

"Better Milk for Every Hour
from the
Spotless Dairy Bathed in Sunshine"

Feb. 29-- An Extra Day-- To Get This Better Milk

Are you going to reap the advantage of the extra day Leap Year affords? Many Toronto mothers are doing so by trying this better, richer milk from The Farmers' Dairy.

The best and most sanitary farms in Ontario, keeping fine, healthy, inspected cows, give us a steady, constant supply of the richest and purest milk obtainable.

And our "Wonder Dairy" (which you should visit) ensures careful pasteurization of every drop of milk. Every known device for handling milk in a clean, efficient manner is to be found in this sunniest of dairies.

Use the "extra day" well by getting this better, purer, richer milk.

Order a trial bottle NOW by phone or card

Phone---
Hillcrest 4400

Walmer Road and Bridgeman St.

THE FARMERS' DAIRY



As the stork aeroplane left the aerodrome at 12 o'clock last night for its 24-hour trip, the passengers for stops in Ontario were seen to be exceptionally cheerful and elated, and for good reasons. Had not the wireless brought the gratifying news that every new arrival in Ontario on Feb. 29 would be presented by The Toronto World with a beautiful silver birthday mug, manufactured by Kents, Limited, silversmiths, of Toronto, the same being suitably engraved with the name of the passenger and the date of arrival?

Last Leap Year The World awarded silver mugs to 123 babies; eight years ago 81 was the number that qualified for the much-prized piece of silver. There are no entrance fees or other restrictions connected with the award. The only regulations to be observed are:

1. Only babies born in Ontario are eligible.
2. Babies born between the hours of 12 o'clock midnight, Feb. 28, 1916, and midnight, Feb. 29, 1916.
3. The entry for the award must be made by filling out a coupon which will be published in The World (Daily and Sunday) from Feb. 29 until March 31, inclusive.
4. The date of each child's birth, together with the name, must be vouched for in the place indicated on the coupon by the attending physician.
5. Entries not made on printed coupon will not be considered.

Leap Year Birthday Silver Mug Coupon For Silver Mug awarded by The Toronto World for babies born on Feb. 29, 1916.

Name of parents
Address of parents
Sex of baby
Date and hour of birth
I hereby declare the above facts are correct.
..... attending physician.
(Name and address)
All coupons must reach The World office by March 31, 1916.

Watch The World and clip the coupon.

The World invites all Leap Year Babies that were born in 1912, 1908 and 1904, and who were awarded a World Leap Year mug, to send a recent photograph, which will be reproduced in The Sunday World Art Section at an early date.

CHAIN OF SHOWERS.

The last of a chain of "showers" to the credit of the Women's Volunteer Corps was the successful gathering of tobacco, cigars and cigarettes, at the home of Mr. Root, 405½ Yonge, for the Second Canadian Pioneer Battalion.

THE OLDEST ORANGEMAN.

BROCKVILLE, Feb. 28.—William Dixie, an Irishman by birth, who resides here with his daughter, Mrs.

Joseph Warren, today reached the century mark, in good health. He has been 76 years a member of the Orange Order and is conceded to be one of the oldest, if not the oldest, in Canada.

BACK FROM KINGSTON.

Arrested on a warrant a year old, Pte. James Lavalley, who enlisted in the 5th Battalion under the alias of James Ross, was brought back from Kingston yesterday afternoon by Acting Detective Elliot. The charge is non-support.

UNION JACK CHAPTER IS DOING GOOD WORK

Caring for Families, Helping Soldiers and Sending Supplies to the Front.

The annual meeting of the Union Jack Chapter, I.O.G.E., South Etobicoke, was held in Harrison's Hall, Miss. The secretary, Mrs. E. J. Hutchins, gave an interesting report of the work.

This is one of the recently formed chapters, having been organized since the war. Seventy-eight families have been cared for. Like all other relief societies, the demand this year has been much smaller than last.

Mrs. J. A. Dunn, treasurer, reported an expenditure of \$2051.73, and balance of \$949.71.

Ten thousand surgical articles have been sent to the Red Cross, and 92 pairs of socks.

The chapter has also rented and equipped a club room for the platoon of the 12th York Rangers' Battalion, stationed in Mimico, defraying all expenses in connection therewith.

The following officers were elected for 1916: Regent, Mrs. Forbes Godfrey; first vice-regent, Miss Ina McCrimmon; second vice-regent, Mrs. M. J. O'Donnell; secretary, Mrs. E. J. Hutchins; treasurer, Mrs. Louis West; standard bearer, Miss Priest.

A presentation of a gold bracelet watch was made to Mrs. W. D. Barron, the popular stage mistress and dancing instructor, in the "Belles of Boo Loo."

A successful military dance and eucure was held by the eight members of the Allied Knitting Club at Davenport road, the proceeds to go for wool for socks.

At the patriotic tea held at "Dentonia," of which Mrs. Walter Massey was hostess, each of the 150 guests gave a dollar for the benefit of the Military Hospital.

A successful military dance and eucure was held by the eight members of the Allied Knitting Club at Davenport road, the proceeds to go for wool for socks.

A BUSINESS CHANGE.

John Wanless, Jr., has sold out his entire interest in John Wanless & Co., Toronto's oldest jewelry firm, to John Wanless, Jr. Under the new arrangement the business will be continued for the time being under the name of The John Wanless Co. In order to reduce the stock liquid discounts will be given. All orders will receive the closest attention.

WESTERN HOSPITAL NURSES. A successful patriotic dance was given by the Western Hospital Nurses' Alumnae at Davenport Assembly Hall, for the 12th Battalion, Miss Waller, superintendent of the hospital, presided with the president of the alumnae, Miss Jackson.

SOX FOR THE LEGION. Two hundred pairs of socks, which will go to comfort the feet of the men of the 97th Battalion (American Legion), were gathered from the shower held at the home of Mrs. Galloway, King street. Many members of the Patriotic Physicians' Wives' League attended.

DENTONIA PATRIOTIC TEA. At the patriotic tea held at "Dentonia," of which Mrs. Walter Massey was hostess, each of the 150 guests gave a dollar for the benefit of the Military Hospital.

MILITARY DANCE. A successful military dance and eucure was held by the eight members of the Allied Knitting Club at Davenport road, the proceeds to go for wool for socks.

A presentation of a gold bracelet watch was made to Mrs. W. D. Barron, the popular stage mistress and dancing instructor, in the "Belles of Boo Loo."

A successful military dance and eucure was held by the eight members of the Allied Knitting Club at Davenport road, the proceeds to go for wool for socks.

At the patriotic tea held at "Dentonia," of which Mrs. Walter Massey was hostess, each of the 150 guests gave a dollar for the benefit of the Military Hospital.

A successful military dance and eucure was held by the eight members of the Allied Knitting Club at Davenport road, the proceeds to go for wool for socks.

A presentation of a gold bracelet watch was made to Mrs. W. D. Barron, the popular stage mistress and dancing instructor, in the "Belles of Boo Loo."

A successful military dance and eucure was held by the eight members of the Allied Knitting Club at Davenport road, the proceeds to go for wool for socks.

FRENCH HOLD VERDUN SOLIDLY AGAINST FOE

German Attacks Not So Strenuous, While Artillery Shows Signs of Slackening.

TEUTON TROOPS TRAPPED

French Surround Fort Douaumont, Enclosing Force of Kaiser's Soldiers.

(Continued From Page 1.)

per Hill (Cote du Poivre) seem to have completely failed. However, attacks made repeatedly with such heavy masses as the Germans are constantly bringing up, it is admitted by military authorities, are always likely to make further gains, provided the officers are willing to pay the price in human life.

There is no exaggerated optimism to be found in military circles here, but the check of the Germans attacking in such formidable numbers is regarded by them as one of the great achievements of the war, and it is generally held that events have taken a turn quite favorable to the French arms in the last 24 hours.

Here is the view of the fighting at Verdun taken by Col. Repington of The London Times:

"We must regard Verdun as only part of the allied line, not as a fortress with its attributes. All that has happened is that a particularly vulnerable salient has been flattened out, as other salients have been before under an overwhelming mass of heavy projectiles. We must expect to hear that our allies have lost men and guns, but the price paid by the Germans appears to be out of all proportion to the gains, and the general security of the allied lines is not seriously menaced. Nor would it be were the whole right bank of the Meuse at Verdun to fall into German hands, as any position may, if the Germans are prepared to pay the price we exact from them. The loss of this little strip of ground would not be vital, while the price to be paid would be out of all proportion to the success."

View of Premier Briand. In an interview given on Sunday, but deferred in publication until today, Premier Briand of France announced the turning of the tide and the inauguration of a second phase in the great battle for Verdun. He thus described how the tide was turned:

"Caught between two barrages," said M. Briand, "covered with shrapnel from all sides, attacked by our fresh divisions surging upon the field of battle at an unexpected moment, the Germans saw their efforts stopped short."

The struggle was a titanic one. Our heroic troops went into the melee bravely. Our light and heavy artillery dug sanguinary furrows in the compact ranks of the Germans. Finally exhausted, their ranks decimated, the German armies recoiled under our furious counter-attacks. We have regained the advantage. Installed upon formidable positions, our heroic soldiers remained masters of the field of battle."

Fighting in the Verdun. From the advanced lines of Verdun the fighting, like a conflagration, has spread to Wever, where the French, seeing a huge attack coming, have suddenly retired to stronger positions. A furious fight raged all last night for the possession of the French. The Germans also made furious attacks on Hill 255, and on Manheulles, south-east and south of Elx, and suffered defeat. Two heavy attacks which were delivered against Fromelles, the French say, completely failed today.

Local Success for Foe. Considerable fighting broke out in the Champagne also in the course of the night when the Germans sprang a surprise attack on the Navarin front and succeeded in capturing some advanced trenches from the French defenders. Berlin claims that over 1000 prisoners were taken in this encounter with about a mile of trenches. Nine machine guns and a mine-thrower, says Berlin, were also captured by the Germans. This success appears to be only of local significance.

Activity in Argonne. The French batteries in the Argonne today suddenly became active in shelling the roads of access for the Germans, who were evidently bringing up reinforcements and supplies for an attack, particularly at Cheppy wood. The French also exploded a mine and occupied the crater. Hill 285. Marked activity by French artillery is noted in the sectors of Reillon, Domerev, and Badonville, in Lorraine.

Comparative quietness prevails along the British lines, where a small German attack was repulsed south-east of Albert, and the Germans sprang a mine south of the La Bassee canal, doing considerable damage to the railway. The usual artillery activity prevailed about Aubers and Ypres-Comines canal today.

German Official Assertions. The German statement issued at noon today says that in the Verdun district new masses concentrated by the French were exhausted in unsuccessful attempts to attack the German positions in and near the fortresses of Douaumont and Hardsaumont, and that the Germans have cleared the Meuse peninsula of French forces and advanced their lines further in the direction of Vacherville and Bras.

The Germans also claimed that they captured about a mile of French trenches in the Champagne on both sides of the road from Somme-Py to Souain after an efficient artillery preparation, the spot captured including the Navarin farm. They claim that they took prisoner 26 officers and 1000 men, and captured nine machine guns and one mine-thrower. Inter-mittent mining activity and the blowing up of about 40 yards of a hostile position about Arras is also claimed.

French Official Statement. The French official statement of today says:

"In the Argonne our heavy batteries and field guns shelled the roads of access of the enemy, particularly in the region of the Cheppy Wood. This morning at Hill 285, we exploded a mine, the crater of which we occupied."

"In the region to the north of Verdun, artillery activity, except in the sector to the west of the Meuse, where an abatement of the enemy bombardment is reported."

"The Germans during the course of

LITTLE THINGS COUNT

Even in a match you should consider the "little things"—the wood, the composition, the strikeability, the flame.

EDDY'S MATCHES

are made of strong, dry pine stems, with a secret perfected composition that guarantees "every match a lighter." Sixty-five years of knowing how—that's the reason.

All EDDY products are dependable—always.

BANK OF HAMILTON

ESTABLISHED 1832

THOSE LATER YEAR

When your earning capacity is reduced, a savings account in the Bank of Hamilton will prove infinitely more satisfactory than the present fleeting pleasures that your money is buying. Think it over.

Capital Authorized \$5,000,000
Capital Paid-up - \$3,000,000
Surplus - \$1,775,000

10-A

LAST DAY OF WILLIAMS' SEVENTH ANNUAL PIANO CLUB

Only Ten of the Hundred and Fifty Pianos Left Today

CLUB WILL CLOSE IMMEDIATELY THESE ARE TAKEN—TUESDAY OR WEDNESDAY

Today, or Wednesday, the Williams Anniversary Seventh Annual Piano Club will be an event of the past. Up to today, 140 members have taken pianos, leaving only ten of the 150, which, if the past three weeks' record is maintained, will be entirely gone today or by Wednesday noon. This club is particularly timely this year in that it fits in with the spirit of economy and caution of the times and appeals strongly to the thrifty housewife and sound business man. Anyone can buy pianos at regular prices and terms when times are good, but in times like these, when economy is the watchword, the Williams Club, with its great saving and special privileges, has enabled many families to enjoy all the comfort and pleasure of a piano without the usual obligation. However, the Williams Piano Club is in itself such a splendid opportunity with its great savings of almost \$100 in price, easy terms, free trial, exchange privilege, five-year guarantee, protective insurance feature, free tuning, and delivery, that it could hardly help but appeal to a vast number of people and attract buyers. The Club Piano is an Ennis & Co. \$250, 1916 model. After this club closes the special price of \$267.50 for the piano will be discontinued, and these instruments will be sold at their regular value—\$260. The Williams warehouse at 145 Yonge street, will be kept open Wednesday evening for the convenience of patrons who do not find it convenient to visit them during the day.

the day attempted several partial attacks which were driven back by our fire and our counter-attacks. To the west of Fort Douaumont particularly our troops have engaged in hand-to-hand encounters with the adversary, who was ejected from a small redoubt where he had succeeded in installing himself.

"In the Wever two attacks against French positions completely failed. In Lorraine our artillery has displayed marked activity in the sectors of Reillon, Domerev and Badonville." The Belgian official communication says:

"A bombardment, rather weak on both sides, occurred along the Belgian front."

See Niagara Falls in Winter—Ice Bridge Now in Full Formation. \$2.25 Niagara Falls, Ont., and return; \$2.70 Buffalo and return from Toronto, Saturday, March 4.

The Toronto Bowling Club is running an excursion to Niagara Falls and Buffalo, Saturday, March 4, leaving Toronto 8:10 a.m., via Grand Trunk Railway. Do not miss this opportunity of visiting Niagara in winter. It has been well said that those who have viewed Niagara only in summer have but half seen it.

Return fare to Niagara Falls, Ont., \$2.25, and Buffalo \$2.70. Tickets are valid returning on all regular trains up to and including Monday, March 6. Secured tickets at city office, north-west corner King and Yonge streets, or Union Station ticket office.

ANDREW HAVLIN FELL DEAD ON THE STREET

Was Walking Along West Queen Street Yesterday When He Collapsed.

While walking along West Queen street about 7:55 yesterday morning Andrew Havlin, 715 Crawford street, suddenly collapsed and was taken into a store at 496. He was unconscious when Policeman 296 of Claremont police station happened along. The police ambulance was sent for and he was rushed to St. Michael's Hospital, but died before arrival. The body was taken to the city morgue, where it was identified.

PROCEEDS FROM BAZAAR. The proceeds from the bazaar held by the Windonians in Foresters' Hall amounted to the handsome sum of \$3,001.38, the expenses being only \$60.93. This amount will be used to carry on the work of the club during the next two years.

BYRRH

WINE TONIC & APPETIZER
RECOMMENDED FOR FAMILY USE
L. VIOLET, THUR, FRANCE
AGENTS: HUDON, HEBERT & CO. LIMITED, MONTREAL

AMERICAN WAS

Superintendent of Complex

OFFICIAL

Diffuse System of Cable

public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

Many in the report of the income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.

The report of February 29, of income of its members Joseph, Roger, late last night, parliament by statement, with the detestable, undetected, regulations, without the chief. As brought to the General Luce, ment refused public.