



SAVE FROM \$2.00 to \$5.00 On Each Blouse

Georgettes
Beautiful beaded and embroidered blouses of heavy weight, \$8.50 up.

Crepe de Chines
Stylish, serviceable blouses, clever copies of latest New York blouse creations, from \$6.50 to \$10.00.

D'Alaird's

10 KING SQUARE BLOUSES

THAT actually represents the money you can save by buying blouses at the D'Alaird Store.

Crepe de Chine Blouses of the same heavy quality at \$9.00 would cost you elsewhere at least \$12.00. So it is with Voiles, Jap Silks and Crepe de Chines.

BUY DIRECT FROM THE MAKER

Save the middleman's profit, buy your blouses direct from the manufacturer. D'Alaird Blouses are made in D'Alaird Factories and sold exclusively in D'Alaird Stores.

WASHINGTON IRVING'S "AD."

The Old Gentleman Who Disappeared Returned as a Book.

"Not many people now alive remember how Washington Irving did his advertising," mused Father Knickerbocker in his November reminiscences. "It was 110 years ago this month that a little notice appeared in the Evening Post to the effect that some time before an elderly gentleman had left his lodgings and had not been seen since; that he wore an old black coat and cocked hat and was known by the name of Knickerbocker, and that any news of his whereabouts would be welcome at the Columbian Hotel, in Mulberry street."

"A few days later the Post printed a letter from a traveller saying that this old gentleman had been seen by the passengers of the Albany stage a little above King's Bridge sitting on a stone, with a bundle tied in a red bandanna handkerchief beside him. Ten days

later there was another notice inserted by one Seth Handaside, landlord of the Columbian Hotel, reading something like this:

"A very curious kind of a written book has been found in the room of the old gentleman who disappeared from this hotel some time ago. This is in his own handwriting and I wish to give him notice if he is still alive that if he does not return and pay off his bill for boarding and lodging I shall have to dispose of his book to satisfy me for the sum."

"I had been up in the country for a few weeks while all this was going on, and you can imagine my surprise when I read in the Evening Post the day I came back to town a formal announcement of the book of this supposed 'Diedrich Knickerbocker' in two volumes, published by Inskip & Bradford at 128 Broadway, for \$3. It was some time before people got over laughing about my having been lost, and advertised, and finally having written and published a book, without ever knowing a word about it."

"Irving's little pleasantries never left any ill will, however, and he certainly hit on a clever method of advertising. I wonder, by the way, if the widowed Empress of the French ever thinks of the far-off days when she was little Eugenie de Montijo in Spain and Irving used to tell her stories? I suppose to most of you it seems as if Irving must have lived some time before the Revolution, but there really are a few of his old acquaintances alive yet."

Justice.

A Sunday-school teacher had been telling her class of boys about crowns of glory and heavenly rewards for good people.

"Now, tell me," she said, at the close of the lesson, "who will get the biggest crown?"

There was silence for a minute or two, then a bright little chap piped out: "Him wot's got t' biggest 'ead."



AND NOW—it's underwear—for the children. A problem, isn't it?

To get underwear that you know will give your little ones real protection—and keep them from catching colds—soft, warm fabrics, closely woven garments that fit snugly.

—and prices of everything as they are.

It is a problem.

Yet those essential qualities that a mother demands are found in Peerless Underwear at a moderate price. More, there is a dainty touch to the trimmings and finish of every Peerless garment. Nearly every good dealer sells Peerless Underwear.

The Peerless Underwear Company, Limited
Controlled by J. R. Moodie & Sons, Limited, Hamilton, Ont.

MOODIE'S
Peerless
UNDERWEAR

For Women—Children—Infants

OPPOSE SOVIET SUNDAY SCHOOLS

Churchwoman's League Sees Danger—Institutions of Bolshevism Are Considered "One of The Greatest Menaces of The Age"

New York, Nov. 3.—As a protest against the "Soviet Sunday School," a special campaign of religious education will be launched by the Churchwoman's League for Patriotic Service, a woman's public service organization which has been formed recently and is working with the nation-wide campaign of the Episcopal Church.

Through an active committee the Churchwoman's League will wage aggressive warfare against the Sunday schools of Bolshevism, an institution which the league considers "one of the greatest menaces of the age." Public talks, moving pictures and other educational means will be used to spread



the doctrine of Christianity versus that of Bolshevism.

"The religious world as a whole is profoundly concerned over the claims made for Bolshevism as a cure-all and

omnipotent panacea," said Mrs. Hamilton R. Fairfax, president of the Churchwoman's League, here today. "We are willing to attribute the temporary spread of Bolshevism to the prevailing unrest of a world turned topsy-turvy by the greatest war in history. But we are not willing to allow the substitution of radicalism for religion."

On Active Duty.

The Churchwoman's League is therefore going to translate its concern into deeds. We are going on active duty and our fight is to show that radical political lectures given to children on Sunday morning, are not, after all, nourishing for young minds and hearts. We are out to show that the doctrines of mob violence, hysterical greed and selfishness, cannot be substituted for the greater philosophy of love and selflessness that are the corner stones of the Christian religion."

Miss A. E. Warren, of New York, long identified with the social service work of St. Cyprian's parish, is the chairman of the national committee which will undertake this campaign. Committees are to be organized throughout the country as quickly as new branch organizations of the Churchwoman's League are formed.

If you appreciate a good investment you will buy a Victory Bond.



OFFICIAL PROSPECTUS "The Bridge from War to Peace"

—The Prince of Wales.

Victory Loan 1919 300,000,000. 5½% Gold Bonds

Bearing interest from November 1st, 1919, and offered in two maturities, the choice of which is optional with the subscriber as follows:

5 year Bonds due November 1st, 1924
15 year Bonds due November 1st, 1934

Principal payable without charge at the Office of the Minister of Finance and Receiver General at Ottawa, or at the Office of the Assistant Receiver General at Halifax, St. John, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Calgary and Victoria.

Bonds may be registered as to principal or as to principal and interest, as hereinafter provided, at any of the above-mentioned offices.

Interest payable, without charge, half-yearly, May 1st and November 1st, at any branch in Canada of any Chartered Bank.

Principal and Interest payable in Gold
Denominations: \$50, \$100, \$500 and \$1,000

Issue Price: 100 and Accrued Interest, Income Return 5½% per Annum

The proceeds of the Loan will be used to pay indebtedness incurred, and to meet expenditures to be made in connection with demobilization (including the authorized war service gratuity to our soldiers, land settlement loans, and other purposes connected with their re-establishment into civil life), for capital outlay upon shipbuilding, and other national undertakings forming part of Canada's industrial reconstruction programme, and for the establishment of any necessary credits for the purchase of grain, foodstuffs, timber and other products, and will be spent wholly in Canada.

Payment to be made as follows:

10% on application: 20% January 1st, 1920;
20% December 9th, 1919; 20% February 1st, 1920;
31.21% March 9th, 1920.

The last payment of 31.21% covers 30% balance of principal and 1.21% representing accrued interest at 5½% from November 1st to due dates of the respective instalments.

A full half-year's interest will be paid on May 1st, 1920, making the cost of the bonds 100 and interest.

Subscriptions may be paid in full at the time of application at 100 without interest, or on any instalment due date thereafter together with accrued interest at the rate of 5½% per annum.

This Loan is authorized under Act of the Parliament of Canada, and both principal and interest are a charge upon the Consolidated Revenue Fund.

The amount of this issue is \$300,000,000, exclusive of the amount (if any) paid for by the surrender of bonds of previous issues. The Minister of Finance, however, reserves the right to allot the whole or any part of the amount subscribed in excess of \$300,000,000.

Payments

All cheques, drafts, etc., covering instalments are to be made payable to the Credit of the Minister of Finance. Failure to pay any instalment when due will render previous payments liable to forfeiture, and the allotment to cancellation. Subscriptions other than those paid in full on application must be accompanied by a deposit of 10% of the amount subscribed. Official Canvassers will forward subscriptions or any branch in Canada of any Chartered Bank will accept subscriptions and issue receipts.

Subscriptions may be paid in full at time of application at 100 without interest, or on any instalment due date thereafter, together with accrued interest to time of making payment in full. Under this provision, payment of subscriptions may be made as follows:

If paid in full on or before November 15th, 1919, par without interest or 100%.

If remaining instalments paid on Dec. 9th, 1919, balance of 90% and interest (\$90.52 per \$100).

If remaining instalments paid on Jan. 9th, 1920, balance of 70% and interest (\$70.84 per \$100).

If remaining instalments paid on Feb. 10th, 1920, balance of 50% and interest (\$51.08 per \$100).

If remaining instalment paid on Mar. 9th, 1920, balance of 30% and interest (\$31.21 per \$100).

Payment of instalments or payment in full after November 15th, 1919, can be made only on an instalment due date.

Denomination and Registration

Bearer bonds, with coupons, will be issued in denominations of \$50, \$100, \$500, and \$1,000, and may be registered as to principal. The first coupon attached to these bonds will be due on May 1st, 1920.

Fully registered bonds, the interest on which is paid direct to the owner by Government cheque, will be issued in denominations of \$500, \$1,000, \$5,000, \$10,000, \$25,000, \$50,000, \$100,000, or any multiple of \$100,000.

Payment of Interest

A full half-year's interest at the rate of 5½% per annum will be paid May 1st, 1920.

Form of Bond and Delivery

Subscribers must indicate on their applications the form of bond and the denominations required, and the securities so indicated will be delivered by the bank upon payment of subscriptions in full.

Bearer bonds of this issue will be available for delivery at the time of application to subscribers desirous of making payment in full. Bonds registered as to principal only, or fully registered as to principal and interest, will be delivered to subscribers making payment in full, as soon as the required registration can be made.

Payment of all instalments must be made at the bank originally named by the subscriber.

Non-negotiable receipts will be furnished to all subscribers who desire to pay by instalments. These receipts will be exchangeable at subscriber's bank for bonds on any instalment date when subscription is paid in full. All receipts must be exchanged before 1st June, 1920.

Form of Bond—Interchangeable

Subject to the payment of 25 cents for each new bond issued, holders of fully registered bonds without coupons, will have the right to convert into bonds with coupons, and holders of bonds with coupons will have the right to convert into fully registered bonds without coupons, at any time, on application to the Minister of Finance or any Assistant Receiver General.

Forms of application may be obtained from any Official Canvasser, from any Victory Loan Committee, or member thereof, or from any branch in Canada of any Chartered Bank.

Subscription List will close on or before November 15th, 1919

DEPARTMENT OF FINANCE,
OTTAWA, October 27th, 1919.

Keep Canada's Farms and Factories Busy