Winter Suitings and Dress Fabrics

rand showing of Autumn and Winter Vool Suitings and Dress Fabrics, comprising all the new and favored weaves, neluding fine Broadcloths, Velours, Gabardines, Chiffon Serges, Cheviots and Tweed Mixtures. Beautiful assortment of all popular shades, which insude Burgundy, beet root, purple, Russian green, taupe, brown, Copen., 12V, black, etc., etc., and are shown in wide range of prices. drand showing of Autumn and Winter Wool Suitings and Dress Fabrics, comprising all the new and favored weaves, including fine Broadcloths, Velours, Gabardines, Chiffon Serges, Cheviots and Tweed Mixtures. Beautiful assortment of all popular shades, which include Burgundy, beet root, purple, Russian green, taupe, brown, Copen, mavy, black, etc., etc., and are shown in wide range of prices.

Illinery

To discriminating customers seeking exclusive and distinctive models, we extend an invitation to inspect our beautiful display. Hats for every occasion are displayed in great variety and at prices that are extremely moderate.

Meteorological Office, Toronto, Oct. 31.

—The storm has passes away to the Atlantic. In the .e., Lather touay has been overcast, with a lew snow flurries in Untario and line in all the other provinces. The tupperature has 11sen considerably in the west.

Adminusm and maximum temperatures: Prince fuper, 40-58; Varicouver, 40-58; Va

R 1 1917

ACK ?

Earth, and Hell, and

great wish had been ad been chosen from as one to apply for a imperial army, and he bile College, England, exquisite lines, "The ne cries."

-blown poplars against sky.

work is characterized

of the born poet. One ire endowed with the lon, and with the wontic thought and the lage, and his right to

of his moral obligation birth is revealed in the Ici Repose," the last ned, and which, by the of fate, reached his fter he was killed.

ok for Canada, 1917-18 : 640 pages, cloth; \$3. Co., Ltd., Ottawa.

lly a text-book for the Perhaps the most out the "Imperial Year

out the "Imperial Year is remarkable compresdate on such a variety so small a compass, is ook of statistics is general and the second of statistics is general and the second of statistics is general and the second of second of statistics is general to be seen to be seen the second of s

COMPANY FORMED.

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ew confoany are W. E. ant and general man-Dwyer, of the W. H. y. Ottawa, vice-presiderctors are H. D.

i; Irving de Lamater, Henry Ritz, Gretna,

ipeg. N. T. Barker is

Ritz, secretary. The

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is purpose.

My Inn.

ne cries

Dressmaking Department

We guarantee satisfactory execution and prompt delivery of all orders entrusted to our Dressmaking and Tailoring Departments. Avoid unnecessary delays later on by leaving your orders now. Special attention given to out-of-town customers to whom we send samples, estimates and measurement forms on request.

Ture.

Superior—Moderate westerly winds; fair, with a little higher temperature.

Western Provinces—Fine and milder.

THE BAROMETER.

Time.

Ther. Bar. Wind.

8 a.m. 39 29.62 17 S.W.

Automobile Rugs We invite Motorists to inspect our immense range of fine Wool Reversible Motor Rugs, now being displayed in great assortment of Scottish Clan and Family Tartans, also in plain colors with Tartan reverse at moderate

Viyella Flannels

The popularity of this flannel is daily increasing on account of it being guaranteed unshrinkable and for its spiendid durable qualities, always retaining its same soft finish. Shown in great variety of fancy designs in every conceivable shade. Viyellas are specially suited for all kinds of ladies and gents day and night wear. Samples sent on request.

Mail Orders Promptly Filled.

65 TO 61 KING STREET EAST TORONTO

Ladies and Gentlemen's HATS f all kinds cleaned, dyed and remodeled. Work excellent. Prices reasonable. NEW YORK HAT WORKS, hane N. 5165.

YOUNGER FIREMEN **CONSULT COUNSEL**

Members of Brigade Gradually Forming Into Two Factions.

COMPLAIN OF LOBBY

Question of Increased Dues to Pension Fund Causes Dissatisfaction.

The firemen's benefit fund continues to be the one topic of conversation around the firehalls and two factions are gradually separating. The older men and the officials above the rank of captain are drawing tegether and intend to make a strong fight for the maintenance of the fund.

The younger men, on the other hand,

The younger men, on the other hand, are more strongly opposed to it than ever and the more they consider the high pensions now enjoyed by some of the retired officials in comparison with the allowance they are eligible for in the distant future, the more incensed are they at the thought of paying an extra two per cent, of their salaries to what they term "an officials' benefit fund."

The younger men claim that the faction in favor of retaining the fund is making a very strong lobby among the city council, so stron, in fact, that a protest against it is likely from one of the members of that body.

While the younger men have not appeared before the board of control they are marshalling their forces and many individuals have consulted counsel regarding the attitude they propose to take. The young men, collectively, also intend to appoint an able lawyer to handle their case and, should the amount be increased from five to seven per cent, of their salaries, to carry the case to the courts to settle the legality of the fund.

"Til leave the brigade before they get seven per cent, of my salary," is daily more frequently heard around the halls.

Harper, customs broker, 39 West

CANADIAN BECOMES LEPER. Life of Rev. John Davis Described by

At the October meeting of the Lepen Mission in the Sherbourne House Club Rev. H. E. Stillwell gave a most thrilling account of the life of the Rev. John Davis, the strong, athletic, very attractive Canadian missionary, who in

became a leper. Mrs. Trees presided, and among the many present were Mr. and Mrs. Ottawa: Rev. Dr. Linscott cantford; Mrs. Mill, Florida; Mrs. H H. Strathy, Mrs. J. B. Willmott, Mrs. J. C. Willmott, Mrs. Le Pan, Mrs. Bradnee, Mrs. Hodgkin, Mrs. Fleming, Mrs. loe, Mrs. Gilmor, Mrs. Mullin, Mrs. Hooper, Mrs. Martin, Mrs. McClelland, Miss Allen, Miss Mullin, Miss Mc-

Clelland, Miss Lawrence. Mrs. Trees spoke with great regret of the death of the Rev. Dr. B. D. Thomas, formerly of Jarvis Street Baptist Church, one of the first vicepresidents of the mission to lepers and Miss Lila Watt stated that \$2075.39 had been received from Toronto this

AMERICAN AVIATOR KILLED.

Tokio, Oct. 30 .- Frank Champion, an

King Edward Hotel TEA DANCE Open From 4 to 6 p.m. DAILY

VEDNESDAYS AND SATURDAYS

THEWEATHER

John, 36-52; Halitax, 35-58.
——robabilities.—
Lower Lakes and Georgian Bay and Ottawa Valley and Upper St. Lawrence.
—Mcderate westerly winds; a few snow flurries, but generally rair, with much the same temperature.
Lower St. Lawrence, Guif and North Shore—Mouerate southwesterly winds; fair; not much change in temperature.

Maritime — Mogerate southwesterly winds; bair; not much change in temperature.

29.64 12 S.W. 8 p.m. 38 29.66 6 S.W. Mean of day, 323 difference from average, 11 below; highest, 34; lowest, 30; snow, trace.

> Wednesday, Oct. 31st, 1917. King cars delayed 5 min-utes at 7.08 a.m. at G. T. R. crossing, by train.
>
> King cars delayed 5 minutes at 10.50 a.m. at G. T. R.

STREET CAR DELAYS

crossing, by train.

King cars delayed 5 minutes at 525 p.m. at G. T. R. crossing, by train. King cars delayed 10 min-utes at 5.36 p.m. at G. T. R.

crossing, by train. King cars delayed 6 min-utes at 7.07 p.m. at G. T. R. crossing, by train.

Avenue Road and Dupont cars northbound delayed 8

minutes at 1.31 p.m. on Avenue

Road from Bloor to Dupont, by parade. Avenue Road, Dupont and Belt Line cars westbound de-layed 6 minutes at 3.25 p.m. on Bloor from Yonge to Ave-nue Road, by parade. Bathurst cars delayed 6 min-

utes at 7.11 p.m. at Front and John, by train. Bathurst cars delayed 5 minutes at 7.35 p.m. at Front and John, by train.

RATES FOR NOTICES

Notices of Births, Marriages and Deaths, not over 50 words......\$1.0 Additional words, each 2c. No Lodge Notices to be included in Funeral Announcements.

PEPLER-WARREN - Off Wednesday.

665 SPADINA AVE.

Telephone College 791 No connection with any other firm using the Matthews name.

GRAND TRUNK PACIFIC MAKES PROMOTIONS

H. McCall Becomes General Superintendent West of Edmonton.

Winnipeg, Oct. 31 .- An announce Tokio, Oct. 30.—Frank Champion, an ment was made today that H. McCall, American aviator, fell and was killed former superintendent at Melville of while making a flight over Kochi to- the Grand Trunk Pacific, has been given the appointment as general superintendent of all rail lines west of

Edmonton. I. A. MacPherson, who for severa years has been the assistant to the general superintendent at Winnipeg, will succeed Mr. McCall at Melville. C. B. Mutchler will succeed Mr.

MacPherson at Winnipeg. J. A. Heaman has been appointed to the position of assistant chief engineer with headquarters at Winnipeg.





FRANK H. KEEFER, K.C., therly of Port Arthur, and more recently of Thorold, Ont., has accepted Hon. Mr. Hanna's invitation to be-Hon. Mr. Hanna's invitation, to be-come legal adviser to the food con-troller. Mr. Keefer is giving his services without salary.

OVER EIGHT HUNDRED EXAMINED YESTERDAY

Forty-eight Attested for C. E. F. and Twenty-three for Royal Flying Corps.

Eight hundred and twenty-nine men were given military medical examinations by the doctors of the Toronto mobilization centre yesterday. Forty-eight were attested for enrolment with the C. E. F. and 23 for the Royal Flying Corps. The C. E. F. recruits were enroled with the following units: 1st Central Ontario Regiment, 17; Artillery depot, 11; York and Simcoe Foresters, 4; Army Service Corps, 2; No. 12 Forestry Depot, 3; Army Medical Corps, Military Police and N.C.O. Training Company, each one.

The Queen's Own Rifles members paraded at the armories last night for inspection by Major-General Logie. The regiment was under command of Brig.-General Sir Henry Pellatt. Other militia regiment inspections have been arranged by General Logie as follows: 10th Royal Grenadiers, Nov. 1; 109th Regiment, Nov. 5; Governor-General's Body Guard, Nov. 6; 110th Irish Regiment and 9th Mississauga Horse, Nov. 8; 91st Highlanders, Hamilton, Nov. 14; 13th Royal Regiment, Hamilton, Nov. 16.

So as to facilitate the examination of men in the towns of Toronto military district who come under the draft law many additional traveling medical boards have been arranged for. The list was announced yesterday as follows: Merritton, Nov. 5, 6; Port Dalhousie, Nov. 7, 8; Grimsby, Nov. 9, 10; Caledonia, Nov. 2, 3; Paris, Nov. 5 to 9; Oakville, Nov. 5, 6; Whitby, Nov. 2, 3; Port Perry, Nov. 5, 6; Mt. Forest, Nov. 2, 3; Alliston, Nov. 5, 6; Grand Valley, Nov. 7, 8; Elk Lake, Nov. 5, 6; New Liskeard, Nov. 7, 8; Cobalt, Nov. 9, 10.

SIXTY-SIX SOLDIERS RETURN THIS WEEK

DEPLER—WARREN — Off Wednesday, Cottober 31, 1917, at St. Sipnor's Church, Toronto by the Rev. E. C. Cayley, M. A., D. D., uncle of the stroem, Carolyn, youngest daughter of the late Harry Dorman Warren and Mrs. Warren, "Red Gables," Toronto, to Mr. Grant Herbert Pepler, Royal Canadian Dragons see to Mr. and Mrs. T. S. G. Pepler, 557 Huron street, Toronto, and grandson of the late Rev. Canon A. J. Broughall, M. A., D. D.

DEATHS.

FISHER—At her late residence, 335 Symington avenue, on Wednesday, Oct. 31, Mrs. Oblysal Fisher, widow of the late James Fisher of the Old Fort, in her 86th year.

Funeral on Thursday, at 4 p.m., to Mr. Pleasant Cemetery.

PAGE—On Wednesday, Oct. 31, at his late residence, 603 Gerrard street; Henry, beloved husband of Lavinla, Fage, in his 52nd year.

Funeral Saturday, at 2.30 p.m., from above address, to Norway Cemetery.

QUANCE—On Monday, Oct. 29, 1917, from result of motor accident, John Ernest, beloved so of Etta Tracy Quance and the late George A. Quance, aged 13 years.

Service tonight, at 8 o'clock, at A. W. Miles' funeral chapel, 396 College, street, interment at Barrie, Saturday, YULLOCH—At the Western Hospital, October 31, 1917, Martin Tulloch, beloved husband of Jahet McMillaa, in his 17tl; year.

Funeral form Bates & Dodds' chapel, 531 Queen west, Friday, at 3 o'clock, at Miles' funeral chapel, 396 College, Saturday, YULLOCH—At the Western Hospital, October 31, 1917, Martin Tulloch, beloved husband of Jahet McMillaa, in his 17tl; year.

Funeral on Thursday, Nov. 1, at 10 a.m., from B. D. Humphrey's chapel, 1035 Yonge street, to Mt. Carmel Church, Interment in Mt. Hope Cemetery, June 10 the property of the property

comedy, a deluge of pretty girls, ex-

St. Catharines—Sig. T. Buck, Spr. H. Carney, Sgt. J. E. Bramah, Cop. A. Carney, Sgt. 3. Hennessey.
Sault Ste. Marie—Sgt. J. Dunn, Corp.
J. Rose, Pte. P. Ryan, Pte. J. T. Wilson.
Brantford—Pte. R. Clarke, Pte. R.
Hockbridge, Pte. S. E. Metcalf, Sgt. E.
C. Miller, Pte. A. Ramsay, Pte. R. W.
Tyrell, Pte. F. S. Wade, Pte. T. L.
Wright.

Owen Sound-Pte. W. G. Beare, Pte Owen Sound—Pte. W. G. Beare,
G. M. Roe.
Barrie—Corp. W. R. Smith.
Port Colborne—Pte. J. A. Wilson.
Port Credit—Pte. J. F. Wilcox.
Jarvis—Pte. G. G. Wheeler.
Gormley P.O.—Pte. M. Wellman.
Thorold, Ont.—Pte. P. Richards,
Thessalon—Corp. G. H. Piper.
Midland—Pte. Joe O'Shea.
Rev. Claire—Sergt J. A. McCoubi Midland—Pte. Joe O'Shea.
Eau Claire—Sergt. J. A. McCoubrey.
Fenwick—Pte. H. E. Mitchell.
Seagrove—Pte. W. H. Martin,
Hallerbury (New)—Pte. N. C. Lamb.
Chapleau—Gunner E. G. Harkins.
Grimsby—Pte. A. H. Marsh.
Uxbridge—Pte. H. Elson.
Brampton—Lance-Corp. F. W. Davis.
Gordon Lake—Lance-Corp. R. E. Mc-

Trout Creek-Pte. R. L. Barrett. Sudbury-Pte. J. R. Gallagher, Pte. W. Ohio-Pte. W. Gardner,

PLAYS, PICTURES AND MUSIC

Seats were placed on sale at the box office of the Royal Alexandra Theatre for Clifton Crawford's engagement in "Her Soldier Boy," which be-gins with Monday evening's presentation. Unusual interest has been manifested in the return to Toronto by Mr. Crawford, for he is well known to theatregoers as one of the most naive and delightful comedians on the stage. The role of "Teddy McLane," a wouldbe war correspondent who has nothing to write about owing to the censor, is one which affords Cilf on Crawford every opportunity for indulging in those light comedy scenes for which the story, devised by Rida Johnson Young, is embellished. Clifton Craw. ford also composed three of the song hits of the piece, namely, "Slavery," "History," and "The Military Stamp," all of which he sings as only here. all of which he sings as only he can do, in his own peculiar talkative style.
"The Three Bears."

They say the corn market is bearsh, but the most bearish market of all is the advance sale of seats for "The Three Bears," which is under way for next week's engagement at way for next week's engagement at the new Princess. Charles Frohman presents Ann Murdock in this new three-act comedy and then moves on three-act comedy and then moves on the fresh triumphs in New York direct from here. With its youth and charm, its lively spirits and gay humor, the large contingent of stars in "The Passing Show of 1917," which comes to the Royal Alexandra Theatre for one week, commencing Monday, Nov. 12, directly following its seven months' run in New York, says that the annual Winter the commencing to the large contingent of stars in "The Passing Show of 1917," which comes to the Royal Alexandra Theatre for one week, commencing Monday, Nov. 12, directly following its seven months' run in New York direct to the large contingent of stars in "The Passing Show of 1917," which comes to the Royal Alexandra Theatre for one week.

good reason to feel proud over the wonderful success of "The Only Girl,"

the hollow old forms of humor which for so many years have served writers for the musical stage.

Shea's Next Week.

Joseph E. Howard and Ethelyn Clark, heading a cast of thirty boys and girls, comes to Shea's Theatire as the headline attraction next week in "A Musical World Revue" a novel in "A Musical World Revue," a novel musical production featuring new songs and dances, instrumental numing comedy. Mr. and Mrs. Gordon certainly never surpassed.

Wilde are said to be without equal substances and the substances of the surpassed of the substances of the surpassed of the surpassed

and the Canadians at Vimy Ridge will sured success, and particularly in Tobe shown at the Hippodrome next ronto, where she enjoys such popu-week. The finishing touches of the larity by reason of her frequent ap-Canadians going over the top in the pearances here on the speaking stage. Germans retreating in disorder after that she is, has in this photoplay one famous battle and the long lines of the "big push" is clearly shown. The Brothers in a sensational career. hand-balancing offering are a feature of the vaudeville bill. Miss Helen, child comedienne, will be heard in new songs, recitations and impersona-Miss Helen is the youngest comedienne to appear before the pub-lic, and has entertained royalty. Walter Hayes, "the Rural Baggage Agent," presents an amusing pastoral playlet replete with clever, crisp comedy. Williams and Williams, two blackface comedians, have some amusing stories, songs and eccentric dances. The of another man's suicide.

Aerial Gordons in spectacular trapeze Sons of Scotland Co offering; "The Criminal," a thrilling sketch of the underworld, with a capable cast of players; a "Ham and Bud" comedy and the Pathe News complete the bill. "American Burlesquers."

That famous and genuinely funny comedian, Harry (Watch the Slide) this city at the Star Theatre next secured at Massey Hall. week. This production appeared here last season and created a sensation, and it is described as a shower of

quisitely gowned, and a wonderful panorama of sensational effects. The London Belles. There is little doubt of burlesque patrons being highly enthusiastic over the performance of "Rose Sydell's London Belles" to be seen the coming London Belles." The transport of the longer of postmortems." One of the elementary facts in business, the pointed out, is the rent, as the landord will keep up with the London Belles," to be seen the coming week at the Gayety Theatre. Everything in the place is new, from chorus to music and scenery. Such leading players as Geo. F. Hayes, Ted. Burns players players as Geo. F. Hayes, Ted. Burns players player and Kate Pullman insure a successful a foot. production, but the cast includes also

costumes blend well with the other excellent things that mark the production. Thirty beautiful girls pose as living models in a production of a million dollar painting Loew's Theatre. Kitty Gordon, the most superblygowned woman in the world, is the star of "The Beloved Adventuress," the feature photodrama the coming week at Loew's Yonge Street Theatre Winter Garden. In this picture Miss Gordon does some of the most

Walter Clinton and Julia Rooney, sister of the famous Pat Rooney, will offer a delightful revue of songs and dances; John Storm and John Mars-den, in "The Alibi," a farce comedy of married life; Joe Ward and Lillian Shubert, in popular songs and a pianolog, and Minnettl and Sedilli, circus acrobats and knockabout comedians, will complete the bill, which will also include several amusing comedy pictures. Ysaye at Massey Hall. Today marks the opening of the new ticket office in Massey Hall on

Andy Lewis, and a clever company, heading the vaudeville attractions, of-

fer an entertaining comedy and sing-ing act, "Laugh and the World Laughs With You"; Beatrice Morrell and her

sextet will be heard in high-class

selections and popular melodies; and

Victoria street and the beginning of the seat sale for the Ysaye concert on Wednesday, November 7. In bringhe is famous. Emmerich Kalman on Wednesday, November 7. In bring-wrote the beautiful score with which ing the celebrated Belgian musicaan to Toronto, Manager Norman With outbreak of the war Eugene Ysaye has devoted himself to the needs of his country and for a while felt that nothing else mattered. However, he will be here and Toronto will him a greater reception than he has

Irene Franklin's Opinion.

its lively spirits and gay humor, the lits lively spirits and gay humor, the little spirits lively spirits and gay humor, the little spirits lively spirits lively spirits and gay humor, the little spirits lively irresistible appeal to both young and irresistible appeal to both young and old. To make sure that everybody makes, seats are seiling at one dollar for the best ones at the Wednesday matinee, with plenty of dollar and dollar and a half seats at every performance. The cast includes Jerome formance. The cast includes Jerome for the such states with such a vast collection of principals, most of them stars or vaudeville topliners, that there was going to be a stirring row over the assignment of dressing rooms. I looked for an eruption, but instead everybody was quite content and satisfied. It was amazing, and made me gasp. Ofdimarily, too, in a show of this sort everybody is, dissatisfied either with what has been assigned him to do or with what somebody else gets. Nothing of this wonderful success of "The Only Glrl," which will be presented at the Grand Opera House next week for its first offering here at popular prices. Victor Herbert has supplied the melodies to the story and lyrics, the work of Henry Blossom, a shrewd librettist. "The Only Girl" stands distinctly prominent and derives a great deal of its somebody else gets. Nothing of this "The Only Girl" stands distinctly prominent and derives a great deal of its popularity, not alone from the delightful music with which Victor Herbert has clothed it, but also from bert has clothed it, but also from the Henry Blossom's amusing text, which contains a real plot, not made from the hollow old forms of humor which for so many years have served writers in my life, there is never a life to the same from the hollow old forms of humor which for so many years have served writers

careful organization."

Ethel Barrymore at Strand. as shadowgraphists, while The Four as shadowgraphists, while The Four week the magnificent Metro productions are daring tight wire artists. Week the magnificent Metro productions are loss of people with the magnificent Metro production of the magnificent Metro productions are loss of people with the magnificent Metro production of the magnificent Metro productions are loss of people with the magnificent Metro production of the magnificent Metro productions are loss of people with the magnificent Metro production of the magnifice

Ethel Barrymore, consummate artist of the strongest roles of her whole Fine Film at Madison.

and June Elvidge in the two principal tress who has been the innocent cause

Sons of Scotland Concert. The annual concert takes place in Massey Hall tonight. Seldom has such a strong program been presented. All the artists are stars, and can be depended upon to provide an excellent entertainment. They are: Florence Mulholland, contraito, from New York; Neil Baxter, Scotch comedian, to control the help, and to control the merchandise. The first may Welch, is the star of the "American of Boston; James Elcho Fiddes, Mar-Welch, is the star of the American Burlesquers," which Hughy Bernard again offers to the burlesque lovers of again offers to the burlesque lovers of again offers to the burlesque lovers of and the popular dancers. Seats can be handling of cash does not affect stock

PROPERTY OVER-ASSESSED. High in Northern Section.

Owners of many North Toronto pro-

clared that property that sold as high is to know your stock," he said, in Smith and Pullman, the last-named doing a whirlwind dance of unsurpassed excellence. The prettiest of parsed excellence. The prettiest of parsed excellence with the other real estate values is to know your stock," he said, in conclusion, "and the next step is to departmentalize your store and cut out those parts where a loss is shown."

CAPT, JOHN WOODS DEAD. Son of J. W. Woods Reported in Private Cable From England.

England yesterday the death in action department to act as superinten is reported of Capt. John Woods, son, of the Toronto works. of J. W. Woods, of the Gordon, Mac-Kay Company. Official confirmation of the statement has not yet reached intense acting of her career. She is the family. Capt. Woods has been seen as a woman beloved by many at the front for two years. Prior to seen as a woman beloved by many men and who loves but one man, But the supreme love of her life is for her little sister, a love which she demonstrates in an unmistakable manner. At the front for two years. Prior to enlisting he was attending the arts course at the University of Toronto. He has a brother. Capt. W. B. Woods, Church last night. "The viaduct will strates in an unmistakable manner." strates in an unmistakable manner, at the front.

Amusements

MASSEY HALL

NOTE:--On account of Sons of Scotland Concert this Evening

WILL NOT BE SHOWN Last Days--Friday and Saturday

Regent

A Mormon Maid With Mae Murray

TO-DAY **Ethel Barrymore**

MADISON BLOOK ATT CARLYLE BLACKWELL

"THE LIFTED VEIL"

and JUNE ELVIDGE "THE CRIMSON DOVE"

USES OF PERCENTAGES ARE MISUNDERSTOOD

Mutual News Weekly; Comedy.

Interesting Information Brought Out at Second Lecture Under Auspices of Advertising Club.

Frank Stockdale, the merchandis-

ing expert, who is giving a series of talks to merchants in Convocation Hall, under the auspices of the Tolighting is always correct and never bungled, and everything runs as easily and smoothly as sliding down a to-boggam. And all this is the result of ed the subject as the "lost art of making profits." He stated that many There have been pictures of great educational value, pictures that portrayed events in days long past, but few that have created many interest of the figure facts of the figure facts. "Many of the figure facts of the figure fa songs and dances, instrumental numbers and drisp, clever comedy. Tombers and crisp, clever comedy. Tombers and Ralph Austin are two Smith and Ralph Austin are two clever entertainers who have some new clever entertainers who have some new songs and parodies, planologs and economic control of the stores represented here do not earn profits, the figure facts do not earn profits—in fact 90 per cent. of the stores represented here do not earn profits, the figure facts do not earn profits—in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits, and in fact 90 per cent. Of the stores represented here do not earn profits. Announcement is made by the military mospitals commission of the arrival of arother contingent of returned soldiers of cotober 31, 1917, at St. Simon's Church, Toronto, by the Rev. E. C. Cayley, M. Toronto, by the Rev. E. C. Cayley, M. Announcement is made by the military incomplete list is as follows:

Announcement is made by the military is the title of an amusing worm is the title of an amusing such a life was bound to create, are such a life was bound to create, are shown in a realistic manner. The shown in a realistic manner and steech, according to Mr. Stockdale. In shown in a realistic manner and steech, according to Mr. Stockdale. In shown in a realistic manner and steech, according to Mr. Stockdale. In shown in a realistic manner and stroke the truth as there were running a business the story, in which Mae Murray takes the story, in which Mae Murray takes the story, in which Mae Murray takes the story in whi Kennedy and Ethel Burt have a delightful little sature which they call ightful little sature which they call present Mae Marsh in a production offering which contains some refreshing comedy. Mr. and Mrs. Gordon

they were misled by their own fig-ures. "Incomplete figures are apt to as shadowgraphists, while The Four Kings are daring tight wire artists. The kinetograph with new pictures is also a feature of the bill.

For today and for the rest of the magnificent Metro production. "There are lots of people who cannot control the sented at the Strand Theatre. This is a feature of extraordinary magnet-low to change the mind of the custive sented at the strain tent of the said. There are lots of people who cannot control their businesses. Simply knowing is a feature of extraordinary magnetalso a feature of the bill.

The Hippedrome.

The closing episodes of the British official war pictures of "The Retreat of the Germans at the Battle of Arras" the Germans at the Battle of Arras" fice to make "The Lifted Veil" an astronomy to make a business a success, and the management of stores must be vary learned by the vary learned by the

The general uses of percentage, he condemned. "It would be a good thing," he said, "if someone would take this matter up and see that in our high and public schools percentage was taught so that it would be understood." To show how little this question of percentage Jammed with thrills is "The Crimson Dove," the latest Brady-World release, which, with Carlyle Blackwell problem had to do with the selling of a chair, taking into consideration parts, will form the feature at the Madison Theatre today and for the cost of the chair and the selling balance of the week. The tense in-terest of the photoplay centres around handed in last evening, they varied the situation arising from the mar-niage between a minister and an ac-riage between a minister and an ac-tress who has been the innocent cause lifth of one cent loss, which, he stated, showed that the general applica-tion of percentage was not understood. He stated that he had found in Canada a difference with the Seldom has United States in the figuring of pro-

fits.

appear obvious, but it is the obvious or the handling of people. vised everyone to get facts. "But I will admonish every man, not to go to the trouble of getting facts unless he knows how to use them. There Expert Valuator Declares Rate is Too are more facts filed away in safes in Toronto than there are facts that are laid on the table every What we want are figure facts and perties appeared before the court of revision yesterday asking for reducmany instances, he said, the figures did not earn profits. "The first step

TAKES NEW POSITION

A dinner was held in the Charles' Hotel on Monday evening by the men, in charge of the various de partments of the shell plant of the In a private cable received from R. W. Gifford who is leaving the shell

DISCUSS VIADUCT TODAY.

"The board of control will take up ris tomorrow morning," said Mayor Church last night. "The viaduct will then be fully discussed." Amusements

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Mat., 10, 15c This Week Evg., 10, 15, 2

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