WEDNESDAY MORNINC

THE TORONTO WORLD

CENSORS APPROVE

SOMME PICTURES

OCTOBER 4 1916

WILL CLOSE BORDEN **AT END OF OCTOBER**

Battalions to Commence Move for Overseas and Winter

Quarters.

TROOPS' HALF HOLIDAY

Visitors Will Be Allowed in Camp on Thanksgiving

By a Staff Reporter

into winter quarters or eastward will be away from Camp Borden before the close of this month. Colonel Mewburn, A.A.G., states that the quarters for the four battalions to train in Hamilton this fall will be ready by October 22. Two of the quarters are ready now. Major Chester Walters are ready now. Major Chester Walters are ready now. Major Chester Walters (Mayor of Hamilton) states that good progress is being made in preparing the additional quarters. Headquarters announces that the 118th Kitchener's Own and 149th Lambton battalions will go into quart-ers in London, Ont. from here, and that the 186th Kent County battalion will winter at Chatham. For imperial Commissions. Lieut.-Col. W. R. Lang of head-

million called for by Premier Borden. After the departure of the battalions from camp, the engineers under Major Barry and the ordnance corps under

ed Cross Society, 14 to 16 Cock-street, Lo ston, S.W., England. Bivers-Bulkley was formerly Pelly, lady-in-waiting to the ess of Connaught. She married Rivers-Bulkley, who was killed Capt. Rivers-Bulkley, who was killed in the present war. Transferred to Toronto. 'Sapt. Victor McWilliams of the Camp Borden Hospital staff has gone to Toronto to be captain-adjutant at the military hase hospital there. Unnorary Captain John Coburn. formerly chaplain of the 201st To-tonto Light Infantry, is to become chapluin of the 175th Niagara Rangers Battalion.

Lieuts. W. R. Barton, H. M. Morrow and E. F. McDonald of the 170th Mississanga Battallon have been transferred to the 169th Toronto Bat-tallon.

Afternoon. To Inspect Niagara Rangers. Major-General W. A. Logie, com-mandant of Military District No. 2. will inspect that 176th Niagara Rang-ers' Battalion. (Lincoln and Welland Counties), on the ceremonial area at 19.30 tomorrow morning

dressed to Mrs. Rivers- Bulkley, of Red Cross Society, 14 to 16

now considered practically definite that | 9.80 tomorrow morning.

INQUEST IS OPENED.

There are to be adequately looked after by a staff of caretakers. En Prince are to be adequately looked after by a staff of caretakers. En Prince are to be adequately looked after by a staff of caretakers.

(Continued from Page One). John Hendrie Performs enes are taken in the first-line Ceremony This After-"The most marvelous feature of the picture," he continued, "was the re-production of the shelling of the trenches. It is all certainly realistic. Of course some of the episodes might be termed grucsome because they show actual battle action in which men are

FEATURE OF PARADE actual battle action in which men are killed, but can be witnessed without an unp.easant feeling." All of those who saw the picture when it was presented to the appeal board were intensely interested; and all of them, including Sir John Hea-drie, heartily approve their exhittion.

SPADINA MILITARY

Tonight.

HOSPITAL OPENS

This afternoon at four o'clock Lieutenant-Governor Sir John Hendrie will officiate at the opening of the new Spathe units to go into winter quarters in Toronto and other points will leave here between Oct. 15 and 23, and that most of the battalions whether going into winter quarters or eastward will be away from Camp Borden before the out of 187 members of vari-

The new institution will relieve the con-gestion at the Central Convalescent Home on College street, so many returned sol-diers in need of medical uratment were attached to this hospital that it was nec-essary to allow the neathnest patients to live at home and attend daily for treat-ment. For this reason the opening of the old Knox College was hurried. It has oeen proposed that the out patients will be called in and cetained at the Spadha Hospital until they have fully recovered. Senator Lougheed will be one of the chief speakers, and the music will be furnished by the Queen's Own Regiment Band. A number of first-class engineers who have been rejected as medically un-fit for overseas are needed for the new hospital at once.

the additional quarters.
Headquarters announces that the list Kitchener's Own and 148th Kitchener's Own and 148th Kitchener's Own and 148th Sergt-Major Coghlan and Sergt Major Cogh

Recruits should apply to recruiting of ficer, C.A.S.C., southeast rooh of Arm

clare that women can writess the final without hesitation. Both of these ladies approve the picture. The "Battle of the Somme" pictures represent the first film depicting ac-tual warfare on the British front which has been shown in theatres without British censurship. Sir Doug-las Haig, the British commander-in-chief, edited the wording of the film, but changed only a few sub-titles. War as War is. War films have become a familiar feature in picture house programs, but never before has the tragic real-ity of this war been depicted with such grim fidelty and fulness of de-tail as the Somme battle pictures, which were photographed by permis-sion of the war office by the British Topical Committee for war films, The picture omits little of the hor-rors and nothing of the heroism and the sustained endeavor of the scenes upon the cinematograph gaze. Those

Both Lady Guinness and Mrs. Fergu-son saw the entire picture and de

clare that women can witness the film

without hesitation. Both of these

upon the cinematograph gaze. Those who argue that the ghastliness of the war should not be so forcefully brought home to the public mistake the purpose of the film. It is intended as an education, not an entertainment The abiding impression of those who witness it is one of horror and repulsion, not so much from war in genera but from the action of those who brought this terrible cataclysm on civilization.

The picture has been described by Lloyd George, British secretary of state for war, as "an epic of self-sac-rifice and gallantry, and if the exhibition of this picture does not end war God help civilization. Mothers, wives

sisters and afflanced ones your hearts will hear," he said, "your voices speak in honor and glory of the living and the dead. See that this picture, which is itself an epic, reaches every-

SIR HAMAR GREENWOOD **ARRIVES IN TURONTU** Says Industries Will Not Accept

> Orders for Other Than War Purposes.

Sir Hamar Greenwood, Bart., M.P., and Lady Greenwood arrived in To-ronto and are staying at the King Edward Hotel, previous to continuing their trip to Winnipeg. Sir Hamar will return to England about the mid-die of the month where he intende to

Are We Becoming Hysterical?

O WE THINK that the markets of the world can be upset by a war involving nearly the whole Caucasian race without its having its effect on the food costs of Canada ?

It is not British Fair Play to stir up the people against any industry before the facts are known. Investigate if you like but reserve your judgment until you complete your investigation and know your facts.

The basis of success is Service. The law of Price is Supply and Demand.

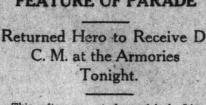
The law that curbs Industries is Com-

petition-not By-Law.

With the above natural laws operating constantly and a law on the statute books prohibiting combination in restraint of trade or to unduly enhance prices, the loose talk that is going on in some quarters seems uncalled for. If the law is being broken, convict the offender and apply the penalty.

We have introduced the subject in this manner because we are going to be the next large distributor to raise the price of a necessary article of food.

We ask you to give heed to our statement regarding some of the conditions that make the advance necessary. For the past five winters we have sold 21 Pints of Milk for \$1.00, and during this time milk has steadily increased in price, until an amount of milk that at the beginning of the period cost \$11.90, at the end of the period cost \$13.23, or over 11% more, and on a basis of contracts made for milk this winter the same amount of milk will cost \$16.97, or over 42% more than it did five years ago-this is the principal reason for the in-



and 6000 at Nicgara. The remainder will be stored in Toronto. All stores here are to be adequately looked after by a staff of caretakers. For Price and Caretakers. During the caretakers and the stores are and the store of the

UNIVERSITIES!

DICTIONARY

For Prisoners in Germany. Many enquiries have been received by headquarters from relatives of

fend your speech

ar your fortune."

Greatly, Reduced

STRIKE AVERTED.

prisoners of war in Germany asking flow they can forward clothing to them. It is pointed out by head-quarters that there is a committee of Special to The Toronto World. Windsor, Oct. 3.—Possibilities of a strike on the Sandwich-Windsor and Amherstburg Pailway, are now very remote since the company has agreed Canadians in London who can supply the war prisoners. Relatives and remote since the company has agreed cn arbitration and has appointed E. G. Henderson, general manager of the Canadian Salt Company, as its repre-sentative. At a meeting of the em-ployes of the railway last night, Mag-nus Sinclair of Toronto was selected as the union's representative. friends of soldier prisoners are requested to give the soldier's number, name, unit, where interned, particu-lars of clothing required and his needs will be given prompt attention. The communications are to be ad- as the union's representative.

Man Has Ribs Broken by Car,

will return to England about the mid-dle of the month, where he intends to remain as a champion of imperialism. Yesterday he told of how the old country, as one man, was devoting it-self to the war. No industry, speak-ing generally, he said, would accept an order unless that industry was not required for war purposes. The whole maritime fleet was under the control of the admiralty committee of ship-ping and business men and at the out-break of the war the railways went under government control. To smash the German Empire was the common objective for which the peeple, as a whole, are organized. Work proceeds with a fierceness and a grimness never before seen in Bri-tain. Goes to St. Michael's Hospital

While sweeping the street opposite the General Postoffice, East Adelaidc street, yesterday afternoon, Tony Fadroe, 183 Centre avenue, was struck

tain. "There is no doubt if the prices go much higher in Britain, the govern-ment will be compelled to control absolutely the food, and some raw ma-terial producis. The whole trend in Great Britain is toward government control of the necessaries of life and industry," said Sir Hamar.

EVOLUTION OF LIFE IS THEOSOPHICAL THEORY

Inconcrining of creation, under the spiritual guidance of God, or set forth by Charles Lazenby, B.A., in a theosophical lecture last night in Cana-dian Foresters' Hall, at which 200 were present. All life was divine energy mani-esting itself in outer and constantly-changing forms, and humanity, in associ-ation with those forms, gathered the ex-perience of the ages by assisting the up-wind trend of lower forms of life, from mineral to vegetable, thence to animal and human levels, and surpassing that to the realization of Godhood. All occult-its were servants of the great law, pledged to minister to those of lower evels. No one could be forced into such servitude, which was voluntary, and the dillee. 'If any man would different of Gallee. 'Men reaped ex-tor the result in character and circum-stant of follew. 'Men reaped ex-tores of the ignest types of manhood. and know the Masters. Binor Vignetti, accompanied by Sig-shis chaste and beautiful style, his liquid por vignession for his rare taste and the set of the ignest types of manhood. and know the Masters. HOMESEEKERS' EXCURSIONS TO WESTERN CANADA.

The Grand Trunk Railway system issue round trip homeseekers' tickets at very low fares from stations in Canada very low fares from stations in Canada to points in Manitoba, Saskatchewan and Alberta, each Tuesday until October 31st, inclusive, via North Bay, Cochrane and Transcontinental route, or via Chicago, St. Paul and Duluth, and are good returning two months from date of issue. Through tourist sleeping cars are operated each Tuesday for Winnipeg, leaving Toronto 10.45 p.m., via Transcontinental route without change. Reservations in tour-ist sleepers may be obtained at nominal charge on application to any Grand Trunk Ticket Office. The Grand Trunk Pacific Railway is the shortest and quickest route between Winnipeg. Saskatoon and Edmonton, with smooth roadbed, electric lighted sleeping cars, through the newest, most picturesque and most rapidly developing section of western Canada.

Before deciding on your trip ask Grand Trunk agents to furnish full particulars. or write C. E. Horning, district passenger agent. Toronto, Ont.

Labor has increased as well. It cost us \$17.07 for labor in 1912 to handle the same amount of product that in 1915 cost \$20.37-an increase of 19%. This item alone amounted in 1915 to over \$48,000.00, and was a legitimate cost to add to the selling price, but we hoped th : 1916 would be more favorable. Instead, labor conditions are worse, and to add to the complexity of the situation, our farmers have had a bad season, averaging about half a crop, and they are demanding a price that figures 28% above last winter's price.

These are the main reasons why we are obliged to raise the price of milk this Fall. But even at 11c or 12c per quart, any dietician will tell you that milk is still the cheapest food you can put on your table, especially, when you consider that "Milk, in itself, is a perfect fcod, containing all the materials necessary for the nutrition and repair of the human body."-(Department of Public Health, Toronto.)

There are no abnormal profits in our business, as our annual audited and published statements show. When an industry is making big profits it attracts capital and more go into the business-when conditions are unattractive it has the opposite effect. In 1911 there were 175 milk dealers serving Toronto, in 1916 only 99, according to statistics furnished by the Department of Public Health.

We have gone into this lengthy announcement because we want the confidence of the public. We set a standard for Toronto when there was no standard-we could carry on our business on a much lower plane and still be able to get a license. Only half of the dairies doing business in Toronto to-day are designated as "First Class Dairies" by the Health Department-visit some of the worse ones and you will understand the difference in the cost of operating the City Dairy-but to lower our standard is to trifle with the health of our customers, particularly the babies, and must not be considered.

We want a margin of profit that will enable us to maintain our plant, equipment and service up to the high standard that has always been our aim.

It is the "Pertiklar Peeple" who have gained for Toronto the reputation of having the best milk of any City of its size on the Continent—and we believe that the "Pertiklar Peeple" don't want us to serve them at a loss or on a margin of profit that will endanger the permanence of the service.

> **OUR PRICE COMMENCING OCTOBER FIRST IS** 18 Pints \$1.00

OUR DRIVER PASESS YOUR DOOR EVERY MORNING

Toronto THE NEW

ALL other dictionaries are out-of-date—printed so long ago-that the language of business and society today has surpassed and outgrown them. Fashlons in words change—just as fashlons in dress differ from period to period. Thousands of words never before in any dictionary, brought in by marvelous changes and advances all over the world, are now clearly defined in THE NEW UNIVERSITIES DICTIONARY. Having a separate dic-tionary for every science and sport, it is, in fact, a

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