#### SPECIAL INTEREST TO WOMEN®

## LÄTE SHOPPER UNJUST TO HIS OWN INTERESTS

In Addition to Discomfiting Store Employes, He Loses Chance of Wide Selection.

WIDE RANGE OF GIFTS

Something for Everyone From Soldier in Trenches to Child of Civilian.

The man or woman who shops frantically at the last few hours of Christmas Eve this year, in face of all the appeals that have been made to have mercy upon the poor store assistants, is doing himself or herself as great an injury as that inflicted on the clerks in the stores.

Everything is in favor of the early shopper, first selection, avoidance of crush and last, but not least, there is the peace of mind which comes from having one duty done ahead of time. Going from store to store one finds

a wide range of goods of all inds to select from, and suitable for every purse. To start with the childrenbuying for Christmas is essentially the children's season-was there ever time when they were catered for as now? The toy departments are overflowing with alluring gifts for children of every age. There is a tendency to make the toys instructive more than merely playthings, and many new models of this kind of "toy" are on sale.
For the grown-ups, such useful articles as gloves and handkerchiefs have always been popular, but this year the "useful" gift has come far more into favor, and sets of furs, artistic scarves, blouses, collar and cuff sets, ties and many other dainty articles of wearing apparel are labeled as "suitable for Christmas gifts."

A Yearly Reminder.
Another very favorite Christmas present that is coming more into vogue with busy people, who have little time to pick and choose gifts, is that of a year's subscription to some periodical. This is a happy thought where reading is enjoyed, ensuring a whole year of pleasant reminder to the recipient. Books are nearly always acceptable, and in this connection the College Saturday evening at the W.C.T.U. street library has a helpful exhibition headquarters on Gerrard street. Secre-

A rather new suggestion for a gift is that of good music rolls for those friends who possess player-planos.

good work that is being done along probable future states of the blinded this line by the Patriotic League, and in the Memorial Institute.

Touches of scarlet ribbon, holly-covered boxes and bright papers, all add to the attractiveness of Christmas par-cels. Gifts for the soldiers, for those who may soon be going to the front in the shape of "trench, comforts." unbreakable mirrors khaki hankies, and useful first-aid cases are finding a eady sale. In fact in this year's Christmas shopping there is something suitable for everyone, man, woman and child; seldier and civilian. But shoppers are advised to remember the slogan of the stores: "Only nine more shopping days to Christmas"-and-

CAMPANA'S ITALIAN BALM.

and face after washing, and before thoroughly drying will prevent chapcents the sottle. A special size sample bettle sent postpaid on receipt of ten cents in coin or stamps. by E. G. West & Company, 80 George dealing with larger numbers. What machinery is there to take care of For sale by all druggists, 25



FLORENCE MOORE AND MLLE. DAZIE in "Maid in America," at the Alexandra Theatre.

# FOR BLIND SOLDIERS

War Has Created.

FRANCE IN THE LEAD

Has Already Complete Machinery to Care for Unfortunates in Big European Struggle.

The fortnightly meeting of the Suffragists' War Auxiliary was held or of all the newest books on every sub-ject for child and adult. A good calendar is an appreciable brary for the Blind, made an exgift, and one well within the reach of tremely moving appeal on behalf of modest purse, as well as that of the financial help and public interest in rich. Selections of these gifts in all the state of the adult blind. In open-"Made in Canada" Demanded.

Many are asking for "Made in Canand all the various phases of the life ada toys" this year, remembering the of the blind to come and tell of the soldiers; but afterwards, he realized that he had undertaken a large order, as no one but a blind person him-self could have any possible idea of the mental and psychological life of

the blind "Shut off from the world of sense. the blind person leads a life of high mental concentration and aquires a peculiar psychology which no one but an intelligent blind person can understand," the speaker said, "In Canada there are about 4000 blind people who are practically unnoticed and unknown. Statistics say that 80 or 90 per cent. of the blind of every civilized country are adults over 20 years of blind in this country are males, inded at their work, technically olinded at their work. called 'occupation blindness.' Into this group the soldiers come

"What are we going to do with our blinded soldiers?" he asked. "Do they present a different phase or an addition the already existing problem of the

HOW WE GONNA MARRY DELICIA OFF

IF WE DON'T GIVE THIS HERE MR

O. D. RIFEROUS A CHANCE TO

PUPPOSE ?

DON'T LOOK OLD!

LOCKYER'S SULPHUR

HAIR RESTORER

Its quality of deepening grayness to the former

# 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 readyto-serve-so easy to prepare a delicious, nourishing meal with it in a few moments.

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



Institute for the Phase and the phase and the phase are being taught, not broom, the men are being taught, not broom, the men are being taught, not broom, the making, which some impact of the conclusion of Mr. Swift's agine to be the only occupations in agine to be the only occupations in for a blind person, and which Mr. lecture, a vote of thanks was passed and the interest of the auxiliary promised on behalf of this most impormised on behalf of this most importance. typewriting, telegraphy, poultry farmng, carpentry and many really useful trades; thus forming a centre of hope and encouragement for hundreds of men who would otherwise become derelicts on the sea of life

comparison, Mr. Swift showed England and France were so much the better prepared to handle this problem of the blinded soldier than Canada on account of their already existing facilities for the care and education of the blind.

present organization and management quarters. f the school.' Unadequate Facilities

"The blind altogether are suffering from inadequate facilities," he con-linued. "What is needed is for Canada to get into line with the great novement that is going on all over he world for the better and higher training of the blind. Had the public understood the import of the appeal cessary funds, Toronto would today have had a special school along scien-

Funds Are Needed. Mr. Swift said that at the quarters of the blind library there

WHY CANT I

JESS SNEAK

these blinded soldiers? What machinery already exists to care for the 80 or 90 per cent. of blind who existed before the soldiers?"

Work in the Old Land.

The speaker outlined the work that is being done in France under the Valentine Hois Association, the founding his address, Mr. Swift said that when asked by the ladies of the committee to address such a meeting, it had seemed a clear-cut proposition to land, which has opened a new building, for such a place, it would soon be a public school.

> Mrs. Hamilton reported that answer to a letter asking for official recognition of the Serbian Relief Committee, the mayor had requested the members to appear before board of control. The total collected to date for Serbian relief was \$271.
>
> Miss Weaver asked that it be made over the telephone

Mrs. L. A. Hamilton said that she England has 100 societies for the to all who were present that one or would like to point out very strongly England has 100 societies for the blind. Canada has five schools and two or three workshops. None of these are at all equipped or suitable for the great work of educating blinded soldiers. The only one that has its members were in sympathy with made an offer, a school in Halifax, the "pacifists," but that this was a which was far ahead of any other in foolish error would be patent to all the country, made it provisional. The principal, Sir Frederick Fraser had agreed to take as many blinded soldiers to train as possible, 'provided this connection letters of commendawork, special aid to recruiting. this would not interfere with the tion were read from military head-

WINTER EVENINGS.

Winter evenings are the ones spent at home--cither the family only on entertaining friends. Make the evenings more enjoyable by selecting Victrola from the large and varied stock of Ye Olde Firme of Heintzmade by the Canadian free library for the blind, and had given the ne-An immense stock of records is also carried, making a selection, no matrave had a special school along scientific and up-to-date lines, which would have been able to take in all the blinded Canadians who will return to have explained to you the firm's Easy Payment Plan-a plan which erables anyone to own a Victroia at once.



JANE FEARNLEY. "Potash and Perlmutter," Grand Opera House.

#### **Ked Cross Contributions**

Col. the Hon. James Mason, hon. trea

East Zorra and Blandford, Ont.,
Cheese Mfg. Co.
J. J. Edder, Toronto, Ont.
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People of Kylemore, Sask.
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Molesworth, Ont., Young People's
Society, St. Andrew's Church.
Mather, Ont., L.S.D.C. of......
John Macdonald, Melancthon, Ont Mutual Improvement Society.

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liams. Ont.
Patriotic Society, Rylstone, Ont.
Patriotic League, Parry Sound,



ples and blackheads break out on the face, and particularly just when one is trying to look the best.

You will find a friend in Dr. Chase's Ointment, for it not only cures pim-ples and blackheads, but also makes the skin soft, smooth and attractive. In a score of ways Dr. Chase's Ointment proves useful in every home as a treatment for eczema, salt rheum, barbers' itch, ringworm and all forms of itching skin disease. All dealers, or Edmanson, Bates & Co., Ltd., Toronto. Sample box free if you mention this paper.

**Ointment** 

#### THREE SCORE AND FOUR

64 years is a long time. A product that can hold the popularity of an entire Dominion for 64 years must be meritorious—

DEPENDABLE EDDYS' MATCHES

Have been the same good matches since 1851. Like Eddy's Fibreware and Eddy's Washboards. They are considered standard by all loyal Canadians under the "made-in-Canada" banner.

### **This Certificate**

Making Money



From the Soil

together with \$1.50, presented at The World, 40 West Richmond street, Toronto, or 40 South McNab 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 Onthrio, 20 cents in Canada.

# RED LETTER BIBLES

First shipment exhausted. Please hold Coupon for a few days, as a further supply is on the way. Watch this space for announcement.

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Miss Amy H. Prout, Bruce Mines,
Ont. 1
Québec Prov. Branch, C.R.C.S. 2,500
Renfrew, Ont., Branch, C.R.C.S. 568
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Ont. 100 Ont.
Red Cross Society, Div. No. 7,
Chinquacousy, Ont.
Miss Bertha Rowbottom and Alice
Read, Humber Bay, Ont.....

Red Cross Workers, Plattsville, Ont. Ont.
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Renfrew, Ont., Branch, C.R.C.S.
Rodney, Ont., Evengelical Church
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Rothesay, N.B., Branch, C.R.C.S.
St. Paul's Church, Toronto, Benedictae Bible Class.
Streetsville, Ont., Branch, C.R.
C.S.

C.S. 400 00 Sarnia, Ont., Branch, C.R.C.S. 1,000 00 Schumacher & Timinlns, Ont., Branch, C.R.C.S. 76 25 St. Paul's Church Women's As-

Women's Institute, Athens, Ont.
Women's Institute, Vandorf, Ont.
Women's Institute, Valetta and
Fletcher. Ont.
Women's Institute, Reckwood, Ont
Women's Institute, Magnetewan, Ont. Women's Institute, Clydesdale, Women's Institute, Blackwell, Ont. Women's Institute, Delta, Ont... Women's Institute, Villa Nova,

Women's Institute, Goschen, Ont. Women's Institute, South Moun

Women's Patriotic Leegue, Mans-field, Ont. Women's Patriotic League, Mun-

Women's Patriotic League, Mun-ro, Out.

Women's Patriotic League, Lis-towel, Ont.

Women's Patriotic Auxiliary, Ft William, Ont.

By sale of pins and material... IMPORTANT ANNOUNCEMENT.

The Canadian Northern Railway is, now operating through passenger train service between Toronto and Vancouver, via Port Arthur, Fort William Winnipeg and Edmonton, leaving Toronto Union Station 10.45 p.m. Mondays, Wednesdays and Fridays, with connections at Winnipeg and Vancouver for all western and Pacific Coast points. The equipment is of therewise The equipment is of thorough modern type, especially constructed for this service. Through tickets to all points and berth reservations are

bairn, general passenger agent, 68 King St. east, Toronto. 135 FORT WILLIAM CHURCH FOR UNION.

chtainable from city ticket office, 52 King St. east, or write to R. L. Fair-

FORT WILLIAM, Dec. 11.—The First Presbyterian Church of For: William is the only church in the Superior Presbytery to show a majority against church union. The Presbytery had a majority of 58 for union among the elders, members and adherents.

MILLIONAIRE'S SON KILLED BY HAZING ROANOKE. Va., Dec. 11.—Thurber Sweet, the 17-year-old son of a Chicago millionaire, is dead of injuries which he claimed to have received by hazing at Virginia Military Institute. Sweet died last night

# Hair Restorer is preserved appared by the great Hair Specialists, J. Pepper & SOLD EVERYWHERE. Co., Ltd., Bedford Laboratories, London, S.E., and can be obtained of the natural color. It cleanses the scalp and makes all stores. 36A17 the most perfect Hair Dressing.

color in a few days, thus securing a preserved ap-world - famed pearance, has enabled thousands to retain their po-

.

Ont

tain, Ont. ...

YOU BEHAVE YOURSELF!

By Sterrett

72 30

LEMME AT THE POOR FOI FISH!

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# Polly and Her Pals

WOT'S THE GOOD OF

HAVIN' A SETTIN-

ROOM IF WE

GOTTA READ IN

BECAUSE I LEFT YOUR

HOURS ATER ()

NO YOU DON'T. I GANGWAY.

THE KITCHEN ?

CIGARS ON THE SETTIN'-IN AN GIT A ROOM TABLE AN YOU SEEGAR ? , IM MIGHT BUT-IN JESS AS MR. O. D. WAS ABOUT DYIN' FER A SMOKE! TO PUPPOSE!

CH.

HOW DO YOU KNOW! I BEEN SETTIN' IN THIS DELICIA AN' MR. CHAIR ALL EVENING RIFEROUS WENT AN' THEY BEAT IT AS TO THE MOVIES? SOON AS I CAME IN!



Industri come int ng the ind

INTEREST

COMPEN

turday's The chief dustries. A