

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, swaying 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 effect of the narrow shoulder and the gradually increasing flare towards the hem, was excellent, and gave splendid swing to the costume. Pockets appeared on 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.

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

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

Dr. Chase's Nerve Food. 50 cents a box, all dealers or Edman, Bates & Co., Limited, Toronto.

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.

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, Brigade Royal Horse Artillery, 1st Brigade Mounted Rifles, 2nd Brigade Mounted Rifles, 2nd Canadian Regiment, 2nd Montreal Highlanders, 49th Edmonton Regiment and the Princess Pats.

TORONTO MAN NAMED TO SUPREME COURT BENCH

C. A. Masteh, K.C., Formerly Appointed Successor to Mr. Justice Teetzel. By a Staff Reporter. OTTAWA, Oct. 12.—C. A. Masteh, 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 most 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' field 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 Delmonte, 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 valuation 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.

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 Pegs, having played the part for nearly thirty weeks in Boston last year.

"IT PAYS TO ADVERTISE." "It Pays to Advertise," another great Ohan and Harris success, comes to the Grand next week. This capital farce is in fact the very essence of America's real 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 these many long years.

COMEDY AT LOEW'S THEATRE. Miss Gertrude Barnes, the beautiful former star of musical comedy, will be the headline act at Loew's in an all-star bill next week. Charles T. Dol Vecchio, in a clever comedy playlet, written by himself; Zelma, 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 Gaiety Theatre the attraction will be one of the season's real events, when Izzy Weingar will present his all new fashion plate organization, "The Star and Garter Show," in a Marchon mixture of music, 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 to make bid for popular favor is "The Military Maids," which will be the attraction at the Star Theatre next week. The new mirth provoker will be presented by Morris Weinstein's big company, headed by the Misses Lydia Jospy, Blanche Baird and other acts, 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 production. Owing to the massive scenic effects prepared by the artist, Urban it has been found impossible to give Auber's "Dumb Girl of Portici" and Verdi's "Aida" in the same week. The latter opera will therefore receive its first presentation in Toronto on Saturday night (Oct. 23), and "Carmen" will be the bill on Friday night. This 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 for many years, have reunited and will offer clever singing and dancing. The many ladies and children who patronize the matinee will appreciate the diminutive comedian, Lord Robert, Al and Fannie Steadman cut some amusing capers in their pianolo sketch, Agnes Scott and Henry Keene, Olivia Driscoll, Lehone and Dupreec, the Toyo Troupe, the kinetograph with new pictures complete a pleasing bill.

RAY AND HILLIARD AT HIPPO. Next week's headline attraction at the Hippodrome will be Ray and Hilliard, presenting their clever comedy sketch, "The Grocery Man." The vehicle gives the twin plenty of opportunity for the interchange of much amusing comedy. John Clark has a fund of amusing stories, Sherman and Johnston, clever singers and dancers, use a piano to good effect. The Bennington Sisters are refined musicians. Valentine and Bell, Berry and Boyd, Ben Morgan, "Neal of the Navy" and feature film comedies complete a good variety bill.

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 artists, representing all the provinces, will give their artistic services to a great Canadian audience, for a noble Canadian cause.

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MADE IN CANADA

Woman's work is never done, but the woman who knows the nutritive value and culinary uses of SHREDED 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. SHREDED 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-thin, 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 Rockcliffe 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.

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 \$460 from the Townships of Medora and Wood, Tilbury, Lobo, Thessalon and Tilbury.

This Certificate For Making Money From the Soil. SHOW YOUR PATRIOTISM IF YOU CAN'T FIGHT HELP TO FEED GROW SOMETHING. together with \$150, 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, 15 cents Ontario, 20 cents in Canada.

\$1.00 PER WEEK

Buy 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, Hats, Clothing, Boots and Shoes, etc.

Ladies' and Misses' Coats. On Easy Terms. We have many wonderful sets to which illustrations can never do full justice, and a value from you will be appreciated; prices ranging from \$12.00 to \$30.00. All to be sold on Credit Terms if desired.

MEN'S SUITS and COATS. Our fall 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. 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, Blue Suits, Boys' Black Suits, Boots and Shoes, etc.

10% Off Bills Paid in 30 Days. Open Evenings. 280 QUEEN WEST

Polly and Her Pals

Of Course She Couldn't Do as Well as Pa. 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? OH FUDGE! WAL FER INSTANCE, I TAKE A STRETCH OF BUM ROAD SUCH AS WE JUST PASSED YOU AINT GOT THE STRENGTH TO HOLD THE WHEEL, YOU AINT!

Chance Evolve THIRIF Half of Sh LONDON was not his it Samuel M of the tr house of c of the new of Regina the exchee speech dw the burden the war has to keep? propable continued has increas tons to an tons. We our great products are helping re regards indian com mal peace "We have had sum equip and \$40 of their to be proud to be proud proposals for sure have b Mr. Mont had not yet meeting the burdens who amount of the entire income. T that every c to put no income at either by to do the civil po and rearran guard the and foreign would, how left in the world his eation, and of relief an the country's the war. Opp Mr. Mont that the intended to rapidly a -ten of the itself would ease, and vo and to see their atred are protestie imposed Laborie op on tea and s they would . Other men pressed the while preach practicing it mousus was wumps of the John Ann world's Br war there bance and CIVIL WA DIE Herman Ste on Carlb Herman S sine died at ing. Tuesda paralytic atness almost Mr. Stepho Cation strea died-and had How as a suriv daughters an Clarke, Van Watson and the both of Detr man and W ronto. CASE WAS TO C Action Invo A. G. Gor Hor The action f Scarborough laley of Marking with taking a fifty out of the for Tuesday, o for each of o further adjuo other week. boras, was d of the local st ment was acc EVERY MU BEC Greater Res falgar D Practically e unity is e work of t party of case are e are e Marko and Bill and every in the b has been ever famous than v