

The Toronto World

FOUNDED 1820.
Morning newspaper published every day in the year by The World Newspaper Company, Limited.
J. J. Maclean, Managing Director.
40 WEST RICHMOND STREET, TORONTO.
Telephone Calls:
Main 5305—Private Exchange connecting all departments.
Branch Office—40 South Monas Street, Hamilton.
Telephone 314.

The Circulation of THE TORONTO DAILY AND SUNDAY WORLD is authenticated by the
ABC
Audit Bureau of Circulations

—\$2.00—
In advance will pay for The Daily World for one year, delivered in the City of Toronto or Hamilton, or by mail to any address in Canada, United Kingdom, Mexico and the British possessions enumerated in Section 4 of the Postal Guide.

—\$2.00—
In advance will pay for The Sunday World for one year, by mail to any address in Canada or Great Britain. Delivered in Toronto and Hamilton by Newsdealers and Newsboys at five cents per copy.

—\$1.00—
In advance will pay for Thursday's (morning) issue for one year by mail to any address in Canada, Great Britain and the United States.
Postage extra to all foreign countries.

UNITED STATES.
Daily World \$4.00 per year; Daily World 60¢ per month; Sunday World \$3.00 per year; Sunday World 50¢ per month, including postage.

It will prevent delay if letters containing "subscriptions," "orders for papers," "complaints," etc., are addressed to the Circulation Department.
The World promises a before 7 a.m. delivery in any part of the City or Suburbs of Toronto and Hamilton. World subscribers are invited to advise the circulation department in case of late or irregular delivery.

MONDAY MORNING, OCT. 9.

Which Is It to Be?

An association of the loan, trust and insurance companies of Canada has been formed under the official name and style of the Dominion Mortgage and Investments Association. The Insurance and Financial Review explains that for many years the loan companies have had an association of their own, as have the life insurance companies and also the fire insurance companies. But it is considered important that all companies having trust funds to loan to the public should draw closer together and act in unity.

The purposes of the organization as set forth in the constitution and by-laws are rather vague and academic, but they include among other things the following:

To co-operate with Dominion and Provincial Governments in connection with legislation affecting loans and investments.

This drawing together of the great lending corporations is not without significance. In the United States rural banks and credit associations under government control assure money to the farmer for stocking and improving his farm at a low rate of interest, and upon easy terms of repayment. In Canada one province has begun to loan money to farmers; another in a limited way is lending money to settlers, and before long pressure will be brought upon the Dominion Government either to bring down rural credit legislation or permit the establishment of provincial banks.

It may be that the insurance, trust and loan companies are banding together to fight such legislation, or it may be that they intend to anticipate the governments, federal and provincial, by giving borrowers easier terms and lower interest charges. Our chartered banks have of late been making eyes at the farmer and giving him consideration which he would not have been accorded a few years ago; the lending companies are probably going further in the same direction. Recent legislation in the United States and its outcroppings in western Canada have made a good many people sit up.

Perhaps we may ask the Dominion Mortgage and Investments Association whether its purpose is to fight the government for cheaper money for farmers, or assume its leadership.

Hospital Segregation for Canadians

There is very widespread feeling over the latest display of Canadian provincialism in Britain over the proposal to segregate the Canadian wounded in Canadian institutions. The Sinn Fein motto of "Ourselves Alone" appears to have been adopted by whatever authority is responsible for the procedure so righteously denounced by Lady Drummond. It may be well of course to wait until explanations are made or reasons given for the alleged action, but it is not too soon to say that a grave mistake is being made if the reports are even approximately correct.

The Canadian wounded are scattered about the various hospitals of Britain, and no complaint has been heard from any of the patients. Canadian hospitals have sheltered all kinds of wounded Britons from all the seven seas. There has been much comradeship and blood brotherhood in the association in exile and suffering of the sons of the blood from all parts of the world. All this is to be ended, because forthwith the central office finds the red tape or its routine too strenuous.

It is last of all from Canadians that we should have expected this complaint to come. It is not the wounded soldiers nor the hospital authorities who are making complaint, but these over-driven clerical people, who want to reduce their hours of work. It might be well to put some convalescing soldiers in their place and allow them to have a taste of Irish service.

There are other things that might be said in this connection, for example the absence of lists of Canadian casualties from English newspapers where Australia and New Zealand and South Africa are writ so large. Canadian lists are reserved for home consumption, and Britishers learn but little from this source of what Canada may be doing. It has been suggested that the absence of Canadian addresses from some of the Canadian casualty lists makes it difficult for the Canadian official mind to facilitate the publication in Britain of these lists, but when there are so many native Britons in the Canadian ranks there is the less excuse for segregating them in Canadian hospitals.

More Men Needed

A thousand Canadian soldiers were landed at Halifax on Friday. They had been thru the war, had done their bit, and given according to their capacity. They had suffered, some of them even to the loss of reason. They had voluntarily and disinterestedly done for the rest of us what we should be glad to do according to our ability. There should be no difficulty in replacing these men if we have anything left in us of the old British spirit. The man who is fit to go and sits at home either hesitating or refusing to take the place of these who have done their part in the war is no strength to the empire, to Canada, nor to himself. He is generating character—his own character, for the future. What he makes himself now, he will be in the future, and all men will know him to be.

The need for more men at the front is as colossal as ever. Those who desire to see the war ended speedily should use their influence to stimulate recruiting, or let the government know how they feel on the matter.

There are a few of little understanding who seem to think that because the action on the Somme has been so far satisfactory, little more is needed. They should remember that it is only during this summer that we have been able in any adequate strength to take the field at all.

The Somme advance is only a beginning. This time a year ago the central military powers had been victorious all along the line. Last spring Germany was claiming victory and demanding peace on terms to be determined by the appearance of the map. For anyone to suppose that the war is near an end, and that no more men are needed, is an indication of an entire lack of judgment.

The total British casualties of the Crimean war have been placed at 20,000, and this was regarded as a terrible tribute. It made Britain cautious about war for a generation. One battle in the Somme campaign had a casualty list of 60,000, or as many men as Wellington had at Waterloo. Canada should have her half million across the sea now. What we have done should not be made an apology for what we ought to do.

Boy Has Abdomen Injured

When Hit by Doctor's Car

While westbound on St. Clair avenue, near Ravensden avenue, yesterday afternoon, in his motor car, Dr. Edmund Boyd, 1112 St. Clair avenue, struck 15-year-old Harold Sheldon, 26 Goodwood avenue, who received injuries to his left shoulder and abdomen. Dr. Boyd took the injured lad in his car to the office of Hodgson, 1081 St. Clair avenue. The boy was afterwards removed to the General Hospital in the police ambulance.

Hundred and Ninth to Hold

Tactical Manoeuvres Today

Under the command of Major Dinnick, the 10th Regiment will parade from Crescent Road and Yonge street at 9.30 this morning for tactical manoeuvres in Laurence Park, headed by the bugle band, the regiment will be accompanied by the machine gun section, and cyclists and signallers. The brass band will be at Yonge street on the return of the men. Major W. S. Dinnick is anxious that every member of the unit should attend.

HOMESEEKERS' EXCURSIONS TO

WESTERN CANADA.

The Grand Trunk Railway system issue round trip "homeseekers" tickets at very low fares from stations in Canada to points in Manitoba, Saskatchewan and Alberta, each Tuesday until October 31st, inclusive, via North Bay, Cochrane and Transcontinental route, or via Chicago, St. Paul and Duluth, and are good returning two months from date of issue. Through tourist sleeping cars are operated each Tuesday for Winnipeg, leaving Toronto 10.45 p.m., via Transcontinental route without change. Reservations in tourist sleepers may be obtained at nominal charge on application to any Grand Trunk Ticket Office. The Grand Trunk Pacific Railway is the shortest and quickest route between Winnipeg, Saskatoon and Edmonton, with smooth roadbed, electric lighted sleeping cars, through the newest, most picturesque and most rapidly developing section of western Canada.

Before deciding on your trip ask Grand Trunk agents to furnish full particulars, or write C. E. Horning, district passenger agent, Toronto, Ont.

Flor de Rey, Tueros and

Beaurich Cigars

MICHIE & CO., LTD.

7 King St. W.

Estab. 1835.

INADEQUATE



Simple Simon goes a fishing. For a blockade whale, but all the water he has got is in a little pail.

News in The Sunday World

THE WAR.

German war submarine called at Newport, R. I. British Ambassador Spring-Rice, who has protested to Washington, states that the submarine is a vessel of war and should be interned.

British take several villages from the Bulgarians on a front of ten miles.

Allied aviators have increased their superiority over the enemy's air forces.

Russo-Rumanian offensive in Dobruja vigorously pressed, leading to capture of two towns.

Serbian in Saloniki are highly efficient and Bulgarians cannot make headway against them.

French troops join the British and Serbian forces in Macedonia.

Russians under Grand Duke Nicholas capture fortifications of Petra Kala in Turkish Armenia.

Allied forces within six miles of Mosul and rapidly developing campaign from both south and east.

British hold positions near Faucourt against German attack.

GENERAL.

J. K. L. Ross of Montreal told The World on Saturday that he was a large purchaser of Dominion Steel, and that he was not connected with any effort seeking control.

New York milk dealers agree to pay new prices and avert a milk famine.

Two children had a bad mauling from a cougar at Cowichan Lake, B.C.

Sir William Mackenzie says war will not be over before spring, and that "tanks" are of British manufacture, not American.

James Medsick, alias Alexander, admitted being one of the party that held up the New York-Chicago express on Sept. 27.

Change in Canadian Pacific Camp Borden Service, Effective Oct. 14.

Special train now leaving Toronto for Camp Borden at 6.50 p.m. daily, will make last trip Oct. 14.

Train leaving Camp Borden for Toronto 6.20 a.m. daily, will also make last trip Oct. 14, 1916.

Full particulars from Canadian Pacific Ticket Agents, or W. B. Howard, district passenger agent, Toronto.

Tries to Jump Bail and is

Arrested Near Hamilton

Allowed time to obtain \$800 with which to pay a fine for selling liquor on the street, John Oliver of Hamilton attempted to jump his bail Saturday and was apprehended by Detective Wickert near Hamilton. Detective Wickert was informed that Oliver had started for Hamilton in a motor car, so he obtained another machine and overtook him.

MOVE QUEEN'S HOSPITAL.

Special to The Toronto World. Kingston, Oct. 7.—Word has been received from Lieut.-Col. Etherington that Queen's Hospital will move from Trepoint to Etaples as soon as the weather becomes too cold to stay in tents. Quarters consisting of huts are ready for their immediate occupation. The hospital has treated over four thousand patients in France.

PATRIOTIC HEADQUARTERS MOVE.

The Toronto Women's Patriotic League have moved their headquarters from 535 Sherbourne street to 80 West King street. The relief fund and the soldiers' relief fund will be in the same building. The employment bureau and the building department will be in the same building. The emergency workshop after this will be at 24 Bay street.

Artillerymen at Petawawa

To Be Drafted Overseas Soon

The local batteries, namely, the 67th, 69th, 70th and 71st, have all been undergoing advanced training for the past six weeks at Petawawa Artillery Camp. The men advanced rapidly thru the early stages of training and made such good progress that at the end of a month they were ready to commence firing with live shells. Officers who have come down from the camp on leave have all been enthusiastic about the training received and the results obtained.

The batteries are now preparing to send overseas towards the end of the month as drafts practically all the available men. As over 400 men will be leaving, the batteries will return to Toronto very much crippled in strength and will at once require a large number of men from the District Artillery Depot to take over the equipment of horses and guns.

The depot is urgently in need of 400 men for both gunners and drivers.

Thirteen-Year-Old C. Cronin

Is Injured When Hit by Car

Charles Cronin, 13 years of age, 622 Euclid avenue, a son of Detective B. Cronin of the Toronto Detective Department, had his right leg fractured Sunday afternoon, when struck by a motor car, owned by Alex. C. Morris, 24 Mountainview avenue, at the corner of Grace and Bloor streets. He was attended by Dr. Hincks, Bloor and Grace, and afterwards removed to St. Michael's Hospital in the police ambulance.

According to the police, the boy was riding a bicycle west on Bloor street when he was swerved towards the car and was struck.

Major W. Y. Mills Mentioned

For New Overseas Command

Kingston, Oct. 7.—Major W. Y. Mills, who has volunteered for overseas service, is mentioned in connection with the command of the new battalion, which is to be raised in Kingston district. Major Mills has been in command of the 14th Regiment for the past year and will shortly be gazetted a lieutenant-colonel.

Favor Bestowal of Silver

Cross on Mother of Hero

At the inaugural meeting of the Gaelic Society, held in Foresters' Hall on Saturday night, a resolution was unanimously adopted in favor of the proposal made by W. A. Fraser, the well-known Canadian author, that the Dominion Government should bestow a silver cross on the mother of every soldier falling in the war. A committee of three was appointed to co-operate in this matter with representatives of other societies. James Gilchrist presided over a large gathering.

Two Residents of Kitchener

Run Down by Motor Cars

Special to The Toronto World. Kitchener, Ont., Oct. 8.—Two auto mishaps occurred here on Saturday. John Bricker of Frederick street, a well-known resident, was run down on Main street by an auto driven by Albert Buler of Waterloo. Mr. Bricker, who is over 60 years of age, was thrown heavily to the pavement and rendered unconscious thru concussion of the brain. He will recover.

Mrs. Benja. of Breithaupt street was run down at the corner of King and Young street by Aaron Shoemaker. Her head was badly lacerated and she was rendered unconscious. She, too, will recover.

Well-Known Horseman Has

Been Wounded at the Front

Special to The Toronto World. Waterloo, Ont., Oct. 8.—Word was received in Waterloo yesterday that Pte. Arthur Billings, a well-known horseman and member of the 5th Mounted Battalion, had been wounded and admitted to a hospital in France. Billings was connected with the Seagram racing stables for many years.

Mrs. Bernard Woodward of Waterloo received word today that her husband, Pte. Bernard Woodward, has been missing since Sept. 17. He enlisted with the 84th Battalion and has been overseas since August, 1915.

KING'S APPROVAL

SILENCES PROTESTS

Objection to "Somme" Pictures Ends When His Majesty Sees Film.

SCREENED IN TORONTO

Coming Presentation by The World at Regent Theatre Creates Interest.

As was expected in view of the importance and the fame of "The Battle of the Somme," the greatest motion picture so far produced, the announcement that films would be shown under the auspices of The Toronto World for one week beginning Monday, October 16, at the Regent Theatre, has attracted wide discussion.

Inquiries have reached the office, personal, by telephone and by mail concerning the pictures, and the number of these already indicate that the presentations of the pictures will attract more than a satisfactory success. Some controversy, such as accompanied the showing of the pictures in England, has already started among those who are familiar with the character of some of the scenes depicted at the battle front. But the larger majority of persons who have discussed the advisability of having the pictures exhibited in Toronto, assume the same view which in England overcame the effort of those who sought to stop the presentation.

That the hearty approval by the members of the Ontario Board of Censors and the Appeal Board of Ontario, together with prominent invited guests at a private exhibition, has done much to allay the suspicions of those who believe the portrayal of men being killed and wounded is too fearful a sight for womenfolk, is apparent.

Objections ended. The protest and vigorous objection to the showing of these scenes of horror and bloodshed were overwhelmingly silenced in England, where the King did much to end the controversy by passing judgment on the film.

It was shown to their majesties privately at Windsor Castle, by Cpt. Baunthorpe and Lieut. Maddick, the latter representing the war office. With the conclusion of the program the King in the course of his conversation with the officers gave his hearty approval to the showing of the pictures thruout the empire, according to The Toronto Daily Star. The King said:

"In the ages before the invention of the motion picture machine it was impossible to convey so clear and full an idea of warfare as anyone may now see for a few pence. At a bound the cinematograph has taken its place as a great moral and patriotic force."

"Before long it will be accepted as a necessary recorder of all events of national and historic interest. Nothing of importance will happen without the moving image of it being preserved for the benefit of those afar and future generations."

"Contempt of the cinema-graph will then be found at all only in the morbidly sensitive and the coldly 'superior' person. But something remains to be done before his great power for instruction and entertainment can become worthy of its responsibility. It must be freed of all despicable associates. Such mistakes as the display of comic films or sensational films in the same program as the picture of the Somme fighting should not be committed."

Speaks With Authority.

The King can speak with authority, for he has seen something of the horrors of war and the bravery of his soldiers in close quarters. As a matter of fact, on the same occasion there was shown a film, entitled "The King's Visit to France," at Windsor Castle, which will shortly be released to the public. It forms an interesting record of the King's visit to France, his majesty is shown watching the bombardment of Pozieres, inspecting captured trenches and dugouts, meeting with lines of cheering troops assembled from all parts of the empire. Many of the

It Doesn't Pay

TO BUY INFERIOR ARTICLES FOR HOME USE, NO MATTER HOW SMALL THE ARTICLE IS. WITH MATCHES AS WITH EVERYTHING ELSE, IT PAYS TO BUY THE BEST.

EDDY'S

"Silent Parlor"

MATCHES

WILL SAVE YOUR TIME AND TEMPER, FOR THEY ARE GOOD STRIKERS, SAFE, SURE AND SILENT.

ALWAYS ASK FOR

EDDY'S

Don't Look Old!

Not restore your hair to its original color, but to its natural color with LUCKYER'S SULPHUR Hair Restorer.

This world-famous hair restorer is prepared by the great hair specialists, J. Pepper & Co., Ltd., Bedford Square, London, S.W., and can be obtained at all stores.

Its quality of deepening grayness to the former color in a few days, thus enabling thousands to retain their position.

Lockyer's gives health to the hair and restores the natural color. It cleanses the scalp and makes the most perfect Hair Dressing.

Men's Laundry

Men whose linen is laundered here need have no concern about its appearance. Our domestic finish gives a touch of refinement.

New Method Laundry LIMITED

Telephone Main 7486

SOLDIER KILLS HIMSELF

Brookville, Ont., Oct. 8.—In a fit of mental depression brought on by worrying over the fact that he was shortly to go overseas, Private G. Briscoe, while on leave, left a note of farewell to his family, and then committed suicide by drinking a quantity of poison. He was 27 years old and unmarried. An inquest was not considered necessary.

Under the

Shubert, Jam

seen at the R

for one week

regular Wedn

theatres, in "S

comedy by M

F. Randall's

that has had

screen. It h

title, providi

beauty, it co

thems, which

all.

"SOME"

Under the

Shubert, Jam

seen at the R

for one week

regular Wedn

theatres, in "S

comedy by M

F. Randall's

that has had

screen. It h

title, providi

beauty, it co

thems, which

all.

LOU TELL

actor and tel

Bernhardt, w

andra Theatr

comic comed

The seat sal

H

In "Grethe

Dorothy Gish

the Hippodrom

Dolly Nobles

ing comedy, "

Tom Brown's

old-time min

La Count has

some pleasig

Sheldon will

tic oddity. I

Burk and Co

complete a b

Commencin

matinee, She

fer a clever,

headed by the

Nan Halperin

series of fam

ineating the

Grace Leigh

ter their mus

blers." The

opers singe

talists, while

versatile ent

Axtell

"Travelling

have a uniqu

Mirano Broth

ing Torpedos

Deal, and fo

plete the bill.

GAUETY G

Pat White,

comedian, an

the attractio

this week. T

nounced by

the swiftest

a season in th

entertainment

has a profound

YVET

is in the

Tvett's Guit

other artists

slight her-m

from it an ex

will. Mme.

Massey Hall

12.