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The BROADWAY HOUSE OF FASHION
331--WATER STREET--331

Former Premises of the American Boot and Shoe Store

GRAND OPENING SALE

Begins next Tuesday, Dec. 5, at 10 a.m.

TO CELEBRATE OUR GRAND OPENING OF OUR DOORS TO THE PUBLIC.

Nothing so Vast Has Ever Been Attempted Here Before !!

**MORE THAN A SALE--
A CELEBRATION!**

We believe--with many years of selling and merchandising experience--that the right and fitting way for us to celebrate our opening is to offer you, our future customers, seasonable merchandise at prices far below the ordinary. On this belief is built our GRAND OPENING SALE in which you are to share.

WATCH SATURDAY'S PAPERS FOR DETAILS!

A SUPER EVENT!

**All the MERCHANDISE
offered is SUPREME
and unequalled in
VALUE and PRICE**

**WE PLEDGE
ALL OUR
ADVERTISING**

to be truthful, and supporting the same principles of doing business. Comparative prices, when used, are bona fide, and represent previous prices for articles of the same quality.

**THE WHOLE
FAMILY'S
Winter Needs in
WEARING APPAREL
and substantial FOOT-
WEAR here at HUGE
SAVINGS**

This great selling event is only made possible because our buyer in New York with ready cash in his hand was able to buy goods NOW when the market throughout the STATES is at a low level on account of exceptional warm weather experienced there and the general conditions they are passing through in that country at the present time.

This Great Sale will establish new low price levels in NEW wanted merchandise beyond the dreams of the buying public, and such as they cannot hope to see duplicated for some time. We have been preparing for quite a while for this SALE and we are sure you will be surprised.

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The Passing of The Milkman

GROGER MAY FILL HIS PLACE.

LONDON. (Canadian Press)—Some day the milkman may vanish from the earth and the grocer fill the place that the milkman now keeps. The milkman again. Some time in the future the milk trade, as it is in these days, may be a thing of the past, and people may obtain their milk from the grocer in a dried form. Dr. Leonard Hill made the suggestion of this possibility at a recent sitting of the National Milk Conference in London. Dr. Leonard Hill is director of the National Department of Applied Physiology, National Institute of Medical Research at Mount Xernon, Hampstead, and was formerly a member of the Army Medical Advisory Board. He was serious in his suggestion that dried milk might take the place of the lactical fluid, and he expressed himself in favor of this. Dr. Dreyer, Professor of Pathology at Oxford, also pronounced for dried milk. He said it was the best way out for the mass of consumers in large cities. This was in connection with a discussion on pasteurization on which conflicting views were expressed at the National Milk Conference. Dr. Dreyer leaned towards absolute sterilization and suggested that under such a system two of the three vitamins would not be impaired. If the third suffered, he said, its place could easily be taken by the drops of orange or lemon juice. The danger of this suggestion, one of the speakers said, was in inviting false confidence. The process should be allowed only under definite control, and all Pasteurized milk should be sold with its age stated on the bottle. Mr. and Mrs. Nathan Straus, of New York, well-known advocates of Pasteurization, said they had discovered in London so-called Pasteurized milk which still contained dangerous micro-organisms. Mr. Straus advocated the use of milk bottles with rounded ends, so that they could be left to stand open, exposed to the air, and covered by medical officers of health. He made plans for investigation before Pasteurization was decided upon. Sir Daniel Hall, Chief Scientific Advisor of the Ministry of Agriculture, expressed the view that it was "easy to be unnecessarily scared by bacteria." Dirt in milk was a bad thing," he admitted, but what the people need is more milk."

Churches Plan Big Temperance Campaign

LONDON (Canadian Press)—Fourteen Christian Churches and religious organizations in this country, including Anglicans, Roman Catholics, Quakers, the Salvation Army, and all the great Free Church denominations, are planning a temperance campaign for the beginning of next year. The campaign will urge the following four points:—

1. No sale of intoxicating liquor to persons under 18 years.
2. Local option for England and Wales.
3. No sale or supply of intoxicating liquor on Sunday.
4. Supply of liquor in clubs to be subject to the grant of an annual license by the local justices.

Prohibition is not included in the programme of the campaign, Rev. E. Benson Perkins, Honorary Campaign Organizer, said in a recent interview. The Temperance Council of the Christian Churches which is responsible for the campaign, he said, was concentrating upon an agreed policy, which would not divide but unite. Thirty-six Anglican bishops have promised their support in the campaign, including the Bishops of London, Manchester, and Exeter.

Ladies' and Gentlemen who enjoy perfect Dancing Time will rest assured when they know that the full Majestic Orchestra is playing for Dancing St. Andrew's Night, Thursday, November 30th.—nov28,31

"Knocking Wood" For Luck.

Why does a person "knock wood" whenever he does not want his luck to desert him?

It is believed to originate from an old Danish myth.

According to the legend an old Danish sea captain, just before starting on a voyage, would always tap on the side of his ship, and then stand in silence and listen for a few minutes.

His belief was that as there were so many millions of their kind in the timbers of the ship, the elves of the wood would come out and bless the ship and ensure it a safe return.

Other Danish skippers followed this practice, and, strangely enough, at least so we are told, the vessels so submitted to this quaint ritual, seemed to acquire immunity from the perils of the sea.

As a result the superstition became a custom which has lived to the present day.

Have you a Suit or Overcoat to be made. Bring it to FARRELL THE TAILOR, Adelaide Street. First class work at moderate prices.—sept 28.15