The Seal has been set

the purity of SUNLIGHT SOAP.

SUNLIGHT SOAP is known by name throughout all

the world, but not by name alone. Sunlight Soap is known

by purity just as it is known by name. An established and

guaranteed purity is ever associated with Sunlight Soap.

The name and the guarantee are inseparable. They must

ever remain so, because PURITY is the great soap essential. Cleansing means purification---without pure soap you can-

Sunlight Soap is something more than an advertisement. It

is a dominant force throughout the whole of the Sunlight Soap manufacture. To say that this guarantee is the domi-

nant chord in the perfect harmony of the Sunlight Works

--- the soap boiler--- the expert-chemist--- the girls who wrap

and pack Sunlight Soap---all are mindful of the guarantee.

The \$5,000 Guarantee of Purity is a source of gratification

The \$5,000 Guarantee of Purity given with every bar of

The buyer who buys the choice Sunlight Soap materials

not have perfect cleanliness---this stands to reason.

would better express its influence.

to all the Sunlight workers.

once and for all on

Conducted by Society --- Mrs. Edmund Phillips

house, in which tea was served, was beautifully decorated with the gold and crimson autumn foliage, further enhanced by quantities of asters, goldenrod and salvia, and the hungry riders fully appreciated the many tempting dishes on the tea table.

Mrs. William Earle Hellhouse, son of Mr. and Mrs. W. A. Hillhouse, Vancouver. The marriage will take place in Winnipeg on October 10.

Mrs. and Mrs. Guy Thomas will spend the rest of the month at Niagard, Mr. G. Nicholl, Major and Mrs. R. J. Christie, Mrs. Cawthra Mulock, Mr. and Mrs. Robert Davies, Miss Delia Davies, General Hoare, Mr. and Mrs. Alfred Johnston, Mr. and Mrs. James Worts, the Misses Cosgrave, Mr. Ash'ev Kilgour, Captain Locke, Mr. Strickland, Mr. Douglas Young, Mr. Lexie Wilks, Lieut. Maxwell, Mr. and Mrs. Yoris Rverson, Mrs. Boulthee, Mr. Dilke Sheridan, Mr. Grant Fletcher, Mrs. Fullerton, Mrs. W. Wilson, Miss Roulet, Willson, Mrs. W. Wilson, Miss Roulet, Mrs. W. Wilson, Mrs. C. C. Henshaw entertained Madame Melba, Lady Susan Fitz-Mr. Dilke Sheridan, Mr. Grant Frecher, Mrs. Fullerton, Mrs. W. Wilson, Miss Boulah Wilks, Mr. Coulthard, Mr. Frank Prottor, Mr. R. G. Lovell, Dr. Mvers Mrs. Green, Mr. and Mrs. Victor Cawthra, Mrs. Arthurs, Miss E. Jarvis, Mr. Tomlin, Mr. and Mrs. Harry Sifton, the Misses Tomlin, Mr. Gordon Wils and many others.

Miss Marie Roy and Miss Gertie

with Mrs. Harvey at Niagaraon-the-Lake.

Miss Isolde Menges on her first appearance here in Massey Hall last night captured the hearts of her audience and delighted their senses with her violin. Her attire was of the utmost simplicity; a short frock of black tulle cut in many points and very full, which gave it a cloudy appearance. which gave it a cloudy appearance, was surmounted by a swathed bodice of emerall and gold brocade with narrow black shoulder straps. She wore no jewels, and her short cut thick hair gives her a rather boyish appearance.

Mr. Walter Duff, whose etchings share been so much admired, has gone to the straps. Mr. Walter Duff, whose etchings share been so much admired, has gone to the straps.

unc'e, Mr. Alfred Jones and Mrs. Jones, Palmerston avenue. Miss Kerrer expects to leave shortly for France to drive a motor car in the motor ambulance corps.

There was an immense crowd at Ennisclare yesterday and a large sum must have accrued to the Red Cross, as the gross receipts were handed over thru the generosity of Lieut... Col. H. C. Cox. There were present: Lieut...Col. H. C. Cox. There were present: Lieut...Col. J. H. C. Cox, M.F.H.; Col. Noel Marshall, Lieut...Col. J. Mos. L. A. J. Wilson was held at the residence of the groom's slster, Mrs. Mrs. W. F. Eaton, Mrs. E. Y. Eaton, Mrs. E. Y. Eaton, Sir John Eaton, Sir John Eaton, Sir John Gibson, E. R. Wood, Dr. H. C. Scadding, Walter Harland-Smith, W. E. Rundle, Thos. Wasson, Alfred Rogers, A. E. Ames, Sir Edhnund Walker, C. T. Marlatt, S. J. Dixon, W. H. Brouse, Col. Nicholls, Mrs. R. Southam, Cyril Bildge, Hamilton: H. R. Richardson, G. A. Moerow, Mr. and Mrs. Gordon Bildge, Hamilton; H. R. Richardson, G. A. Morrow, Mr. and Mrs. Gordon Gooderham, Controller Shaw, Mrs. Shaw, Lieut. Eric Gooderham, Mrs.

Gooderham, Mr. and Mrs. J. J.

Miss Frances Loring, the sculptor, off for New York last night and will e way for a week or ten days.

The Misses Gertrude, Belwa and

The new "Clean Sweep"

Brooms wear longer than Corn

Ask your dealer to show

you one of these new Brooms.

Try one on your carpets, draw-

ing the Broom towards you.

Don't push it as with the ordi-

nary Floor Broom when using

BOECKH'S

BROOMS

The Boeckh Bros.

Company, Ltd.

TORONTO, CANADA

Established 1856—ove 60 years making Brushes.

on a carpet

Brooms and are superior in

The Toronto Hunt Club met at Sunnybnook Farm yesterday afternoon. This is an annual fixture on Thanksgiving Day and this year the weather was glorious. The coach house, in which tea was served, was because in which tea was served, was because in which tea was served, was because of the week and and holiday. The engagement has been announced of Gladys, daughter of Mr. Donaid Nicholson, M.F., and Mrs. Nicholson, of Charlottetown, P.E.I., to

Mrs. Kilgour iooked especially well in a costume of brown with hat to match, and Major Kilgour was an excellent host, seeing to the comfort of his guests. There were present:

Mr. George Beardmore, M.F.H., Mr.

Mr. George Beardmore, M.F.H., Mr.

Three motors conveyed the men to the model of the find the first of the fir

scns, Billie and Hugh, will arrive out Sunday after spending the summer in Kingston and will join Lieut-Col. Osler, who this week arrived in Winnipeg from England.

Mr. C. C. Henshaw entertained Madame Melba. Lady Susan Fitz-Charence and their party at luncheon at his house at Caulfields last week.

Major-General Hodgins. Mrs. Hodginss and Miss Hodgins. Ottawa, have ings and Miss Hodgins, Ottawa, have arrived in Halifax and taken apartments at the Halifax Hotel for a few

days.

Mrs. Colin H. Campbell has return,

Mrs. Colin H. Campbell has return, Mrs. Colling A. Mrs. Colling A. Mrs. Colling A. Colling road, Winnipeg.

After the theatre a dainty have been so much admired, has gone overseas in the A.M.C. luncheon was served in Bingham's tea Miss Woodland, Avenue road, is giv-ing a tea today in honor of Miss Bur-den.

Miss Woodland, Avenue road, is giv-rooms, the tables being decorated with yellow and white chrysanthemums. Those of her friends present were: Miss Estelle Kerr spent Thanksgiv- Miss Doris Cliffe, Miss Eunice Hutch ing in Brantford, the guest of her unc'e, Mr. Alfred Jones and Mrs. Jones, Palmerston avenue. Miss Kerr (nee Ruby Vincent), Miss Tiny Barr, (nee Ruby Vincent), Miss Tiny Barr,

ASHBRIDGE'S BAY LINE SOON TO BE OPENED

Final Survey in Few Days, After Which Traffic Will Commence to New Section.

As a sobor, weil-conducted citizen of the Dominion, a World reporter, with time hanging rather loosely on his hands, set out for "the bridge at midnight." In this case the 'rridge was one which has attracted considerable attention of the T. S. Ry. passengers crossing the Don In other words the viaduct leading to Ashbridge's Bay, and lined with rails which are to form the new T. S. Ry.

which are to form the new T. S. Ry line into the Ashbridge's Bay district Walking along King street and over the Don bridge the "sober and well-conducted" scribe turned south to-ward the railed incline which has so often attracted the eye of the pedes trians and others over the King street A few minutes tramp over this

A few minutes' tramp over this railed incline convinced the writer that the day of "walking the plank" is not yet finished. The sleepers of this new bridge are in some cases more than half a foot apart, and a number of the more plank a feet of the plank and a number of the more looking sheer on ten feet into space, looking sheer on to an unprotected drop at the summit of an easy hundred feet, at least mit of an easy hundred reet, at least it seemed nearer a thousand-foot dror as one peered over in the still of the night. It occurred to the writer that if one really desired to sense the feelings of the poor benighted blighter on outpost or patrol or midnight observation data at the front this walk on tion duty at the front this walk on this bridge at midnight was the best means available to Torontonians right it home. The sleeners were pretti-evenly distributed, but occasionally one came upon a six or ten-foot gar the sleepers lying lengthwise, and. therefore, not in position. The railthe laving of sleepers, etc. is still in progress. Surveyors are expected to make a final survey within the next and traffic will be made

WAR MENUS

How to Save Wheat, Beef and Bacon for the men at the front.
Issued from the Office of the Food Controller of Canada.

Menu for Wednesday

Breakfast. Oatmeal Porridge Milk Sugar Toasted Brown Bread. Marmalade Tea or Coffee. Luncheon.

Beet Salad Duchess Potatoes Bran Gems Pear Jam Tea.

Dinner Mutton Stew Mashed Potatoes
Sliced Tomatoes
Cottage Pudding with Caramel
Sauce

The recipes for Duchess Potatoes and Bran Gems, mentioned above are as follows:

Duchess Potatoes—
Mashed potatoes, with the addition of the yolk of an egg and seasonings.

Bran Gems—
1½ cups flour
¾ cup bran
1 cup sour milk
1-3 cup molasses.

teaspoon soda teaspoon salt tablespoons mel 1 teaspoon salt
2 tablespoons melted butter
Mix and sift dry ingredients;
add milk to molasses, and combine mixtures; then add butter. (Wheat and meat saving recipes by Domestic Science Experts of the Canadian Food Con-troller's Office.)

WOULD VENTILATE WAR AIMS OF U.S.

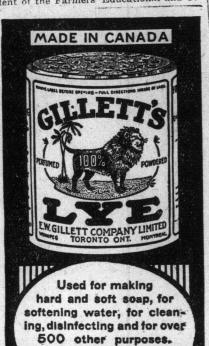
New Publicity Movement Inaugurated in the United States.

ENDORSED BY WILSON

Cardinal Gibbons is Honorary Chairman of the New League.

president said, in Order to evade boths misled into byways of thought and the resultant scattering of public opinion. Talk of early peace by Germany is one of the evidences of misdirected thought, and should not cloud the thought of those who understand that the United States is now fighting for the same ideals of democracy that have always actuated the nation.

The president gave warning that it should not be forgotten that German success would mean not only prevention of the spread of democracy, but possibly the suppression of that already existing. The league, which will have headquarters in New York, chose as honorary chairmen Cardinal Gibbons and Dr. Frank Mason North, president of the federal president of the American Telephone & Telegraph Co., is active chairman, with Samuel Gompers, Charles Barrett (president of the Farmers' Educational and Control of the Farmers' Educational and Control of the Samuel Gompers, Charles Barrett (president of the Farmers' Educational and Control of the Samuel Gompers, Charles Barrett (president of the Farmers' Educational and Control of the Samuel Gompers, Charles Barrett (president of the Farmers' Educational and Control of the Samuel Gompers, Charles Barrett (president of the Farmers' Educational and Control of the Samuel Gompers, Charles Barrett (president of the Farmers' Educational and Control of the Samuel Gompers, Charles Barrett (president of the Farmers' Educational and Control of the Samuel Gompers, Charles Barrett (president of the Farmers' Educational and Control of the Samuel Gompers, Charles Barrett (president of the Samuel Gompers).



REFUSE SUBSTITUTES!

E.W.GILLETT COMPANY LIMITED

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operative Union) and George Pope (president of the National Association of Manufacturers), as vice-chairmen. The object was stated as follows:

"To create a medium thru which the loyal Americans of all classes, Sections, creeds and parties can give expression to he fundamental purpose of the United States to carry on to a successful conclusion this new war for the independence of America, and the preservation of democratic institutions and the vindication of the basic principles of humanity."

DISABLED MAN OPENS MILL IN PEACE

Wounded at Festubert, Bu Starting Civil Life With a New Vim.

Edmonton,—A flour mould built in the Peace River dist

The Name

LEVER

on Soap is a guarantee

of Purity

Excellence.

HELP SECOURS NATIONAL. Generous Gifts of Money and Supplies Are Sent In.

The Secours National gratefully acknowledges the following donations: A. J. Calvert, \$50; Mrs. Lott, \$28.75; H. Winnett, \$5; Hon. F. H. Osler, \$10.20; D. J. Basset, \$20; H. E. Green, \$25; Madoc I.O.D.E., \$15; Thamesford War Relief, \$25; anonymous, \$5; Women's Patriotic League, Georgetown, \$100; St. Thomas' Church, 93 pairs of Church Guild, 32 pairs sox; Miss Lind-

Wounded at Festubert, But Now Starting Civil Life With

Edmonton,—A flour moll will be built in the Peace River district in the next few months thru the enterprise of a returned soldier, Sergt. Michael Slevin, whose test job before he enlisted was grubing a living single handed from a homestead.

Slevin is an Irishman, and while the Government has him tabulated on its pension books as reduced to on its pension books as reduced to three-fourths capacity, he has trim-

en's Patriotic League, Georgetown, \$100; St. Thomas' Church, 93 pairs of sox; Windsor Patriotic Society nature age from their faces. Such women (Church of the Immaculate Conception), 2 cases hospital supplies; Mrs.
Hayden, six dozen towels; St. Thomas'
Church Guild, 32 pairs sox; Miss Lindsay, 6 pairs sox; Mrs. E. Guerney, 12 in less than a minute. They have only

MILL IN PEACE RIVER

Simple Home Remedy For Wrinkled Faces

say, 6 pairs sox; Mrs. E. Guerney, 12 pairs sox; Mrs. E. Guerney, 12 pairs sox; Isabella Jamieson, Durham Red Cross Society, one case Red Cross supplies; Chalmers Pres. Church Red Cross Aid, seven quilts; Women's Patriotic League, Hespeler, two cases clothing.

med men who have the use of both arms in his work at the Calgary Institute of Technology and Art, where he has been enrolled in the vocational training class is of the Military Hosauring meter me

Lever Brothers, Limited

Toronto, Canada

GUARANTEE OF PURIT

pitals Commission learning motor mepitals Commission learning motor mechanics and gas engineering.

At Festubert a piece of shrapnel pierced his right arm severing the spiral nerve which controls all action of the arm and hand. Operations in the military hospitals restored some action but it will always be imperfect and a handicap. With this disa-

bility the young man determined to learn a new trade at which he would be able to earn his livelihood.

He has been so successful in the course which he understood that his instructors feel him perfectly capable of undertaking to run a business for

With a friend he will start the mill.

Sergt. Slevin running the power plant and a woodcutting machine in conand a woodcutting machine in connection, and the friend, who is an experienced miller, the milling end of the plant.

and the best medical served and roundings built the men up and the plant in the various hospitals the treatment of tuberculosis can the various they are dismissed.

KEPT ON T. B. PATIENTS en Discharged From Military supervision regulates their for and living conditions they are apt fall back unless some takes an interest in them. Stans are bell WATCHFUL EYE TO BE

All Men Discharged From Military Sanitoria Are to be Watched for Six Months.

he kept over tuberculosis patients dismissed from the Military Hospital's some Commission's sanatoria are being laid civil life under unsanitary c

Announcements

Notices of any character relating future events, the purpose of which the raising of money, are inserted in ta advertising columns at 25 cents an age

by Col. Alfred Thompson, M. P., the medical superintendent, with the intention of safeguarding all men wittendencies toward the disease from t

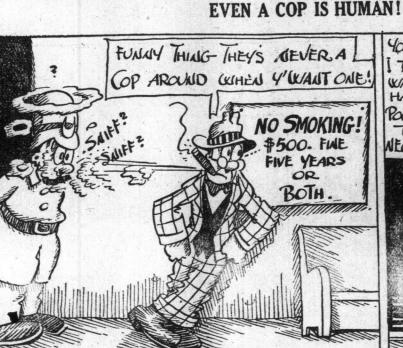
over exertion, and the detrime fects of unsuitable surro Carefully supervised living and dia and the best medical care and su but when they are dismissed a Steps are being taken to enlist the interest and necessary services of a social service order in this projected

Carelessness in the first six Plans whereby a watchful eye will bed the sanatorium of its trium when a man, who had been sl out of doors and eating plat

By Sterrett

Polly and Her Pals

CAN'T BE HELPED. IT SEEMS A SHAME FER ASHUR TO GIT Y HOW'S SHE TO BECOME HIMSELF ARRESTED \ A FAMOUS CRIMINAL JESS SO POLLY KW LAWYER IF SHE GIT SOME LAW P PRACTICE! DON'T GIT SOMEBUDY OUTTA JAIL FOR A STARTER







monthly med & Sons gre

YORK C AND

TUESDAY

A GRE

st Crow

GOOD TRO

Track Was in There

edit for havin

Opera Princess Marion Patch Dr. Hal Geo. Laconda

Little Wana . Walter Hal .. Brown Freda. Judges: W. Cattle A. J. Withe

cars arrived nd the C. P odbridge fa

ent, J. T. der's Mills; oodbridge; EARLSCOUR

DIFFIC

The school vestigated by come for the Cowley's spec mittee of 'ma of education temporary a pided imme School site, b able building will not be Glenholme sevenths of School and pupils five n would have

quarter to R Many, par latter could great for y

EARLSCOU Adding Daily Larges

The Earlso is daily addi ship, and is largest branc having the for social an city. The at the prese and appoint

VEGETABLE Saturday aft

nue. The view of their fan visit to the rivill render one. The wd bers are invitally afternoo