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Talking of Neckwear: Just give us a call, we would like to help you choose Ties that are just right, and we are



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Our Special is the Tie with a guarantee pin-proof, wear-proof, wrinkle-proof. Good for six months' solid wear, 95c.



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It's time to change that heavy underwear. We have Jaeger all-wool in light and medium weights in union or 2 piece suits, \$3.00 garment up.
PRESIDENT BRACES 50c. pair
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A Minister of Matrimony.

ENCOURAGEMENT OF LARGE AND
HAPPY FAMILIES.

(By Laurence Clarke.)

The Popular Novelist Advocates the Appointment of a Woman Minister to Deal with the Problem of Marriage and Population.

The inconceivably great drama of the re-establishment of the home will be enacted anew when five million men come back from the war to take up citizenship. We shall want marriages and families—the largest and happiest kind of families possible of attainment.

The encouragement of successful, numerous and happy parenthood is a problem beyond the power of any mere politician. Yet the whole thing can be settled nobly if we will but permit woman to take over this problem that is particularly and essentially her own.

We must find a Woman! There must be a Dictator, drawn from the sex whose interests are more nearly affected by this problem.

There are women in this country who would take the problem of marriage and population and resolve it into an iridescent and wonderful thing, a resounding success. A woman chosen for gifts of administrative power, allied to that old, overworn, but still satisfactory word "womanliness," would be no difficult person to find.

Falling aught else, we might well take a woman who has shown gifts in the management of an orphanage, a great school, or a great hospital, and import her into this new Ministerial post. If we gave her the freedom and wide power enjoyed by other Ministers she would without doubt solve for use this problem. As a believer in women, without being in any sense a feminist, I am convinced of this.

Let us imagine a situation with the right woman in power, a woman who would be a communal mother and a fairly godmother in one. She would create a situation which would make the politicians gasp, and would for purposes of life and happiness spend in a year probably less than we now expend in one day of slaughter. I can imagine her bright and shining, drawing to herself women of like wide humanity. I can imagine her dowering every potential mother with the full knowledge of practical maternal hygiene.

A dull word, hygiene! She would teach these mothers how to save those babies, one in eight, who die now before reaching their first birthday—50,000 births in 1915 and 10,000 dead in the first year are the official figures. Our new Minister would develop that latent, cave-old mother-knowledge, and would save the babies. She would see that the burden of motherhood was in no case too great to bear. She would ease the situation with the aid of the country's purse.

I can conceive of her promoting an astonishing innovation which would render itself as a terse newspaper headline: "Pensions for Babies." And why not? We pension the old folk going out of the world. Why not pension the new, potential citizen?

We want births; let us pay for them! But the situation is a big one, extending beyond the male ken into the realms of sentiment. Oh, exquisitely of sentiment! This is where man must stand aside and hand the business to his highly-endowed mate.

How dextrously our Woman Minister of Matrimony would fling a noose over the heads of a million young warriors returning from the front, and lead them to the altar. How graciously she would fairy-godmother these same young millions. How industriously she would train (a strong hand in the velvet glove) all those potential young mothers. Then when the new citizen arrived she would pension him with £5 a year—£5 a year for every needy child until his tenth birthday. And the country would grin and bear it. Homes, homes, homes, would be the universal cry. Every unwed man in the land would fly to the Minister of Matrimony for surcease of his forlorn and unpatric condition. And finally even the Front Bench politician would smile and give his benediction to this miracle, which he, with a male's dull fingers, could not have wrought in a million years.

So, let us seriously demand a woman Minister of Matrimony to rebuild domesticity in the coming days of peace. We must create a new Ministerial department with "Happy Marriage" written over the door. Let us wing this same door with flying cupids and set up a birth-rate barometer on every town hall portal.

To this department our young couples who desire marriage and lack funds or opportunity can apply. No formality or red tape. A mere statement of their case to the new Minister of Matrimony—and real help will be forthcoming, both for parents and potential families.

LAURENCE CLARKE.

—In the Saturday Pictorial.



Our Spring weather is usually accompanied by rain storms. Why not be prepared? Our Wind-brellas are just the thing for wet and windy weather as if they blow inside out you can pull them back again without breaking the Umbrella.

Price : \$1.85.

SHIRTS!



In Shirts we have the best produced in England and the United States. A special line of broken sizes is being sold.

3 for \$5.00.

Regular \$2.00, \$2.25 and \$2.50 each. Then we have other prices, \$1.25 to \$8.50 for Silk Shirts.



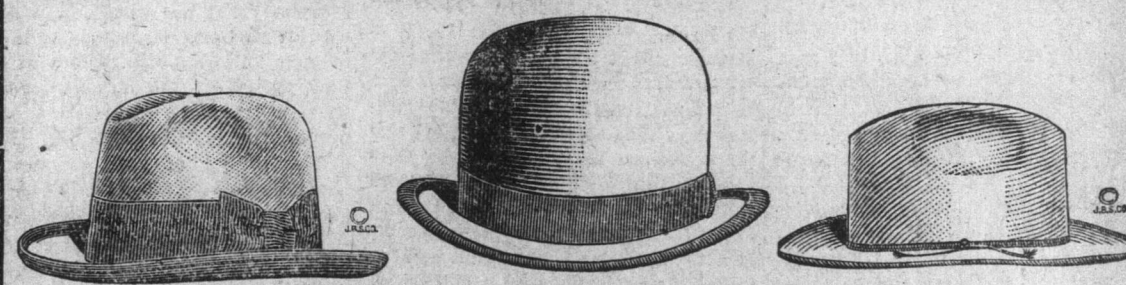
Then again your old Rain-coat or Raglin may be the worse for wear; we can replace it for

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