

Its Social Features.
Its Big List of Exhibits.
Its Well-Conducted Midway.
Its Splendid Speeding in the Ring.
Its Handsome Hackneys and High Steppers.
Its Unexcelled Exhibit of Light and Heavy Horses.
Its Musical Merry-Go-Round.
Its Popular Poultry Exhibit.
Its Athletic Competition.
Its acknowledged Superiority in Cattle, Sheep and Swine Classes, all go to make Woodbridge Fair

"The Biggest Rural Fair in the Dominion."

ALBERT WILLIAMS' RESTAURANT

An Ideal Place to Dine

Toronto's pioneer restaurant. Everything served from a sandwich to a banquet.

Quick Service. Popular Prices. Good Plain Cooking.

Our Table d'Hote 25-cent Dinner is acknowledged to be the best value in America.

QUEEN AND YONGE STREETS

$1,000 REWARD

For information that will lead to the discovery or whereabouts of the person or persons suffering from Nervous Debility, Fits, Skin Disease, Blood Poison, Genito Urinary Troubles, and Chronic or Special Complaints that cannot be cured at The Ontario Medical Institute, 263-265 Yonge Street, Toronto. ed-7

We have large quantities of **PIG LEAD and SHEET LEAD** in stock

The Canada Metal Co. Ltd. TORONTO 136

HAMILTON HOTELS.

HOTEL ROYAL

Largest, best-appointed and most centrally located. $3 and up per day. American plan. 247tf

Toronto Humane Society

(S. P. C. A.)

OFFICE HOME LIFE BUILDING

Phones—Office (8 to 6), Main 1958; Manager's (nights and Sundays), College 6457; Police, Main 222; Dog and Cat Hospital (nights), College 6084.

Animals Helped and Cared For

1422 complaints received and dealt with for 1912 up to Sept. 30.

Contributions Earnestly Solicited. ed7

Bilingualists May Start Daily Paper

Ottawa Opponents of Ontario Government Regulations Have Plan to Keep Agitation Alive.

OTTAWA, Oct. 13.—(Can. Press.)—A daily paper to advocate the claims of the separate schools and Roman Catholics resident in Ontario generally, is the latest project of those behind the movement against the new bilingual regulations of the Ontario Government.

"It has been proposed to us to start a new daily paper in Ottawa, which will have Roman Catholic tendencies and will advocate our cause," said Trustee Freeland, prime mover in the agitation, today. "Such a daily we have not in the Province of Ontario at present."

It is desired to keep the movement altogether apart from politics, and this is one of the main objects in establishing a separate newspaper, as the men behind the proposal fear that if the bilingual question has to rely entirely on the existing newspapers for publicity it might be treated from a political standpoint.

PRINCESS THEATRE

All This Week—Mats., Wed. and Sat.
Joseph Brooks presents
WILLIAM H. CRANE
In his latest comedy success,
"The Senator Keeps House"
By Martha Morton.
Next Week—William Farnum in "The Littliest Rebel."

GAYETY DAILY MATS. LADIES-12¢
BURLESQUE & VAUDEVILLE
CHARLES WALDRON'S
Trocadero Burlesquers
SMILING BEAUTY CHORUS
Next Week—Robie's "Knickerbockers"

SHEA'S THEATRE

Matinee Daily, 25c; Evenings, 25c, 50c, 75c. Week of October 14.

Puss in Boots, Milo, Belden & Co., Corelli and Gillette, Tighe and Clifford, the Seebacks, the Alpha Troupe, the Kinetograph, Don, the Talking Dog. 12346

GRAND OPERA HOUSE Mats Wed. & Sat. 25c and 50c. **MUTT AND JEFF** Next—The Rosary

STAR BURLESQUE SMOKE IF YOU LIKE DAILY MATINEES
'CHARMION' WITH THE **'BOHEMIANS'** edtf

TORONTO SYMPHONY ORCHESTRA Seats now selling for Thurs. Eve., Oct. 17 **Mme. Louise Homer** Contralto
Prices, 75c, $1.00, $1.50, $2.00 12

Parkdale Rink

Exclusive patronage. Three sessions daily, 10.30, 2.30, 8.15. Band every night and Saturday afternoon. 135tf

SONS OF ENGLAND
Grand Annual
TRAFALGAR NIGHT
Concert
MASSEY HALL, Monday, Oct. 21st
Artists;
Miss Hope Morgan, prima donna soprano; Miss Lillian Kee, entertainer, Ruthven Macdonald, baritone; Barnaby Nelson, tenor; Willie Norris, soprano; Bert Harvey, H. Bennett and Eddie Pinnott, comedians.
BAND OF QUEEN'S OWN RIFLES
Reserved seats 25c. Plan opens Massey Hall, Friday, Oct. 18th. 771

Rev. W. J. MAYERS and Dr. BARNARDO'S MUSICAL BOYS
open their campaign in Peterboro, Tuesday, Oct. 15, and in **MASSEY HALL, Toronto, Nov. 10, 11, 12.** Keep dates free. A pictorial surprise and musical treat. Come and help this great Christian institution, with its record of 24,000 young people in Canada and 9000 now in Dr. Barnardo's Homes, England.

LECTURES FOR NON CATHOLICS

St. Basil's Church, St. Joseph Street. Every Evening at 8 o'clock, from Monday, Oct. 14, to Sunday, Oct. 20, 1912. By Rev. Bertrand L. Conway and Rev. Wm. J. Cartwright, of the Paulist Fathers, New York.

QUESTION BOX—Questions deposited in the Question Box at the doors of the church will be answered the following evening.

Monday evening, 8.00—"The Divinity of Christ."

Tuesday evening, 8.00 — "Is One Church as Good as Another?"

WESTERN COLLEGE OF DANCING

215 Dundas St. Phone P. 862.

Another Beginners' Class forming, to meet on Tuesdays and Fridays. Limited number. Filling fast. For terms and particulars apply (call, write or phone).

C. F. DAVIS, Principal. 671

EDUCATIONAL.

GET THE BEST! IT PAYS!
ELLIOTT Business College

Cor. Yonge and Alexander Sts., Toronto, Ontario, is well known as the right place for superior business and shorthand education. Positions worth $1100 and $1500 were recently filled by us. Write for catalogue. 136

OLD GRIMSBY RESIDENT DEAD.

ST. CATHARINES, Oct. 13.—(Special.)—Samuel F. Zimmerman, one of Grimsby's oldest residents, was found dead in his bed Saturday. No inquest will be held. Coroner Anderson decided death was due to heart failure.

MONDAY, OCTOBER 14TH, 1912

TORONTO WORLD'S Proverb Contest

$5,000 IN PRIZES

Began Oct. 3rd. Last Picture Dec. 16th

NO. 12 PICTURE Represents the Following Proverb:

.....

.....

.....

Name .....

No. ..... Street

City or Town .....

DO NOT SEND IN ANSWERS UNTIL AFTER LAST PICTURE IS PUBLISHED.
Pictures need not be sent in with the answers.

What Well-Known English Proverb Does This Picture Represent?

TORONTO WORLD PROVERB PICTURE NO. 12

The World's Book of English Proverbs Solves the Pictures Correctly

THE Toronto World's Book of English Proverbs will prove of great assistance to contestants in the Proverb Contest. It contains several thousand commonly used and well-known English Proverbs, including all of the correct ones to be selected to the series of proverb illustrations. The book is well printed and neatly bound, the Proverbs being alphabetically arranged and classified for quick reference. Its use to contestants in arriving at the correct Proverb answers, together with the proper spelling, wording and punctuation, will prove indispensable. The price of the book is Fifty Cents, at the office of The World. By mail, two cents extra.

MAIL ORDERS SHOULD BE ADDRESSED TO THE CONTEST MANAGER THE TORONTO WORLD, TORONTO, CANADA

List of Prizes Aggregating More Than $5000 In Value

1ST PRIZE—$2250 NEW OLYMPIC 1913 MODEL, FIVE-PASSENGER JACKSON TOURING CAR, with all the latest attachments, fully equipped. Purchased from the Jackson Car Company of Ontario, Limited, 338 High Park avenue.

2ND PRIZE—$750 BLUNDALL PLAYER-PIANO, Louis XV. style, with fifteen Music Rolls and Bench. Purchased from The Blundall Piano Company, 144 Spadina avenue.

3RD PRIZE—$350 R. F. WILKS UPRIGHT PIANO, in beautiful walnut case. Purchased from R. F. Wilks, 11-13 Bloor street east.

4TH PRIZE—$300 BURNETT UPRIGHT PIANO, in mahogany. Purchased from the Burnett Piano Company, 276 Yonge street.

5TH PRIZE—$265 INDIAN MOTORCYCLE. Purchased from The Toronto Motorcycle Company, 384 Spadina avenue.

6TH PRIZE—$265 EXCELSIOR AUTOCYCLE. Purchased from Percy A. McBride, 343 Yonge street.

7TH PRIZE—$250 NINE-PIECE DINING - ROOM SUITE, in fumed oak. Purchased from L. Yolles, Furniture, 363-365 West Queen street.

8TH PRIZE—$225 SIX-PIECE BEDROOM SUITE, in full mahogany. Purchased from S. Levinter, 401-403 West Queen street.

9TH PRIZE — $150 GENUINE SOLITAIRE DIAMOND RING. Purchased from Ellis Bros. Diamonds, 108 Yonge street.

10TH PRIZE—$100 FOUR-PIECE LIBRARY SUITE, in fumed oak, pigskin leather upholstered. Purchased from L. Yolles, 363-365 West Queen street.

11TH PRIZE — $100 GENUINE SOLITAIRE DIAMOND RING. Purchased from Ellis Bros. Diamonds, 108 Yonge street.

12TH PRIZE—$50 DIAMOND CLUSTER RING. Purchased from Ellis Bros. Diamonds.

13TH TO 17TH PRIZES—$50—LEATHER TRAVELING BAGS, at $10 each. Purchased from Pink Trunk & Bag Co., 149 West Queen street.

18TH to 42ND PRIZES—$62.50—L. E. WATERMAN IDEAL FOUNTAIN PENS, $2.50 each.

ADDITIONAL PRIZES TO BE ANNOUNCED LATER.

Entry to Contest May Be Made at Any Time

Have Your Newsdealer Begin to Serve You With a Copy of The Daily and Sunday World Every Day From Now On.

Back numbers of the Proverb Pictures and their Coupon Blanks may be had at the office of The World, or by mail. The price is 1 cent for the Daily and 5 cents for the Sunday. Where back numbers are ordered by mail 1 cent additional for every ten numbers must be remitted for postage. All of the back numbers from October 3rd to date will be mailed prepaid to any address in Canada upon receipt of 22 cents.