

# NEWS OF SPECIAL INTEREST TO WOMEN

## SMART TAILLEUR IS "SOLDAT" BLUE

New Shade of Broadcloth is Popular for Modish Walking Costumes.

## TRIMMED WITH BRAID

Winsome Suit is Further Embellished With Fox Fur Bands.

Among the prettiest and most winsome of the afternoon walking costumes are those developed on loose, swagging lines, and fashioned from broadcloth, in the blue known as "soldat"—braid trimmed and further enhanced with a collar of fur. This type of suit has been unconditionally accepted by the most discriminating dressers, for it is at once chic, tailored, and yet sufficiently "dressy" for all afternoon occasions. The rows and rows of handsome silk braid are extremely effective and the shade of "soldat" blue generally becoming. An unusually smart little tailor of this description was recently shown by a well-known costume designer, the newest approved designs for late fall wear. The treatment of the skirt was decidedly novel—the side sections introducing the width, and the front edge, the panne trimmed at the lower edge with seven rows of inch-wide black silk braid. The coat emphasized a number of the most attractive new features in collar, sleeve and trimming. This model effected the set in sleeve, strictly tailored at the shoulder line, and flaring towards the wrist into the popular "bell," finished with a trim little cuff bound with fox. The collar was of the stand-up turn-down variety. The coat fastened single-breasted from the neck down, and was ornamented with braid in the same manner as applied on the skirt, and finished with a huge cord tassel on one side. The effect of the narrow shoulder and the gradually increasing flare towards the hem, was excellent, and gave splendid swing to the costume. Pockets appeared in the skirt instead of the coat in this model, and a round little muff of the fox was carried. The high dull black kid boots, with white stitching, were bound about the tops with the fur and the tiny close-fitting toque of velvet exploited fox for the only trimming.

## GIFT TO RED CROSS.

Another McLaughlin Motor Ambulance Donated.

The Sunshine Circle of Toronto have raised sufficient funds to donate a motor ambulance to the Canadian Red Cross Society.

After thorough investigation they decided on a McLaughlin motor ambulance, which was ordered. The executive of the Sunshine Circle yesterday went down to the McLaughlin factory at Oshawa and inspected the ambulance, expressing great appreciation of its many conveniences.

After inspection they presented it to the Red Cross Society.

## PATRIOTIC BAG SALE.

As a result of the patriotic bag sale, held at the residence of Mrs. Reginald Northcote, in the afternoon, the sum of \$100 was raised for the Queen's Canadian Hospital.

### TRED NERVES

Headaches, sleeplessness and tired, draggy feelings soon disappear when you restore vigor to the exhausted nerves by using Dr. Chase's Nerve Food.

50 cents a box, all dealers or Edman, Bates & Co. Limited, Toronto.



Dr. Chase's Nerve Food

## METHODIST MISSIONS DISCUSSED AT LENGTH

Rev. Dr. Chown Gave Inspiring Address at Opening of Annual Meeting.

## CONTRIBUTIONS INCREASED

Despite War, Amount of Money Received Was Higher Than Year Ago.

Rev. Dr. Chown gave an inspiring address at the opening of the ninety-first annual meeting of the Methodist General Board of Missions yesterday. He pointed out that, despite the war, the contributions showed an increase of \$7000, with a total of \$767,000. The young people's societies and Sunday schools had increased their contributions by \$2500.

The secretary's report showed 613 home missions in Canada with 471 missionaries. They included work among Indians, foreigners settled in the west, and work among Chinese and Japanese.

The foreign mission report by Rev. Dr. J. Endicott gave an encouraging account of the progress of the work in ten central missions in China, and 21 central and local missions in Japan. In China federation almost amounting to church union has been reached by the various missions to prevent overlapping.

**Scope of Schools.**

The scope of the schools for missionaries' children in Japan was discussed. The children have now to come overseas to America for high school and university training. It is being suggested that facilities be provided in Japan, and possibly in China, for missionaries' children to receive high school education, up to matriculation.

## TEN THOUSAND MEN UNDER GEN. MERCER

Composition of Canadian Corps Troops Announced at Ottawa.

OTTAWA, Oct. 13.—The composition of the Canadian Corps Troops, which have gone to France under General Mercer, is announced by the militia department. The units are: First Canadian Cavalry Brigade, Second Canadian Cavalry Brigade, 1st Brigade Royal Horse Artillery, 1st Brigade Mounted Rifles, 2nd Brigade Mounted Rifles, Royal Canadian Regiment, 2nd Montreal Highlanders, 4th Edmonton Regiment and the Princess Pats.

These troops comprise over 10,000 men, which makes considerably over 60,000 Canadians now in the fighting line. There are still between 20,000 and 35,000 Canadian troops in England undergoing training. There are 10,000 doing guard duty in Canada, 1000 in Bermuda and 500 in St. Lucia. The balance of the 150,000 Canadians recruited are still in Canada.

## TORONTO MAN NAMED TO SUPREME COURT BENCH

C. A. Masten, K.C., Formerly Appointed Successor to Mr. Justice Teetzel.

By a Staff Reporter.

OTTAWA, Oct. 13.—C. A. Masten, K.C., of Toronto, was formally appointed today a judge of the supreme court of Ontario, to succeed Mr. Justice Teetzel.

## Individuality in Men's Clothes Counts For a Great Deal

It is quite an easy matter to detect the difference between one who has his clothes made to measure or otherwise, for in having your garments made by a good tailor, they are made exactly to your own personal individuality and liking—furthermore, the lines of the garments are all fashioned accordingly.

R. Stone & Son, Limited, Tailors, 77 West King street, have their cutting department under the management of skilled and painstaking cutters, who care for and pay every attention to details—and it is the details in a garment that give it that "personal" for otherwise you may as well have your clothes made at home.

## GOLF CLUB PRIZE DAY.

Mrs. Parkyn Murray gave the prizes at the ladies' golf day of the Rosedale Golf Club, held yesterday afternoon.

## FRUIT SHIPMENTS VASTLY INCREASED

California Raised Exports From Two Thousand to Fifty Thousand Carloads.

## GAIN IN THIRTY YEARS

Value of Crop Now Exceeds Mineral Production by Million Dollars.

NEW YORK, Oct. 13.—How California had increased its fruit shipments from 2000 carloads in 1885 to 50,000 carloads now is described by G. Harold Powell, general manager of the California Fruit Growers' Exchange, in an address before the Quoin Club at Delmonico's, a few days ago.

"The value of the fruit crop in California exceeds that of all the mineral products of the state by more than a million dollars," declared Mr. Powell. "In fact, in figures, the total value of the fruit is \$27,000,000."

"There is \$200,000,000 invested in California's citrus industry. Thirteen to fifteen thousand families are living on land worth \$1000 an acre, and 150,000 persons are directly and indirectly supported by the industry."

"The problem of the California fruit grower was one of distribution," he continued. "With our big market, New York, 2500 miles away, we had to do some very careful planning to get our oranges into the far away markets quickly and in good condition. The individual grower found that he could not meet the situation effectively, and the California Fruit Growers' Exchange finally was formed for the purpose of economical handling. The exchange is entirely a non-profit organization, performing its work of marketing California oranges and lemons at cost, so that all money received in excess of this cost goes back to the grower himself."

According to the speaker, 65 per cent of the growers of oranges, lemons and grapefruit in California are members of the exchange. About 30 per cent of the product is sold at auction in the big markets of the east.

"Where does your money go when you buy \$1 worth of oranges?" Mr. Powell asked his hearers. Answering the question himself, he said, "about one-third of the dollar goes to cover the cost of getting the fruit to the consumer. The wholesalers' cost is 8.2 per cent, the exchange cost 1.5 per cent, and 20 per cent goes for transportation charges."

National advertising in newspapers and magazines has kept consumer demand in step with the great increase in the fruit crop, the speaker asserted.

## BRITISH MAIL TODAY.

A British and foreign mail (via England) will be closed at the general post office at 9 p.m., Thursday, the 14th inst., with a supplementary mail at 6 a.m., Friday, the 15th inst.

## \$1.00 PER WEEK Buys a Fall Suit or Overcoat for any Member of the Family at WHITE BROS

### LADIES' and MISSES' SUITS

We have never shown so tempting an array of Ladies' and Misses' suits, etc. They come in all the newest styles, and fabrics and represent the height of fashion for 1915. Values are unparalleled and our credit plan enables you to PURCHASE NOW AND PAY LATER.

#### Ladies' and Misses' Suits

In Cheviots, Worstedes and Serges, all shades, silk lined, and made in the military and Norfolk styles. This is an exceptional bargain **\$15 to \$25**

#### Ladies' and Misses' Dresses

Assortment of different styles and cloths, in browns, greys, and blues, all to be cleared at half-price.

#### Ladies' Coats, Raincoats, Blouses, Skirts, Girls' Clothing, Boots and Shoes, etc.

### ON EASY TERMS

We have many wonderful sets to which illustrations can never do full justice, and a visit from you will be appreciated; prices ranging from \$12.00 to \$30.00, all to be paid on Credit Terms if desired.

### MEN'S SUITS and COATS

Men's suits and coats are in many new fabrics, patterns and designs. We have hundreds of men's and boys' suits and overcoats for you to choose from, and our prices are reasonable, our Credit Terms easy.

Men's Fancy Tweed Suits, Men's Blue and Black Suits, Men's Overcoats, Men's Raincoats, Boys' Tweed Suits, Boys' Blue Suits, Boys' Black Suits, Boots and Shoes, etc.

**10% Off Bills Paid in 30 Days**

**280 QUEEN WEST**

Open Evenings

## THEATRES

### "PEG O' MY HEART."

J. Hartley Manners' comedy, "Peg o' My Heart," will be offered by Oliver Moroco for a week's visit at the Alexandra, with Miss Florence Martin as Peg, and an excellent company of players who have been giving the piece for three seasons. Miss Martin is one of the most popular of the Pega, having played the part for nearly thirty weeks in Boston last year.

### "IT PAYS TO ADVERTISE."

"It Pays to Advertise," another great Cohan and Harris success, comes to the Grand next week. This capital farce is in fact the very essence of American spirit, produced and presented in an absolutely novel and original manner. The piece is by Roi Cooper Megrue and Walter Hackett, who have concocted a play that for real mirth has not been equaled by builders of laugh-provoking comedies in 10 to 15 years.

### COMEDY AT LOEW'S THEATRE.

Miss Gertrude Barnes, the beautiful former star of musical comedy, will be the headline act in Loew's in an all-star bill next week. Charles T. De Vecchio, in a clever comedy playlet, written by himself; Zelaya, at the piano; Hal Stephens & Co., Marshall and Tribble, Arthur and Grace Terry and other acts, together with the latest photo-plays, will complete an interesting performance.

### "STAR AND GARTER SHOW."

Next week at the Gayety Theatre the attraction will be one of the season's new events, when Izzy Weingarten will present his all new fashion-plate organization, "The Star and Garter Show," in a farcical mixture of melody, mirth and movement, entitled, "At Saratoga Springs," which is divided into two parts, the action of which occurs at Saratoga, a summer resort, adjacent to New York, and on the boulevard of that "Gay Paree."

### "THE MILITARY MAIDS."

The latest musical comedy organization make a bid for popular success with "The Military Maids," which will be the attraction at the Star Theatre next week. The new mirth provoker will be presented by Morris Wainstock's big company, headed by the Misses Lydia Jospy, Blanche Baird and Gladys, assisted by an exceptionally strong cast.

### CHANGE IN ORDER OF OPERAS.

The management of the Boston Grand Opera and the Pavlova Ballet Russe, which appears at the Arena the last half of next week, last night announced a change in the order of productions. Owing to the massive scenic effects prepared by Mr. Joseph Urban it has been found impossible to give Aubert's "Dumb Girl of Portici" its first presentation in Toronto on Saturday night (Oct. 23), and "Carmen" will be the bill on Friday night. This was the original arrangement when the series was first announced. The revision to this plan is in the interest of artistic productions, and all tickets will be cheerfully exchanged.

### STRONG BILL AT STRAND.

As usual there will be a complete change of program at the Strand Theatre for today and for the balance of this week. The headline will be the photo-play version of Owen Davis, famous play of the same name. It is a fine production with Irene Fenwick in the title role, and it gives that actress a unique opportunity for the display of her emotional powers. It throws an interesting sidelight on the trials and temptations "behind the scenes" of the life of an actress. The bill will also include a capital comedy, and an interesting instalment of the Pathe news.

### GENE HODGINS AT SHEA'S.

The patrons of Shea's will be afforded a treat next week when that versatile actor, Gene Hodgins, assisted by his clever company, will offer his latest serio-comic playlet, Ned Monroe and Keller Mack, separated many years, have reunited and will offer a clever singing and dancing offering. The many ladies and children who patronize the matinee will appreciate the diminutive comedian, Lord Robert. The headline will be a man cut some amusing capers in his planology sketch, Agnes Scott and Henry Keene, Olivia Driscoll, Lehone and Dupreese, the Toyo Troupe, the kinetograph with new pictures complete a pleasing bill.

RAY AND HILLIARD AT HIPPO.

Next week's headline attraction at

## MADE IN CANADA

Woman's work is never done, but the woman who knows the nutritive value and culinary uses of **SHREDDED WHEAT** can find time for other duties, pleasures and obligations outside of the kitchen. The servant problem does not disturb her—nor does the unexpected guest. **SHREDDED WHEAT** is ready-cooked and ready-to-serve—so easy to prepare a delicious, nourishing meal with it in a few moments.

Shredded Wheat is made in two forms, BISCUIT and TRISCUIT—the Biscuit for breakfast with milk or cream, or with fruit; Triscuit, the wafer-toast, delicious for luncheon with butter or soft cheese, or for any meal as a substitute for white flour bread.

MADE AT  
**NIAGARA FALLS, ONTARIO**

Toronto Office:  
49 Wellington  
St. East



## SON OF M.P. KILLED BY A LIVE WIRE

OTTAWA, Oct. 13. — Norman, the 11-year-old and only son of Dr. Alfred Thompson, member of parliament for the Yukon, was electrocuted near his home at Rackcliffe this afternoon. A gang of men were engaged in cutting away a tree recently blown down. It had broken a live wire, which was hanging near the sidewalk, and the boy, who was passing with his mother, grasped the wire before Mrs. Thompson could prevent him.

## MUSICAL FESTIVAL.

The following musical event, the Canadian Musical Festival, to be held at Massey Hall, Oct. 22 and 23, will be a great Canadian demonstration of Canadian art, as, indeed, all the artists who will take part in the festival are Canadians of world-wide reputation. They will all be assembled on one platform, united for one cause, to raise a substantial fund for our patriotic boys, the Canadian aviation students. All loyal Canadians are anxiously awaiting the dates when, for the first time in history, Canadian art, representing all the provinces, will give their artistic services to a great Canadian audience, for a noble Canadian cause.

## RED CROSS COLLECTION WILL BE ON NEXT WEEK.

In three days, Oct. 19, 20 and 21, Toronto will endeavor to raise \$250,000 for the British Red Cross, according to A. H. Abbott of the central committee yesterday. Contributions have already commenced to come in from outlying districts, and the committee reports the receipt of a total of \$860 from the Townships of Medora and Wood, Tilbury, Lobo, Thessalon and Tilbury.

## THEATRES

### "PEG O' MY HEART."

J. Hartley Manners' comedy, "Peg o' My Heart," will be offered by Oliver Moroco for a week's visit at the Alexandra, with Miss Florence Martin as Peg, and an excellent company of players who have been giving the piece for three seasons. Miss Martin is one of the most popular of the Pega, having played the part for nearly thirty weeks in Boston last year.

### "IT PAYS TO ADVERTISE."

"It Pays to Advertise," another great Cohan and Harris success, comes to the Grand next week. This capital farce is in fact the very essence of American spirit, produced and presented in an absolutely novel and original manner. The piece is by Roi Cooper Megrue and Walter Hackett, who have concocted a play that for real mirth has not been equaled by builders of laugh-provoking comedies in 10 to 15 years.

### COMEDY AT LOEW'S THEATRE.

Miss Gertrude Barnes, the beautiful former star of musical comedy, will be the headline act in Loew's in an all-star bill next week. Charles T. De Vecchio, in a clever comedy playlet, written by himself; Zelaya, at the piano; Hal Stephens & Co., Marshall and Tribble, Arthur and Grace Terry and other acts, together with the latest photo-plays, will complete an interesting performance.

### "STAR AND GARTER SHOW."

Next week at the Gayety Theatre the attraction will be one of the season's new events, when Izzy Weingarten will present his all new fashion-plate organization, "The Star and Garter Show," in a farcical mixture of melody, mirth and movement, entitled, "At Saratoga Springs," which is divided into two parts, the action of which occurs at Saratoga, a summer resort, adjacent to New York, and on the boulevard of that "Gay Paree."

### "THE MILITARY MAIDS."

The latest musical comedy organization make a bid for popular success with "The Military Maids," which will be the attraction at the Star Theatre next week. The new mirth provoker will be presented by Morris Wainstock's big company, headed by the Misses Lydia Jospy, Blanche Baird and Gladys, assisted by an exceptionally strong cast.

### CHANGE IN ORDER OF OPERAS.

The management of the Boston Grand Opera and the Pavlova Ballet Russe, which appears at the Arena the last half of next week, last night announced a change in the order of productions. Owing to the massive scenic effects prepared by Mr. Joseph Urban it has been found impossible to give Aubert's "Dumb Girl of Portici" its first presentation in Toronto on Saturday night (Oct. 23), and "Carmen" will be the bill on Friday night. This was the original arrangement when the series was first announced. The revision to this plan is in the interest of artistic productions, and all tickets will be cheerfully exchanged.

### STRONG BILL AT STRAND.

As usual there will be a complete change of program at the Strand Theatre for today and for the balance of this week. The headline will be the photo-play version of Owen Davis, famous play of the same name. It is a fine production with Irene Fenwick in the title role, and it gives that actress a unique opportunity for the display of her emotional powers. It throws an interesting sidelight on the trials and temptations "behind the scenes" of the life of an actress. The bill will also include a capital comedy, and an interesting instalment of the Pathe news.

### GENE HODGINS AT SHEA'S.

The patrons of Shea's will be afforded a treat next week when that versatile actor, Gene Hodgins, assisted by his clever company, will offer his latest serio-comic playlet, Ned Monroe and Keller Mack, separated many years, have reunited and will offer a clever singing and dancing offering. The many ladies and children who patronize the matinee will appreciate the diminutive comedian, Lord Robert. The headline will be a man cut some amusing capers in his planology sketch, Agnes Scott and Henry Keene, Olivia Driscoll, Lehone and Dupreese, the Toyo Troupe, the kinetograph with new pictures complete a pleasing bill.

RAY AND HILLIARD AT HIPPO.

Next week's headline attraction at

## This Certificate

For Making Money

IF YOU CAN'T FIGHT HELP TO FEED

From the Soil

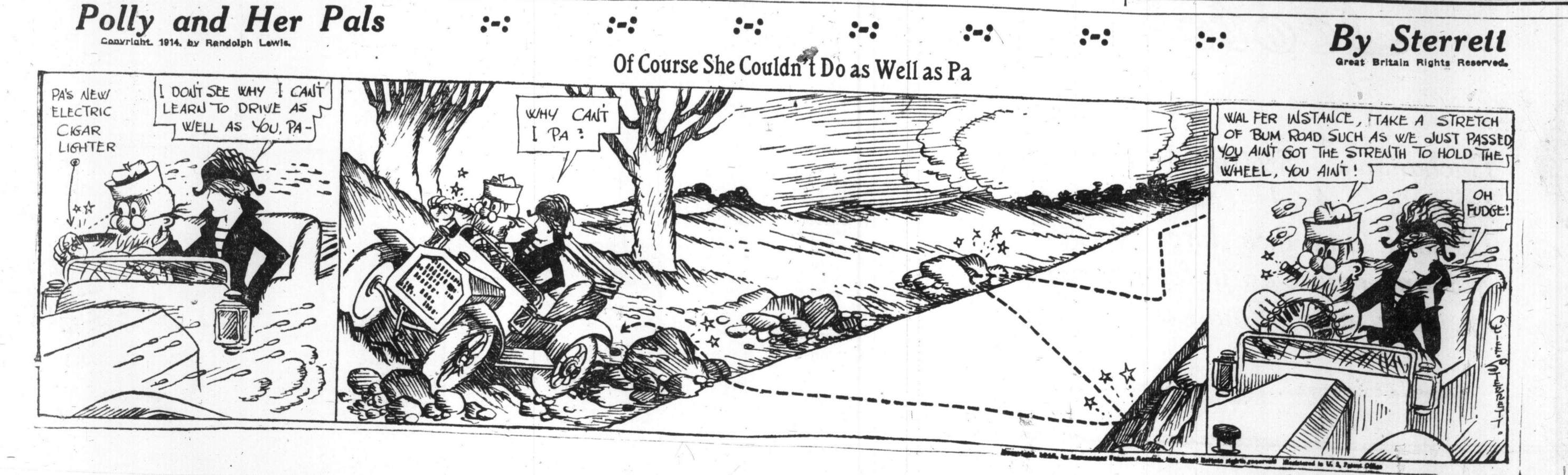
together with \$1.50, presented at The World, 40 West Richmond street, Toronto, or 15 East Main street, Hamilton, entitles bearer to a copy of the new book, "MAKING MONEY FROM THE SOIL." By mail add parcel postage—7 cents first zone, 18 cents Ontario, 20 cents in Canada.

## By Sterrett

Great Britain Rights Reserved.

## Polly and Her Pals

Copyright, 1914, by Randolph Lewis.



PA'S NEW ELECTRIC CIGAR LIGHTER

I DON'T SEE WHY I CAN'T LEARN TO DRIVE AS WELL AS YOU, PA—

WHY CAN'T I PA?

WAL FER INSTANCE, TAKE A STRETCH OF BUM ROAD SUCH AS WE JUST PASSED YOU AINT GOT THE STRENGTH TO HOLD THE WHEEL, YOU AINT!

OH FUDGE!