

YOU WANT
EXTRA
GOOD
VALUE
in the
JOE LINE
come to
eseloh's
SHOESTOCK
from Postoffice
phone 671.

safety.
ready taken. Filed.

idents on Elgin street,
between Scott and Cedar,
a pass a by-law fixing the
law on that portion of
at 394 feet from the pro-

to Board of works.

nts on Onward street pet-
water main on the street
street 400 feet southerly,
r asked for a sewer con-

to finance.

insworth wrote applying
ition of sanitary and
aspect.

o Finance.

J.D. Briddick of the
ria Department wrote
Councils attention to
t Freeport Military Hos-
connections and alter-
ing apparatus and No-
res, which he claims is
hydro Commissions regu-
institution being under
rol the Commission has
n. Since the city owns
be draw attention to the
regulations in the hope
the would be stopped,
o Finance.

nts on Grenville and
to wrote stating that
domestic current is in
-street lights have not
d. o Fire and Light.

ount Improvement com-
siting the Council to in-
s soon as possible on
n on their request for
ay a railway siding on
and for sewer and town
tion. o Finance.

Electric Railway Assn.
requesting payment of
by the city as a mem-
Association. o Finance.

of Health wrote recom-
Council to appoint
sanitary inspector.
Finance Committee.

from property owners
asking that Wilmet
n Factory Road and
ue. o Board of Works.

PEOPLE
U KNOW

gu is spending a few
nds in Hamilton and
week.

L. Saunders National
try of the Y.W.C.A., is
real association and will
Rally to-night. Mem-
ds of the Association
welcome.

ar only chance to hear
deale of Iowa speak.

'ALMADGE IN
T OF VETONA

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The Duke of Acia
being charged
to take Captain
to attend his oper-
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according to advice



The Globe

**The New Electorate
The Women of Canada**

CHANGING conditions have given the Dominion a new electorate—the women of Canada.

Canadian womanhood, to take full advantage of its prerogatives, to take its proper place in the management of Canadian affairs, must keep informed on the questions of the hour—must have the knowledge of events that will be the foundation of definite opinions on public questions.

Women Must Read the Daily Newspaper

The extension of the franchise to women was the fulfillment of a policy consistently advocated by The Globe in season and out of season.

But this is only the beginning. Womanhood must serve as well as vote. They must advocate reforms that are badly needed.

There must be legislation for the aged, as well as for the young, pensions for mothers, educational improvements, unemployment and sickness insurance.

These are some of the questions on which the womanhood of Canada will now have to take sides. Therefore, in this respect, The Globe has a

special appeal for progressive, right thinking Canadian women.

The Globe is not a political organ. It never has submitted to outside dictation. It supports progressive liberalism, because it believes that true liberalism draws its inspiration from the needs of the people.

Its daily Women's Department and Thursday's Women's Section have a special interest for womanhood in the home. It was the first Toronto paper to establish a women's department, edited for all Canadian homemakers.

The Globe is first and last a Great Family Newspaper. It serves the women in the home, in public life, in business, in the professions and in industry.

What The Globe has been in the past is its guarantee of what it will be in the future. The aim of its publishers and its Editor is to take advantage of the tremendous facilities at its disposal—to make it even more worthy of a place in every Canadian home.

The Globe

TORONTO

Canada's National Newspaper

ORDER FROM YOUR LOCAL AGENT
OR DIRECT FROM THE PUBLISHERS

The Merchants' Column

Edited by
Mansfield F. House

In this column, which appears every Monday, Wednesday and Saturday, will appear news and short articles of special interest to merchants, their salespeople and business men and women in general. All phases of store management—buying, accounting, advertising and retail salesmanship—will be dealt with, not theoretically, but by descriptions of methods actually in use by successful merchants.

"Music for Medicine"

Proves Popular Idea.

Approaching the problem of opening new sales channels for phonographs and records with accomplished very successfully last summer by Pa. by working up interest in phonograph music among the sick and bedridden of the population of Bethlehem, Allentown, Hellertown, Coplay, Easton and a score of Lehigh Valley towns. The inspiration came to the management through circulation of that story of the Yankee doughboy whose memory after shell shock was revived by "The Little Gray Home in the West," played in a neuropathic hospital of the Red Cross in France and when investigation into the music-therapy theory was made, Huff's realized that they had a big field open to them.

It was found that Mrs. Maudie Ilsen, head of the department of music therapy was director of music in reconstruction hospitals for the American Red Cross and that by co-ordinating music with living Yank heroes were being made "well, happy and wise."

Like Medicine Ads.
Her method was studied by the Huff establishment ran advertisements which took the breath of patrons. They read like drug store copy. For instance one leader line on a page spread was "Safe, Sane and Satisfactory Compounding of Prescribed Music."

Another stated that "well-trained and experienced clerks and most modern facilities make possible the giving of an unequal personal service."

Then followed an explanation of the work done by Mrs. Ilsen in co-oper-

ation with doctors and surgeons in all kinds of sanatoria and hospitals, with the pun gent advice to read in the book of Samuel how King Saul, heir to disease of the mind and soul was "refreshed and well" when David played the harp. People were urged to take seriously this story from Holy Writ, the Huff advertisements claiming that Doctor Ilsen considered it the first authentic account of the therapeutic use of music in treating bodily ailments.

Now, Huff's run big space advertisements which they call prescriptions. The lists are taken from the selections used in Red Cross hospitals and are those which Mrs. Ilsen uses in her work.

Here are a few sample prescriptions suggested by Huff's:

INSOMNIA.
Spinning Maiden—R. A. ff.
Ave Maria—Schubert (violin)
Mamma's Song—Ware.
RHEUMATISM.
Toccata—Bach.
Rondo, Sonata, Opus 53; Presto con fuoco, Opus 31; Rondo from Sonata, Opus 49, No 1; Minuet from Opus 49, No 3, Beethoven.
Serenade—Schubert.
Reverie—Schubert.

Hysteria.
Barcarole—Les Centes des Hoffmann—Offenbach.
Moonlight Sonata, first movement—Beethoven.

To a Wild Rose (Celesta)—Mae Dowell.
DYSPEPSIA.
La Cinquintaime—Gabriel Marie.
Tambourin Chinois—Kreider.

Hungarian Dances—Brahms.
Spanish Dance—Sarasate.
Hungarian Etude—MacDowell.
To the Sea—MacDowell.
Prelude—Rachmaninoff.
Mazurka, A Minor—Chopin.
Spring Waltz, D. flat major—Caro.

March Grotesque—Singing.
Invitation to the Waltz—Weber.
Incurable disease, neurasthenia, heart trouble, apoplexy, liver diseases—all are being prescribed for by Huff's and none of their staff has passed the state pharmaceutical board.

The public likes something new and the Huff service carries a message of hope to many households where some loved one suffers. Those who have ever been in such a case know how people will grasp at anything that might carry even the remotest flush of hope of relief—and the result has been that the Huff prescriptions are being cashed in for big business.

It has its educational side as well inasmuch as people are finding the beauties of the classical compositions and are getting away from the rag-time selections of which they so quickly tire.

Doctors have declared that the Huff service is based on sound medical practice, quoting the use of music in asylums and phrenopathic wards. They have told patients to try the records and as a result, in some instances, people have overcome their pet antipathy to the talking machine and have purchased phonographs because they must have them to take their "medicine."

BIG POLICEMAN IS LIVING TESTIMONIAL
When a traffic cop in Kansas City bought a pair of cushion-sole shoes on a peculiar last, the shoe man from whom he bought them got a hunch.

This officer was unusually large, a man whom folks would notice. And this personality was such that one would remember him. He had many friends among the passer-by. So one day the shoe man arranged a window of the shoes, making his appeal to men in search of foot comfort. He had the

officer bring down his portrait and write a testimonial letter. This was placed in the display with the portrait. Then at the left side of the center of the display he set up a pointing hand on a post. The hand was cut from wall board. Lettered on it was: "Jerry the traffic officer, whom you see at his corner is on his feet all day. He weighs 290 pounds. He wears our cushion-sole shoes. That's why he smiles all day long."

Needless to say the hand pointed in Jerry's direction. People would read the sign, glance out (toward the officer) and then take a look at the shoes.

STAGES ILLUSION TO MAKE PEOPLE LOOK

There is a certain dealer in Sersanton, Pa., who, in spite of the fact that he placed good-looking clothes in his window all winter long, didn't seem to have much success with his display. The mild weather which marked last winter throughout the country also hurt his trade, and he was determined that he was going to make people stop in front of his window if he had to go out and bait them himself.

But before he tried this he took a large piece of timber and cut off one end diagonally just above the tip. He then glued a small section outside the window and put the other part of the plank inside the pane. To the passer-by or looked as though the piece of timber had fallen, the end crashing through the big plate glass.

For Superfluous Hair

Use **DELATONE**

The Leading Sale for 10 Years
QUICK—SURE—SAFE—RELIABLE
Use Fresh as Wanted
Ask Your Dealer — He Knows

CLEANLINESS IS HEALTH

By the use of Gillett's Lye, house cleaning is made a pleasure instead of a drudgery. It softens the water and cleans thoroughly whether the dirt is visible or invisible. Destroys all bacteria and infectious germs, removes obstructions from drain pipes, closets, sinks, etc. Refrigerators are made delightfully fresh and clean by using one teaspoonful of Gillett's Lye dissolved in two gallons of water.

"GILLETT'S LYE EATS DIRT"
Made in Canada.

"Yes," said the dealer a few days later. "It did the trick. The people stopped to see what happened, and the price cards which they read in my window convinced them that the goods were worth while."

"IF WE DON'T SAY THANK YOU, IT'S FREE"

"If any of our employees fail to thank you for your purchase, you may have it free," advertises Hickey Brothers, who have a chain of fifteen cigars stores in the cities of Maline, Rock Island and Davenport, Iowa. Hickey stores are known as the "I thank you" stores. That this policy has been the successful is evident from the growth and popularity service, quality goods of reasonable prices were the means of attracting over 2,000,000 sales in 1918. The Hickey system is now to be extended to other cities.

WORKS STOPPED OPERATIONS AND EXPORT TRADE CEASED.

London, Monday, Oct. 6. Business men are inclined to estimate the total loss to the nation through the strike as approximately 50,000,000 pounds according to the Daily Mail, but it will be a long time before the cost is fully determined. The bills to be paid by the Government probably will amount to 1,000,000 pounds for each day of the strike, covering a variety of services necessitated, in addition to the unemployment pay of those made idle by the stoppage, numbering more than 335,000.

The loss to industry is far greater. Perishable goods in many cases were destroyed, many works stopped operations, almost all export trade ceased and orders were lost through the uncertain conditions.

The railwaymen who were out eight days, spent 500,000 pounds strike pay the emergency funds of the National Union of R.F. waymen being depleted to that extent

and incurred besides many other expenses.

STRIKE HAS BROKEN ON PORTUGUESE RAILWAYS.

Madrid, Oct. 5. A railroad strike has broken out in Portugal, according to advices received here.

Under the auspices of the national confederation of organizations the week beginning today is to be observed as "Candy Week" throughout the United States.

Nature's Remedy
Better than Pills 6¢ A Box
For Liver Ills 25¢ Box
E. O. Ritz & Co. Druggists, Kitchener, Ont.

Intolerance or Compromise?

A Challenge to Common Sense!

DON'T let anyone tell you that the issue on October 20th is "The Beer or the Boy"—"Is Alcohol a Poison or Not?"—"Economy or Extravagance"—any such an abstraction.

The plain situation is—three sections of the people of this Province are absolutely dissatisfied with the Ontario Temperance Act and want new legislation that will permit the sale of light beer and wine generally, and the sale of pure, spirituous liquors only through Government agencies.

These three sections of the population are ninety per cent. of organized labor, by actual vote; a large number of returned soldier organizations, by actual vote; thousands of the rank and file of the electorate who have joined the Citizens' Liberty League.

The plain issue then is—Are you going to vote for the safe, sane,

fair compromise that these men and women want; or, are you going to insist on the retention of the unsatisfactory Ontario Temperance Act—insist on the retention of legislation that is breeding and will continue to breed dissatisfaction and discontent among our workers, returned men and a large section of the citizens generally?

Which are You for—Compromise and Harmony, or Intolerance and Widespread Resentment?

Study the ballot and analyze the situation conscientiously. This is one of the most vital concerns you have just now—a settlement of Ontario's vexed temperance problem that will be in the best interests of all the people.

Vote "YES" to all Four Questions

Mark your ballot with an X. Any other marking will spoil it. Remember, also—every voter must vote on every question or his ballot will be spoiled.

CITIZENS' LIBERTY LEAGUE

MEMBERSHIP FEE, ONE DOLLAR

Please enroll me as a member of the League, for which I enclose my subscription.

Name

Address

Occupation

To enable the League to carry on its good work and achieve its present purpose, active members and funds are required. Show your true spirit! Fill in the coupon and become a member of the Citizens' Liberty League at once.

T. L. CARRUTHERS, Secretary
22 College St., Toronto

Citizens' Liberty League

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