

Forty Per Cent. Are Paupers

Amongst every 1000 men who reach the age of 65, there are 400 who depend on public or private charity—of the remaining 600, the great majority live on the border between poverty and decent comfort. Think what a blessing to every one of these a regular monthly income would be.

From this working of the law of averages you have no escape unless it be by early death or by providing yourself with some unfailing source of regular, periodical income for your latter days.

You can do that to-day by means of a Canada Life Monthly Pension policy. It will guarantee you a monthly income for life, beginning at age 65, and from the day your first premium is paid it will, as straight insurance, protect your life in favor of your dependents.

CANADA LIFE ASSURANCE COMPANY
C. A. C. FRU E Manager, ESTABLISHED 1847
St. John's, Nfld.
An attractive booklet fully outlining this most desirable policy will gladly be sent you.

LONDON GOSSIP.

LONDON, Sept. 21st, 1915.
SEEING ZEPPELINS.

It is one thing to talk and read about Zeppelins, it is another unforgettable thing to see one over your neighbors' roofs. The papers say the Zeppelins are coming, there is deeper darkness than usual, people are watching out or forming Zeppelin parties and climbing the nearest hill—as for you, you go to bed. What happens is this. A huge rumbling and crackling noise comes from beyond the ridge that divides you from the Germans' objective. You jump out of bed, and looking out of the window at first sees nothing but stately trees against the starry sky. Then a broad, bright searchlight swings across the sky and fixes itself on a little cloud. Against this cloud, comparatively low in the sky, is a small yellow object. It begins to move across to the left, pointing slightly upwards as if making for another higher cloud. All this time a series of sharp explosions is going on, and you see little spurts of red flame, sparkling like Guy Fawkes-day rockets, in the neighborhood of the Zeppelin. Reaching the cloud, the Zeppelin is for a moment caught in the brilliant glare of the searchlight, so that you can see the ribs of its anatomy. It hovers for a minute, and then as you watch the nose tilts upwards until the thing seems nearly upright, and then—this is the great moment—it is so plain that you can make out little stains upon its golden body, the two black cages, and it comes home to you with an extraordinary thrill that they are full of Germans. The Zeppelin moves slowly upwards, the guns growling at it all the time, and the firework display becomes more lively, and then it slides out of sight. The cloud closes over it, the searchlight dies out, and you go back to sleep. You hear next morning that a bomb wrecked an empty villa half a mile from your bed. It has all been a sort of incredible peepshow in which there was one stabbing moment of reality—the moment when you saw the black cages full of Germans sinking up into the sky after their murderous work.

QUOTA SYSTEM OF NATIONAL SERVICE.

Advocates of the quota system of National Service, the most powerful of whom is freely alleged in political circles to be in the Cabinet, in the

person of Lloyd George, have been rejoiced to find their essential idea anticipated by General Picton, always memorable because of his share in the Waterloo campaign, and a close friend of the Duke of Wellington. Picton, when this country was seriously threatened with invasion by Napoleon Buonaparte in 1803, suggested to the then Prime Minister that "every man from fifteen to fifty should be made sufficiently acquainted with arms to be useful on an emergency." His plan was that "leaving the Regular Army and Militia untouched, the rest of the country should be divided into five or more classes, the young unmarried in the first class, and those who are more advanced in life and have families in the more remote classes. The means of instruction should be placed within their reach, and every man should be compelled by law to conform." It was claimed for this proposal that, the system once made the law of the land, the proportion of the population the public safety and the circumstances of the times required could be called out without any alarming exertion. Except for the fact that the South African plan, adopted by General Botha and, it is said, approved by Lloyd George, has three classes instead of five, the two schemes are singularly alike in idea, and though Picton's was "turned down" in 1803 without discussion, it may furnish material for serious consideration in 1915.

RECRUITING SHOP.

There is a slightly rakish humour, characteristic of sailors, about the window-dressing in the recruiting shop kept by the Royal Naval Division in the Strand. "If you don't see what you want in the window come inside," says one of the notices. If you do you fall into the hands of a highly efficient company of sailors, who will have you away to the Crystal Palace—"First stop for the Dardanelles"—before you know where you are. The shop has been doing good business for nearly a year. It was a tailor's shop in the happy days before the war and it keeps up the tradition by exhibiting a sailor's uniform—"Men 5ft. 3in. or over and between 18 and 38 measured without charge." The window-dressers are experts at the topical touch. Christmas is in sight, and the latest appeal is a starting cartoon urging us to "Join our turkey club"—a poster with a very dismal turkey brooding on a

bough. The windows are crammed with battle relics, a collection constantly brought up to date. Bombs are delivered fresh the morning after a raid, and there are enough odds and ends in the way of German belongings to fit out a company of "Huns." A prisoner at Dohertiz has just sent over a comic coat-of-arms for the division with the motto "Always merry and bright."

WOMEN'S CAMPAIGN FOR THRIFT.

The suffragists are taking up the question of thrift, and a special campaign throughout its many hundreds of branches is to be one of the most important features of the autumn session of the National Union of Women's Suffrage Societies. Almost every afternoon groups of organizers, whose business it will be to preach thrift on scientific lines to the 50,000 women of the Union, to say nothing of others who will attend the lectures, gather together in Parliament Street, where they are being drilled by the well-known authority on household economies, Mrs. McKillop, M.A. The students, who will in turn become the teachers, are going into many unfamiliar phases of the economy problem. Attention is being directed, for instance, on the changes in the national supply of food since the war began and to methods of large scale cooking and co-operation generally. There were also lectures on the War Loan and taxation by the same authority, while Dr. May Thorne will deal with civic health, Mrs. Chamberlain with the productive planting of small gardens, and Mrs. Bertrand Russell on how to start a school for mothers, subjects which may appear to be far removed from one another, but are all part of the domestic and national economy scheme.

WAR ECONOMY AT THE LIBRARIES.

It is expected that the war economy of the local authorities will take the form, among other things, of a cutting down of expenditure on public libraries. The recent Local Government Board circular suggested the libraries as one of the departments on which there might be a saving. The Library Association at its recent meeting here had a discussion which showed that many people are afraid that economy will have the effect of seriously injuring the educational value of the libraries, and this at a time when the importance of literature, both as an escape from an overmastering obsession and as helping people to take wider and sounder views on the problem of the war, is greater than ever. The Lambeth Libraries Committee has just decided not to buy any novels during the war, and it is probable that this example will be widely followed. The argument is, of course, that fiction in war-time is a luxury. What are called "useful books" will continue to be bought at Lambeth. It is notorious that the public libraries are still far too much used as disseminators of novels, although this is much less the case than is supposed, especially since the libraries have been brought into closer co-ordination with the work of schools. It is likely that many library committees will adopt the sensible course of cutting down expenditure on ephemeral fiction while still buying the works of the first-rate novelist. It is improbable that there will be any retrenchment on books on the war, which are being eagerly read at the moment. Many committees may think it advisable to cease buying the more expensive books of general literature.

HISTORY IN POSTAGE STAMPS.

Even in postage stamps is the history of the war being written. Every keen collector will wish to have in his album specimens of those which have been specially marked as having been adapted for service in war areas. Issues of German colonies which have passed into Allied hands are as interesting as any I have seen. The Cameroons German stamps, for instance, have been utilized by the Cameroons Expeditionary Force, and boldly marked with its initials, C.E.F., in black prominent letters. A 3-pennig stamp has been converted into one of the value of a halfpenny, while a penny is the sum attributed to one of 5 pennings. Some of the stamps which are now being used in Togoland are British Gold Coast issues, with the words "Togo-Anglo-French Occupation" superimposed in big black type. New Zealand has supplied Samoa with its issues, and here again the added inscription in black identifies the temporary war use of the stamp. Of course Germany also is extending her postal issues over the territories occupied by her armies. The stamps of the "Deutsch Reich," familiar to all collectors, made their appearance in Belgium with the word "Belgien" marked upon them simultaneously with the incursion of the Huns last year.

THE MAIL LADY.

Hundreds of London women are applying for situations in the Post Office since women "postmen" have been introduced. So far the ladies are only being employed in the sub-

ALLEN'S COUGH BALSAM

For Coughs, Bronchitis, Croup, Childrens Bronchial Colds. The Standard Canadian Remedy for 50 years. Contains no Opium or other harmful drugs. Is palatable—doesn't nauseate. Especially recommended for hard Bronchial Colds in Children. 25c, 50c, and \$1.00 Bottles. DAVIS & LAWRENCE CO., Props., MONTREAL.

urbs, but the delivery of letters is essentially work which women can do as well as men. Women are now being employed as sorters, which again is a duty they can do equally well. There is not much skill required for sorting letters, and a few days' instruction is usually sufficient to enable the women to be "passed" for employment. Since war the deliveries in London suburbs have been reduced as a rule from eight to four per day.

THE FRENCH COLONIAL ARMY.

The news that the French Government is taking steps to enlarge its colonial army draws attention to the enormous latent potentialities of the French territories in Africa. These possessions cover four million square miles—about four times as large as Europe, excluding Russia—with a population of twenty-five million natives and a potential man-power which may be put at about five millions. In recent years the French have made great strides in the organization of their colored army. About three years ago the Government decreed a system of conscription for Algeria and French West Africa, in which latter possessions alone the French have a very large population to draw upon. Since that time natives have been regularly drafted into the army and trained. Whereas in 1907 the Senegalese force was about nine thousand, it had been raised shortly before the outbreak of war to something like a hundred thousand men. It was only about two years ago that Senegalese appeared for the first time on a parade ground in France, as part of the French Army. In 1914 it was reckoned that the French were in a position to draw upon 250,000 colored troops in Africa.

JAPANESE TOYS FOR CHRISTMAS.

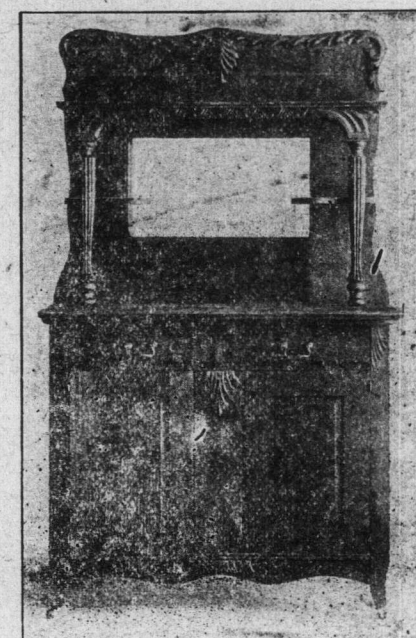
There will be no shortage of toys for the Christmas market, though they will not all be of British make. The home manufacturers have made highly satisfactory progress, particularly in making that German speciality the metallic toy, and there will undoubtedly be very many more British toys in the nursery this Christmas than was the case last year, particularly if one includes under this description the toys that have come from Canada. America is sending us a good many toys, too, but the country that has made really enormous preparations for meeting the Christmas demands of British children is Japan. The Japanese output in this and other directions is literally staggering the wholesale trade in the City, our Ally of the Far East having shown a remarkable alacrity in capturing the trade lost to Germany. Naval and military toys, as might be expected, are the leading lines for the coming season, and there are plenty of novelties among them, such as searchlights worked by electric batteries, anti-aircraft guns, and the "torpedoed battleship." The last is an ingenious production with a strong spring in its hold, and when a torpedo sent by a submarine touches a certain little button away into the air go deck and guns. Needless to say the "battleship" is a German.

What Are You Doing for that Eczema?

"Nothing; I've about given up trying to cure it."
"That is not wise. Do as I did and you will probably be cured in a short time. I used Zylex and Zylex Soap with it and my Eczema began to improve at once. A couple of boxes cured. You can get Zylex at your druggists."
Zylex, 50c. a box; Zylex Soap, 25c. a cake.
Zylex, London. eod.t

When the butcher has cut the roast too heavy, ask him to cut off thin slices for steaks. Have the pan very hot, put in a piece of the suet to make the pan greasy and fry the steak quickly. The meat has a very good flavor.

Encourage Home Industries By Buying Goods Made at Home.



We are now in a position to demonstrate the saving qualities of Our Home Made Goods. We have 50 Sideboards, Bureaus and Stands that were made specially for us to go in our Great October Sale at unheard of prices.

THE SIDEBOARD

will have (as cut) large mirror and one drawer, stands 77 inches from floor, 40 inches wide and 20 deep—a Sideboard if imported—as it has hardwood supports—would sell at \$20.00 or more. Our marvellous low price is only \$12.50 while they last.



THE BUREAU

has 3 drawers, large mirror, and very similar to cut; hardwood supports. A marvel at the price we offer them, namely

\$8.50.

Quantity limited, come early.

We have also a very large shipment of Bedsteads just in, also Chairs, &c., that we offer at special prices during this Sale. So we invite one and all to give us a call and secure some of the many bargains now offered.

The C. L. MARCH Co., Ltd.,

Cor. Water and Springdale Streets.

For This Week!

Lace Tea Centres, at 60c. each.
White Embd. Centres, at 50c. each.
White Embd. Bureau Cloths, at 25c. each.
White Lace Bureau Cloths, at 45c. each.
Colored Embd. Cushion Covers, 50c. each.

See Window.

A. & S. RODGER'S

An Economical Novelty

An Inkwell that is Dust and Air-proof, and that will save 75% of your Ink expenditure. Saves its cost in six months. For sale at the Office Supply Store, City Club Corner. Why not call and examine it?
sep28,t PERCIE JOHNSON.

Everyday Etiquette.

"When friends call to express sympathy after death, it is necessary for the person called upon to see the caller," asked Mrs. Brown, recently bereaved.
"No. One should ask to be excused if she is not sure of absolute composure," advised her friend.

PIANOS AND ORGANS.—The famous Kohler and Tonk Pianos. The Needham, Godrich and Mason & Hamlin Organs. CHESLEY WOODS, 233 Duckworth Street.—aug7,t

SLANDER.



A little slice of slander will do no end of harm. Alexander has a got a wooden arm. The chap who hears you tell it, will note the story down, and then he'll go and yell it, with frills, throughout the town. He'll peddle here and yonder, all up and down the line, the tale that Alexander has got a wooden spine. Then Johnsing will meander, and tell his neighbour, Gregg, that poor old Alexander has got a wooden leg. And Lyman tells Leander—this way such stories spread. Then Alexander hears it; a tear streams from his eye; he brands it and he sears it as a confounded lie. He says, "It is no puddin' to wear a scandal wreath; I've nothing that is wooden about me

Elderly People
Who are weak, chilly and easily exhausted should take as required.
FERROVIM
The Invigorating Tonic

Carrots should be lifted very carefully with a fork, the leaves cut off an inch from the top, the roots cleaned, dried in the sun for two days, and then stored in a dry, cool cellar in sand or very dry soil. They will keep through the winter.

SINKS

Easily Kept
White and
Pure
with

Old Dutch Cleanser
Chases Dirt

Large Sifter Can, with Full Directions, 10c