"THE GIRL THAT HE LEFT BEHIND" GREAT INFLUENCE

Her Letters and Gifts of Fudge Are Biggest Prizes to Man in Khaki; Will Help Win War

The best moral influence that the soldier in camp or at the front has is the girl he left behind him. She stands between him and wrong, balks temptation, inhabits his dreams and keeps his ideals and his thinking clear.

She may be a pink and white girl who loves pleasure more than washing the dishes for her mother, or she may be dark eyed and soulful with her thoughts fixed in a career, but to the soldier looking through the haze of miles and endowing her with all the fine qualities his fond fancy can conjure up, she is his anchor to windward, his defense and stay.

Ask any officer who studies his men, who is anxious about the influences that army life always subjects the soldier to, and who wants to keep his men clean and upright, and he'll emphasize the wonderful influence of the soldier's sweetheart. And he'll never make light of the soldier kit, the wrist watch, the fried chicken, the box of fudge, nor of the syrupy letters that pass between the two.

So the girl, who has a soldier boy in camp, ought to feel her responsibility. She is a bigger factor in his life than the Y.M.C.A.; she outclasses the chaplain, and that isn't belittling the great work that the chaplain does; she is a better thing in the soldier's life than prohibition, and that's the biggest single other thing that ever happened to an army.

If you need proof of any of this, stay two days in camp and see the mail carrier come to a company street. There is an eagerness present that even mess just after a hike cannot arouse. And the light that shines in the soldier's eyes when he receives the dainty white envelope, passed back to him from hand to hand through the crowd, is the sort of light that is good to see, and which puts the devil to rout.

And fudge, that much maligned, much scoffed at conglomeration of sugar and chocolate! It is soul food to the soldier, a message of cheer and courage, a token of love and affection, an earnest of home ties—and, besides, it's good to eat. Sweets, it has been well established, are a defense against the craving for drink; they are food and stimulant. But when they come from the girl of one's dreams, they are ambrosia beside which the food of the gods is common stuff.

So the girl who shyly makes a batch of candy and blushes as she puts it in the post office, addressed to a soldier boy—that sort of a girl is doing a good work. She is the kind whose letters are not handled about the camp; she has done nothing cheap; she respects herself and commands the respect of her soldier sweetheart, and she is helping to solve one of the gravest problems that confronts society today.

Don't think this is pious talk; it is not. It is serious and practical. It is such talk as army officers will give if they believe you are capable of understanding it and don't receive it flippantly. For the officers realize that they can house the men well and feed them well and attend competently to their physical needs, but that war is harsh, destructive of morals, and that camp life has its spiritual dangers that cannot be guarded against by sentries pacing their beats, that cannot be given pause by the sharp command, "Halt, who goes there?"

The army camp is a bachelor city. There's not a woman in it after the visitors have gone and the camp it at itself alone. So feminine influence in person is scarce; it is likely to be of a sort that is not desirable. Occasionally mothers and sisters and sweethearts come for brief visits, and the men are in the seventh heaven. But it is a blessing that affection can span the miles, that distance cannot nullify the influence of a sweet and pure girl, and that there is such a thing as a 2-cent postal rate and a parcel post.

The treat that its lovers learn to expect from a cup of "SEAL BRAND" COFFEE, is always realized to the full—for "Seal Brand" holds its aroma and flavour to the last spoonful in the air-tight can.

In ¼, 1 and 2 pound tins. Whole—ground—pulverized—also fine ground for Percolators. Never sold in bulk. 183

CHASE & SANBORN, MONTREAL.

BEAUTY CHATS

The Right Foods

It is the most logical thing in the world that one's looks, health and mental outlook should be the direct result of what one eats. Yet surprisingly few women take this fact into consideration.

A woman's health, youth and looks depend principally upon what she eats. And each woman must eat different sorts of foods, in different proportions, from every other woman. You can only tell what your diet should be by experimenting and by watching the effect of the experiments upon you.

A good, general rule to remember is that every one eats too much. Therefore—eat less in quantity, and more in quality of food. Eat meat only once a day, avoiding hard-to-digest kinds. Eat all the fruit you can, all the fresh vegetables you can, for these contain mineral salts and acids that revitalize and clean out the system. Eat salads and eggs, because the sulphur is a tonic.

Once the system is clear, the bowels free from collected impurities, and the stomach receiving only the foods it needs, in quantities such as it can easily handle, the skin will clear and firm flesh and a good color will follow.

The secret of beauty lies mostly in what foods are taken into the system

PHONE M3888 PHONE M3888

Winnipeg Grocery

902 FIFTH AVE. W.

McIntosh Red Apples, best eating, 4 lbs. 25c
Economy crates, about 50 lbs. $2.25
Peaches (only a few), crates 95c
Prunes, heavy pack, crate 79c
Red Plums, in baskets 30c
Concord Grapes 64c
Onions, nice sound, 3 lbs. 25c
Spuds, white, large, 64 lbs. 25c
Bushel 95c
B.C. Sugar, 20-lb. sack $2.10
With $2.00 grocery order.
No-Vary Tomatoes, special 20c
Peas, heavy pack, can 15c
Corn, heavy pack, 2 for 35c
Peaches, sliced 20c
Pears, No. 2 cans, 2 for 35c
Egg-O Baking Powder, 1 lb. 25c
Raisins, seeded, pkg. 12c
5 for 55c
Seedless Raisins, bulk, 2 lbs. 35c
Gifco Shortening, 2 lbs. 55c
Pork and Beans, Clark's 10c
Rogers' Syrup in sealers, about 3 lbs. net 40c
French Peas, 2 for 35c
Tuxedo, Red Rose and Chase and Sanborn's Coffee, lb. tin 45c
Barrington Hall Coffee, lb. 50c
Fresh Ground Coffee, reg. 40c. Special 35c; 3 lbs. for $1.00

EXTRA SPECIAL

Blue Ribbon, Tea, red label, lb. 45c
Lux, per pkg. 10c
With grocery orders. Not more than 3 to a customer.
Butter, Hays', Pallesen's, 2 lbs. 95c
Cheese, old Ontario, lb. 30c
Vinegar, white and brown, gal. 45c
English brown Vinegar, quart bottle 25c
Macaroni, per pkg. 10c
Jelly Powders, 3 for 25c
Cocoa, in bulk, lb. 35c
Fry's Cocoa, ½-lb. tins 25c
Rolled Oats, 8-lb. bags 45c
Borden Coffee or Cocoa, Milk Sugar, per can 30c
Domestic Sardines, 3 for 25c
Lobster, small cans 19c
Large 35c
Old Dutch Cleanser, 3 for 25c
Fels-Naptha Soap, 3 for 25c
Fairy Soap, 3 for 25c
Hand Castile, doz. 40c
Royal Crown and Golden West, 11 bars 50c
Washing Soda, 7 lbs. 25c
Peroxide, small bottles, reg. 25c, special 20c

All Goods Guaranteed

LIBIN BROS., Props.

FIRST AID CLASS FOR MEN WILL BE OPENED SHORTLY

Owing to the great interest being taken in the work of the St. John Ambulance association, it has been found necessary to start another class for men in this work.

This will be organized on Wednesday, Oct. 17, in the 17th Field Ambulance rooms, Commercial Travelers' building, Sixth avenue and First street east, at 8 o'clock. All who are interested desiring to take up this work, are requested to attend promptly, as the class is limited to a certain number.

Sergt. Milner, of the headquarters staff of the first aid directors, has very kindly offered to take charge of the practical work, so that members will receive the very best attention.

PUBLIC SCHOOLS ARE BEING ASKED TO AID RED CROSS

Children Are Requested to Give Their Aid to the British Appeal

The following letter is being received in the public schools from Mrs. J. S. Dennis, president of the Calgary Red Cross society for the British Red Cross appeal next Thursday. The children are being asked to give their contributions.

Dear Girls and Boys:

I am writing you once more to ask you to help us raise money for our sick and wounded soldiers.

Last summer when our Red Cross society made a special appeal to the young people to help the Red Cross on July 2, "Alberta Red Cross Day," our girls and boys were amongst the readiest givers. Now there is need for us to unite again to help the brave men who are fighting for us.

On October 18, the people of Canada, Australia, South Africa, New Zealand, and all other British parts of Europe will join with the people of England, Scotland, Ireland and Wales in a great effort to raise as much money as possible for our wounded soldiers and sailors. All over Canada young people and old are being asked to help in every way they can so that we may raise as much money as possible in answer to this appeal.

Girls and boys of Calgary, what will you do to help? Money saved means money to give to the Red Cross on October 18. Will you make "our day"—"your day?"

Save for it! Work for it! Give to it!

In helping this great cause, you are joining with other girls and boys all over the British empire for the noble purpose of bringing comfort and happiness to the men who are fighting to protect our homes. The Red Cross needs help from old and young. Let us all do what we can, and I am sure that the results obtained will be a splendid answer to this great appeal.

Your friend,
MARY DENNIS,
President Calgary Red Cross Society

In connection with the day the following instructions have been sent Alberta branches:

Organize your districts immediately, so as to insure the best possible returns on Oct. 18, "our day." Bring this empire-wide appeal home to every individual in your community. In this connection circulars are being sent to the mayor of your town, to the local clergy, to school teachers and to heads of patriotic societies. It is suggested that you should endeavor to unite all interests in a combined effort for this great cause.

Money for British Red Cross should be raised separately, and no grants should be made from funds of the Canadian Red Cross.

Returns: Local branches and societies other than branches, working directly under the provincial office, kindly remit money direct to the provincial office.

Red Cross auxiliaries should remit money through the local branches for which they are working.

Unorganized districts remit money direct to the provincial office.

MRS. C. A. HANSON

Wife of the Lord mayor of London, who before her marriage was Miss Appelbe, daughter of the late James Appelbe, J.P. of county of Halton, Ont. The home of Mr. and Mrs. Hanson in London has welcomed many Canadians.

DAY SESSIONS — Individual Instruction

Sprott-Shaw Business School

CALGARY'S "SCHOOL of QUALITY"

LEADERSHIP

NIGHT SESSIONS — 3½ Hours Each Evg.

Many **live business firms** of Calgary have **sent their employes** to this **College** and paid the cost of their tuition. The **third student** from **one particular firm** is now in attendance. Many business houses have learned that **Sprott-Shaw trained** Stenographers and Bookkeepers are **worthy of preference. Discriminating Students** who require **"Quality" in business training** attend this School in ever-increasing numbers. No other College in Alberta is equipped with a **Power-driven Multigraph** and **Duplex Burroughs Adding Machine.** Special Courses in Elementary Education. Telegraphy and Railroading and French Conversation.

PHONE M4488 DAVID ELSTON, Principal. 405-7 EIGHTH AVE. W.

Opening Announcement

—OF—

East End Meat Market

309 EIGHTH AVENUE EAST

We invite the public to visit our new store at the above address now open to supply QUALITY MEATS at reasonable prices. If it is anything in meats or fish we have it. Also a full line of Fruits and Vegetables.

W. FISHER, Proprietor

(FORMERLY AT BANKVIEW)

NOTE ADDRESS—309 EIGHTH AVE. E.

H. B. Robinson, Pres. & Managing Director — Glanville's Ltd. — H. B. Robinson, Pres. & Managing Director

Saturday Specials

A SALE OF "HANKIES"
And How They Go at 6 for 25¢

We sell hundreds of dozens of these pretty handkerchiefs for women and children. They come in either all white or with colored borders, hemstitched; a new bale has just been opened up ..... 6 FOR 25c

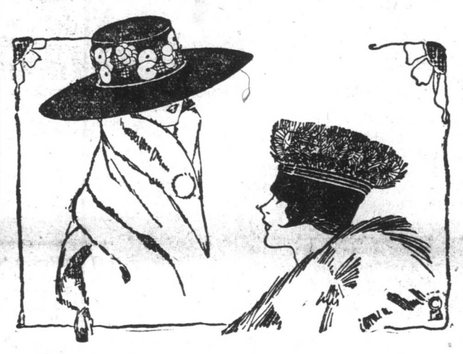
Handkerchiefs—Main.

A SALE OF NECKWEAR

A special collection of fashionable Neckwear, comprising many lines and styles; samples and surplus stocks collected for a general clean-up today. Regular value to $1.50, for 79c

Neckwear Circle—Main.

These Sample Hats Arrived Just in Time to Take Part in TODAY'S Selling



75 Only Sample Hats---Offered Today While They Last, for $6.50

Sample Hats, fresh from the showrooms of a prominent Millinery house—and what pictures they are to sell for so little as $6.50. There is not a hat in the entire showing that would not easily bring $8.50 or $10.00—some even more. You wonder why, and how it is that we, just when every woman is buying hats and paying good prices, should offer hats such as these for so small a price. Being Sample Hats, they're purchased at a reduction, and we in turn give them to Calgary ladies at the same reductions.

They're a good-looking lot—plenty of snap and style—many tailored models in the newest autumn colorings. We call your attention to a special window display of these Sample Hats—see them for yourself, and make your early selection today. Sale price

$6.50

The Usual Week End Glove, Hosiery and Underwear Sales

Very Special Buying Here in These Much Needed Things

Ladies' Washable Cape Gloves—Made from carefully-selected skins and of high-class finish, with self spear points; also black embroidered points and one dome wrist fastener. Regular $2.50. Special, per pair $1.79

Natural Chamoisette Gloves of extra fine smooth finish, resembling suede, with two dome wrist fastening; all sizes. Regular to $1.50. Special, pair 95c

Knitted Gloves, in the famous Viyella make, and heavy winter quality. These will wash without shrinking, and wear well; in white only, in all sizes. Children's and Misses' per pair ..... $1.00 Women's, per pair $1.25

Tan Stockings, in good quality mercerized lisle and cotton, in either 1-1 or 2-1 ribbed. These come in women's and misses' sizes only and are good value at 35c pair. Special to clear, pair 25c

Special Value in Women's Black Hose, of strong, warm weave. These are fast dye and seamless and are a good utility stocking for wear now ..... 3 PAIRS FOR $1.00

Girls' All-Wool Cashmere Stockings, in a fine plain weave, fully fashioned and absolutely fast black dye. These come in sizes 5 to 6 1-2 inches only, and are worth to 75c pair. Very special, per pair 39c

Gloves and Hosiery—Main.

NEW AUTUMN COATS

A Full Rack of Them Priced at $17.75

A beautiful collection of the season's new and stylish models, in styles and values such as you could hardly expect at the beginning of a new season.

It's nothing less than a stroke of good fortune—for the woman or miss who have their minds set on a new coat, and at this price are exceptional value indeed, at

$17.75

Smart tweed mixtures in checks and over checks—all-wool cheviots and velours; colors of taupe, green, brown, grey, etc. They are long coats with pleats in yokes and belted styles; large snug-fitting collars and deep cuffs; and any one of these coats would bring a good deal more, but we purchased them at a reduction, and it is our pleasure to make them a feature extraordinary for today's choosing.

Garment Salons.

Knit Underwear for Women and Children

In the Proper Fall and Winter Weights

Union Suits and separate garments are here in every wanted style, weight and size. Every garment is correctly shaped and knitted, so that a perfect and comfortable fit is assured.

Ladies' Vests and Drawers, of heavy cotton, good winter weight. Vests with high neck, long sleeve, button front and shaped to fit; drawers ankle length, in both open and closed styles. Special at, garment 69c

Heavy Cotton Combinations, in pure white, good winter weight—the high neck and long sleeve, button front with the ankle length, closed krotch drawers—and these a special value at, a suit $1.19

Ladies' Union Combinations, the low neck and elbow sleeve; also high neck and long sleeves; ankle length drawers, the open-krotch style—beautiful fitting garments, in all women's sizes. Special at, suit $1.85

Combinations of cotton and wool mixture, a good winter weight, made in the slip-over style, in the low neck and elbow sleeves, plain hemstitched yoke, with the ankle-length drawers, closed krotch style. These are a perfect fitting garment and unshrinkable quality, at, a suit $2.25

Combinations for Children of All Ages—Heavy cotton combinations, with a soft fleecy finish, made in the button front, long sleeve style, with the ankle-length drawers, drop seat or closed style; all sizes for children from 2 to 14 years, at suit ..... $1.25 and $1.35

Children's Fall Weight Vests and Drawers—Heavy cotton quality, in the natural color and white, the button front vests, with long sleeves, drawers in ankle length; all sizes from 2 to 12 years, at, garment ..... 20c to 45c

Knit Underwear—Main.

Who Needs Blankets?

Possibly it would be better to ask, "Who does not need blankets?" Nearly everyone can enjoy the comfort to be derived from a soft fleecy wool blanket, and there are coming many nights now when you will feel the need of them and wish you had a pair. Possibly your old ones that you have had for so long are showing signs of wear and tear and have lost that warm, soft, cosy feeling that is natural with new ones. Go through your supply today—you'll likely find that at present prices you will serve both actual need and economy's cause. Present indications point to a decided increase later on.

Here's 25 Pairs—A very special Wool Blanket, size 60x80 inches—a well-finished, soft, cosy, warm blanket that's worth all of $10.00. We offer it at a special price today only, pair $8.50

White Wool Blankets—Heavy quality, strong blanket, soft and warm, splendid value for general use; 6 lb. size. Pink or blue borders. At special, pair $6.50

Extra Large Blanket, of fine, close weave and of extra large size for those wanting a big blanket—72x84 inches. Special, per pair $10.00

Grey Blankets—Made to stand hard, rough usage; in dark or silver grey color, especially suitable for threshers or camp use—
Full standard size; 6-lb. Special $3.50
Full standard size, 7-lb. Special ..... $4.95 and $7.50
Full standard size; 8-lb. Special $8.50
Full standard size; 10-lb. Special $15.00

AND THERE'S NEW COMFORTERS IN, TOO

Coming Just at the Wanted Time

Here's special value in fine Comforters. Large size, 72x72 inches—strong sateen coverings, with or without satin panels; reliable fillings, beautiful colorings to choose from. Today at, each $3.50, $4.25, $6.00 and $8.50

Blankets and Comforters—Main.

The Economy Basement.

Glanville's Basement Store

Basement Phone M3991

"WHERE YOU SPEND THE LEAST AND GET THE MOST FOR IT"

Here's Unsurpassed Value in Women's New Autumn Suits at $19.75

IN THE BASEMENT STORE TODAY

There are times when price plays a very important part in the every-day affairs of life—and there are thousands of Calgary women who look to the Basement Store for merchandise at moderate prices—and the Basement Store is extending every effort to meet your expectations—forever on the lookout for merchandise that is right in style, value and price—and these days of H.C.L. the values and prices this Basement Store is handing out, are appreciated, judging by the busy shopping throngs that visit the Basement Store daily.

Here Then for the Season's First Sale of Women's Suits at $19.75 Today

It's a pleasure, indeed, for us to present such a group of stylish Suits at the very beginning of a new season for so moderate a price as $19.75. They have just put in their appearance, having been purchased straight from the hands of eastern tailors, and considering the great advance in material and the scarcity of labor, they are exceptionally good. But you must see them—examine them—try them on, to be able to do them justice.

OF NAVY AND BLACK WOOL CHEVIOTS—EXCELLENT FOR WEAR—FOR BUSINESS, ETC.—

OF NOVELTY FABRICS—FANCY MIXTURES, ETC.—IN MANY OF THE SEASON'S BEST SHADES.

They are tailored and finished to perfection—long, well-lined coats, belted effect; neatly-hanging skirts; new collar and trimming effects—and finally, they are suits that would easily bring $25.00, $27.50, $30.00—some even more.

The Basement Store Buys Them to Sell for---$19.75

Bringing to Calgary women a suit opportunity worth while.

TO CLEAN OUT THE BALANCE OF

These Smart Linen House Frocks We Made the Price - - - - $2.75

Instead of $5.00 and $6.00

And how they'll go—for women will be very anxious to buy them to wear at home during the winter months.

Prepare to make an early morning visit to the Basement Store today—and pick your size from this lot of Linen Wash Frocks. Very attractive for afternoon house wear; in colors of white, sky, Copenhagen and pink.

The Russian blouse style and the plain tailored effect; open necks, large sailor collars, fancy pockets and pearl button trimming—

WHITE TRIMMED IN BLUE — WHITE TRIMMED IN BLACK — BLUE AND PINK TRIMMED IN WHITE

When once you've seen them you'll certainly have one at this easily affordable price. Sizes 34, 36 and 40. While they last $2.75

Glanville's Basement Store.

BASEMENT MILLINERY

Sale $3.75

Priced $3.75—a very low price, too, for such attractive millinery as this. Styles of the moment—many just from our own designing rooms. Dozens of different styles, all trimmed on good velvet shapes, trimmed with the late autumn trimming fancies—a good showing of autumn shades. This Basement Sale of New Millinery will appeal strongly to the woman of moderate means who is seeking a new hat at a very reasonable price. See the showing today. Price $3.75

Glanville's Basement Store.

25c Hosiery Day

Involving Fully 50 Dozen Pairs of Hosiery for Women and Children

A big lot of SECONDS in Boys' and Girls' Hose—heavy and medium ribbed, splendid hose for school wear; some show a darn now and again, but they're all carefully mended. But for that slight imperfection they would be selling at 35c and 45c a pair. All sizes, 6 1-2 to 9 1-2, at a pair 25c

And Ladies' Heavy Cotton Hose, plain fashioned, large tops; worth today 35c. Sizes 8 1-2 to 10.

Glanville's Basement Store.

Glanville's Limited

H. B. Robinson, Pres. & Managing Director