

## INAUGURATE CAMPAIGN FOR FIRE PREVENTION

Canadian Manufacturers' Association  
to Give Luncheon and Hear  
Address by F. H. Wentworth.

The Canadian Manufacturers' Association will inaugurate a fire prevention campaign on December 13. It is their intention to make people realize that every individual is being taxed for not only his own but his neighbor's carelessness because of fires that could have been prevented but which caused great loss to the state and to the people. Franklin H. Wentworth of Boston, the secretary of the National Fire Prevention Association, will deliver an address at a luncheon in McConkey's on December 13, on which day the C. M. A. fires its first shot of an educational campaign. In a circular issued by the association yesterday it says:

"The fire waste in Europe averages 25 cents per capita in the United States and Canada it averages \$3 per capita, or \$30,000 per hour, or \$500 per minute."

"Who pays this loss? The insurance companies? No! They are only the insurance tax collectors. You wonder why you find it difficult to compete in your protected market with European producers. One reason is that your insurance tax is 250 per cent. more than that of your European competitor. How can this handicap be overcome? Certainly not by the effort of one thoughtful person in a community of thoughtless people, but by an educational propaganda that will bring home to the mind of every individual that he is being taxed for not only his own but his neighbor's carelessness."

## PERLEY INELIGIBLE FOR LONDON OFFICE

Born in New Hampshire, Naturalization Laws Would Prevent His Recognition as a British Subject.

OTTAWA, Dec. 12.—(Special).—There was a mild sensation in parliamentary circles this evening when it was observed that The Toronto Mail and Empire, The Montreal Gazette, The Ottawa Citizen and other Conservative papers throughout the country published under an Ottawa date line an article advocating the appointment of Hon. George H. Perley as Canada's representative upon the imperial defence committee. It was assumed in some quarters that the article was inspired. It turned out, however, that neither the government nor Mr. Perley is responsible for this journalistic tour de force. As a matter of fact it is pretty well understood in official circles that while Mr. Perley would make an admirable representative of Canada on the imperial defence committee and while Mr. Borden would take pleasure in recognizing the distinguished services rendered by Mr. Perley as his minister during the last campaign and as acting premier during the past summer, his appointment to the position referred to is made all but impossible by the anomalous condition of the naturalization laws throughout the empire.

Barred by Laws. Mr. Perley was born in New Hampshire and is therefore a naturalized British subject in Canada. In Canada naturalization of an American citizen is not recognized outside of Canada by the imperial government. The American settler naturalized in Canada is not a British subject outside of Canada. It is hoped that some action may soon be taken which will make a British subject anywhere a British subject everywhere, but until this is done Canadian naturalization will confer no rights in the United Kingdom.

The prevailing opinion here still is that the appointment will go to Mr. Hazen, but no announcement will be made, of course, until the naval proposals of the government are adopted by parliament.

## FOR GOOD LITTLE BOYS AND GIRLS

Not Long Now Until They Will All  
Get Just What They Are  
Wanting.

Remember how grandma used to tell us at this season of the year that we'd be sure to get just what we wanted for Christmas if we'd be good? Some of us have grown into big girls and big boys now, and while we don't always get just what we want we know that we stand a much better chance of getting what we need if we are good. "An' jest 'fore Christmas we're as good as we can be."

If you want to get one of The World's Christmas presents you'd better be quick now. You'll want more than one, for who can think of a more appropriate or useful gift than an illustrated Bible? Take the \$5 volume for only one certificate and a small expense bonus amount and you've got a real \$5 present for somebody.

It's a handy present to send by mail, for, unlike so many breakable gifts, it requires but little wrapping, and it is packed in a carton with a \$5 label on it. The value shows for itself. It is bound in genuine limp leather, stamped in gold, printed with Bible paper, with large, readable type. It is simply an ideal gift for Christmas or any other occasion. If you can think of anybody that would not prize such a gift, it must necessarily be one that cannot read, write or speak. Do you happen to know such a person?

This particular time is perhaps your best opportunity to clip the coupon. You will find the entire plan explained therein. Clip that coupon today and now.

Galt's Paving Problem. GALT, Dec. 11.—(Special).—N. G. MacKendrick, Toronto, addressed the board of trade today advocating permanent road making and including a recommendation that the city recently voted \$65,000 for street improvement. How to spend it is now the issue.

## Our Stores Are full of Xmas Goods

The Quality, the Variety, and the Prices are sure to please you. Everything is new. It will pay you to shop early. Below are only a few of our Friday and Saturday specials:

### Kodaks for Xmas

A Kodak will make the whole family happy. They last a lifetime.	
Brownie Cameras	1.00 to 10.00
Kodaks	10.00 to 65.00
Brownie Enlarging Cameras	2.00
Brownie Film Tanks	2.50
Brownie Developing Box, No. 1	1.00
A. B. C. Printing and Developing Outfit	1.50
Photo Albums for Brownie Prints	.39
Calendar Mounts for Prints	10
Calendar Mounts for large Prints	12
Portrait Attachments	.50

### Patent Medicines

50c Phillips' Milk of Magnesia	.34
25c Charcoal Tablets	.15
50c Pond's Extract	.29
\$1.00 A. & M. Foods	.69
60c Chase's Linseed and Turpentine	.33
40c Bevil	.24
\$1.00 Sanatogen	.69
\$1.99 Sanatogen	1.39
75c Port Wine for invalids	.49
35c Unfermented Xmas Wine	.23
25c Stemann's Malt	.13
\$1.00 Pinkham's Vegetable Compound	.63
\$1.00 Wine of Cod Liver Oil Extract	.45
60c Sal Hepatica	.43
75c Beef Iron and Wine	.43
\$1.00 Bottle Scott's Emulsion	.59
25c Nerviline	.12
25c Bottle White Liniment	.12
35c Bottle Fletcher's Castoria	.19
60c Formant	.19
\$1.00 Emulsion of Cod Liver Oil	.43
\$1.00 Listerine	.59
\$1.50 Feltz's Syrup of Hypophosphites	.89
50c Pape's Diapain	.26
15c Tin Snap	.08
\$1.00 Ems' Fruit Salts	.55
\$1.25 Gude's Peptomangan	.79
\$1.00 Maltine with Cod Liver Oil	.69
25c Mecca Ointment	.12

### Thermos Bottles

Are always so handy.	
Pint Size	1.25
Quart Size	2.50
Pint Size in case	2.35
Quart Size in case	3.75
Pot	6.00
Coffee	6.00

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### Parisian Ivory Pieces

Every lady likes these.	
\$4.50 Hair Brushes, heavy back	3.98
\$5.00 Hair Brushes, large size, and select bristles	4.39
\$6.00 Hair Brushes, extra large, with select bristles	4.98
\$4.00 Youth's Hair Brushes	3.39
\$5.00 Hand Mirrors, heavy plate	4.39
\$6.00 Hand Mirrors, heavy plate	4.98
\$7.00 Hand Mirrors, heavy plate	5.89
75c Dressing Combs	.59
\$1.25 Dressing Combs	.89
Combs	1.29
75c Manicure Pieces	.59
\$2.00 Nail Brushes with select bristles	1.79
\$2.00 Hat Brushes, best bristles	1.69
\$3.00 Hat Brushes, best bristles	2.49
\$10.00 Pair Military Brushes	7.98
\$4.50 Cloth Brushes	3.89
\$4.00 Cloth Brushes, assorted backs	4.49

### Toilet and Manicure Sets

\$3.00 Ebony Brush and Comb, set	2.39
\$3.25 Ebony Brush and Comb, set	2.59
\$5.00 3-piece Ebony Set	4.49
\$7.00 3-piece Ebony Set	5.98
\$8.50 Alligator Case, with ebony brush, comb, and mirror	7.49
\$12.25 4-piece Ebony Manicure Set	3.50
\$3.85 Manicure set in folding leather case	2.25
\$8.00 Toilet Set, of hair brush, comb, mirror, and clothes brush	6.49
\$3.00 Set Military Brushes	2.49
\$2.50 Set Military Brushes	1.25
\$5.00 Set, Cloth and Hair Brush, in case	3.98
\$8.00 German Silver Shaving Set	6.89
\$5.00 German Silver Toilet Set	4.25
\$7.00 German Silver Toilet Set	4.98
10-piece German Silver Toilet Set	14.50
3-piece German Silver Toilet Set	3.25
4-piece German Silver Manicure Set	4.25
\$8.00 Manicure set in plush lined case	4.75

### 14 kt. Gold Nib Fountain Pens

Xmas Book-lets, each in a separate envelope, ready to mail. Regular 50 each. A package of 20 for .39	
50c Bottle of Odol, the imported mouth and tooth wash. Special price .25	
25c Cake 4711 Rose Glycerine Soap .14	
Savey Cheoco-lates, a much appreciated Xmas gift, in fancy boxes .25 and up.	

### Our Best Candy Specials

50c Cadillac Choco-lates, assorted	.29
30c Turkish Delight, lb.	.19
40c Maple Walnut Cream, lb.	.29
50c Fresh Cream Caramels, lb.	.39
50c Almond Nut Toffees, lb.	.29
40c Walnut Toffees, lb.	.25
40c Coconut Toffees, lb.	.25
25c Peppermint Cream Wafers, lb.	.23
35c Wintergreen Cream Wafers, lb.	.23
50c Coconut Gems, lb.	.39
5c Spear-mint Gum	2 FOR 5
Barr's Saturday Candy, lb.	.39
Fenway Choco-lates, lb.	.80
Fenway Choco-lates, 1/2 lb.	.40
Ganong's Choco-lates, lb.	.50
Nelson's Choco-lates, dipped Mar-a-chinos, lb.	.80
Nelson's Choco-lates, Cream, as-sorted, lb.	1.00
Liggett's Dutch Choco-lates, 1/2 lb.	.50
Liggett's Dutch Choco-lates, lb.	1.00
Lewy's Choco-lates, lb.	.50
Moir's Choco-lates, lb.	.50

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## The Rexall Store Liggett's DRUGS

106 Yonge St. - Phone Adelaide 100  
224 Yonge St. - Phone Main 2649

### Guaranteed Hot Water Bottles

They will make Useful Xmas Presents	
The old folks will enjoy one of these guaranteed Hot Water Bottles many times during the cold winter months.	
\$1.50 Lion Water Bottle, maroon color, 2-quart size	.89
\$2.00 Venetian Water Bottle, red rubber, 2-quart size	1.49
\$2.00 Maximum Water Bottle, 2-quart size, maroon color	1.49
\$2.25 Premier Water Bottle	1.59
\$2.50 Walpole Water Bottle	1.98
\$2.50 L. E. Gant Water Bottle, 2-quart size	1.79
\$2.75 L. E. Gant Water Bottle, 3-quart size	1.90

### Solid Ebony Pieces

They always look good.	
75c Hair Brushes, with pure bristles	.59
Brushes, with pure bristles	.79
\$1.50 Hair Brushes, with select bristles	1.19
\$1.75 Hair Brushes, extra quality bristles	1.39
\$2.00 Pair Military Brushes	1.79
\$3.00 Pair Military Brushes	2.49
\$3.50 Pair Military Brushes	4.39
\$1.25 Cloth Brushes	.98
\$1.50 Cloth Brushes	1.19
Brushes, with heavy backs	1.69
Brushes, in assorted backs	1.29
\$2.50 Hat Brushes	1.98
\$1.75 Hand Mirror	1.39
\$2.50 Hand Mirror, with French bevel glass	2.19
\$3.00 Hand Mirror, with French bevel glass	2.69
\$3.25 Hand Mirror, with French bevel glass	2.98
\$1.50 Shaving Mirror	1.39
\$2.25 Shaving Mirror, on stand	1.98
\$4.00 Shaving Mirror, on nickel stand	3.79

### Fine Christmas Stationery

If you wish to be judged by the stationery you use, then be sure you use Symphony Lawn Linen.	
75c box Symphony Lawn Linen, in five different shades and styles	.59
\$1.00 Symphony Lawn Linen, in cabinet box	.79
\$2.25 Symphony Lawn Linen, in decorated holiday box	1.75
\$3.00 Cabinet box Symphony Lawn Linen, containing three shades of paper, with envelopes to match	2.19
25c box Stationery	.19
25c box Scotch Fabric	.16
50c box Paper and Envelopes, with 1915 calendars attached	.40
50c Steel Die Embossed Initial Stationery	.33
75c Illuminated Gold Crest Initial Stationery. This is new and very neat	.59
50c box Old Holland Linen	.50
50c box Old Flemish Linen	.50
\$1.25 Xmas Stationery, in fancy glove box	.98
10 beautiful engraved Xmas Letters, in envelope ready to mail 4 for	.25
10c pkg. Xmas Tags	.7
35c Children's Pencil Sets	.23
\$1.00 Pencil Sets	.79
\$1.25 Pencil Sets	.89
\$2.50 box Holiday Stationery	1.79
\$5.00 box Holiday Stationery	2.19
\$8.00 box Stationery	6.75

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Nelson's Choco-lates, dipped Mar-a-chinos, lb.	.80
Nelson's Choco-lates, Cream, as-sorted, lb.	1.00
Liggett's Dutch Choco-lates, 1/2 lb.	.50
Liggett's Dutch Choco-lates, lb.	1.00
Lewy's Choco-lates, lb.	.50
Moir's Choco-lates, lb.	.50

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## Our Employees have got the Xmas Spirit

And are at your service. They, too, are anxious that you should be pleased. You will find bargains in our stores every day that are not advertised. Come in and look around.

### Toilet Waters

We have a complete assortment of toilet waters in the new line of "Intens" Toilet Waters. \$1.00 size	
Alma Toilet Water	1.00
75c Roger & Gallet Toilet Water	.59
\$1.10 Hudnut's Toilet Water	.89
75c New England Violet Toilet Water	.49
\$1.00 Piver's Toilet Water	.89
\$1.00 Hansen & Jenke's Toilet Water	.89
\$3.00 Mary Garden Toilet Water	2.29

### Pure Drugs

Devel glass.....	1.39
stand.....	1.99
nickle stand.....	3.79

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ry yce	.59
ryen.	.79
	1.75
	2.19

utiful engraved  
Letters, in enve-  
raged to mail 4 for 25

er. Kmax Teye	.25
ildren's Pencil Sets	.79
encil Sets	.79
encil Sets	.89
ay Holiday	1.79
enery	2.19
enery	2.19
ay Stationery	6.75

2.00 to 2.50 Values  
guaranteed, **1.25**  
for 3

the Roger	
et Tooth	
ust	
3 for .25	

Passe - Partout	
Frames for	
post cards and	
photo prints,	
assorted	
colors.....	.10
3 for .25	

# Toilet Needs

15c	Harmony	Rose
Glycerine	2 for .25	