Store Opens 8.30 a.m.
Closes 5 p.m. Daily

EATON'S DAILY STORE NEWS

HAVE YOU A "D.A."?
A deposit account is one of the greatest conveniences in ordering goods by telephone. Apply for particulars at the "D. A." Office on the Fourth Floor.

Men! EATON-Made Suits Display Clearly the Results

Of carefully selected cloths and shades, careful tailoring, at a price that is causing unusual interest in the clothing field today.

At $22.50 are Worsted Suits, in single-breasted models, in three-button semi-fitting style, with natural formed shoulders and notch lapels; in grey and black pin check worsteds; also plain grey pick and pick patterns. Sizes 36 to 44. Price $22.50.

At $25.00 are hand-tailored single-breasted sacque suits, of cashmere finished tweed, in heather mixture; also black and white striped effect in body fitting model, with peak lapels. Sizes 36 to 44. Price $25.00.

At $32.50 is a Worsted Suit, in brown and grey stripe of mixture, in single-breasted, three-button semi-fitting style, with soft roll lapels to the second button, narrow shoulders, has deep vent in back, and is lined with beatrice twill. Sizes 36 to 44. Price $32.50.

—Main Floor, Queen St.

Men! The "Mallory" is a Hat That Ranks With the Best for Quality, Style and Value, at $5.00

These are in crease crown style with flaring or curling brims, bound edges. In dark or medium green trimmed with corded ribbon having tailored bow at side, or the puggaree band; sizes 6 5-8 to 7 1-2. Each $5.00.

Men's soft felt hats, in fedora shape, with flaring brim, welted or bound edges, in green and grey; sizes 6 5-8 to 7 1-2, each $2.50.

Men's and boys' caps of cotton and wool tweed mixtures, in grey, brown, fawn pinchecks or overplaids, with one, four or eight-piece tops, some are heavy weight materials, with fur band for winter wear. Sizes 6 3-8 to 7 1-8, each 75c.

Kiddies' Plush Rah-Rah Hats, with drooping stitch brim, lined with grey satin-faced lining, and trimmed with black ribbon, and bow at side with buckle. Sizes 6 to 6 7-8. Each, today $2.00.

—Main Floor, James Street.

DROP-HEAD SEWING MACHINES OFFERED TODAY AT $21.00

To Commemorate Our 21st Anniversary of Sewing Machine Selling

"Extra good values" and "square dealing" are the reasons for such tremendous progress that has been made in that length of time. But while the past is a history of which we are proud, to do better is our aim, and the values offered today in sewing machines in spite of difficulties of the times are little short of sensational. A special display is arranged on the Second Floor of the Furniture Building, and those interested in sewing should make a point of seeing the developments in modern machines, and note the values.

One feature will be the exhibit of a box top sewing machine, which was sold twenty-one years ago, at $21.00, and is still in perfect running condition. It has been in use in a Toronto home all that time and has never cost the owner a 5c piece, except for needles and oil.

Another Feature Will Be the Offering of 200 Drop-Head Sewing Machines as an Anniversary Special at $21.00 Each

If You Want a Good Machine, Come Today and Take Advantage of the Saving, for These Are Certainly Offered at Much Less Than Usual. Sewing Machine Department is on Second Floor of the Furniture Building

These machines are guaranteed for ten years. The working parts are specially hardened, ball-bearings are placed at all speed points, making it light-running and easy to operate, and the careful, up-to-date construction eliminates almost all vibration. The drop-head is fitted with an automatic lift, which permits of its being brought into position, ready to sew, with one motion.

The machine has a positive, self-adjusting feed, making a perfect stitch, and has a self-threading shuttle. It is fitted with four drawers to hold the necessary requisites, while an 18-inch tape measure is embedded under the varnish on the table in front of the sewing head, which will be found a very convenient feature. The cabinet work is well-seasoned quarter-cut oak in a rich golden finish.

A full set of attachments and instruction book go with this handsome and reliable machine. Anniversary Sale price, today, $21.00.

—Second Floor, Furniture Building.

THE T. EATON Co LIMITED

SPANISH INFLUENZA

S. O. S. Lectures to Young Lady Volunteers

By Dr. Margaret Patterson.

Lecture No. 3—General Symptoms.

(Continued From Page 2.)

virulent virus, and there follows a general immunity among those of the population who have been infected. As the epidemic dies out, the infection decreases in virulence and only sporadic cases occur. From such cases and probably chronic carriers, local outbreaks occur; but the general immunity prevents any general epidemic. After a period of years a new susceptible population has replaced the immune one, and with the introduction of a fresh virulent virus a general epidemic is again brought about. This would account for the great susceptibility of young persons, and as it is twenty-eight years since the last great epidemic, we should not expect many individuals above thirty years of age to be now affected.

Causation.

The causative agent of epidemic influenza has not been certainly recognized. The attachment of the name "influenza bacillus" to a small bacillus described by Pfeiffer in 1892 has been followed by its frequent reception as the actual specific agent. There is, however, much uncertainty as to its etiologic role. It is to be hoped that the study of the present epidemic may lead to some certain knowledge regarding the essential cause of the disease. This should enable us to determine whether the endemic cases and those of limited mild epidemics are really identical with the ones observed in the great periodic outbreaks.

Course of the Disease.

The cases in the present epidemic begin usually quite suddenly with pain in the head, back, eyes, limbs and joints. With the pains there is great prostration, chilliness and a fever of from 101 to 104 F. The pulse does not become very rapid, and the patient often is drowsy. Vomiting may occur. Sometimes there may be diarrhoea, but usually there is constipation. After the disease has become established the mucous membranes of the nose and throat become reddened, and there is sneezing and redness of the conjunctiva. Involvement of the larynx, causing hoarseness, and of the bronchi, causing cough, are common. There is an associated leukopenia or a normal leukocyte count. A leukocytosis points to some complication. The fever gradually falls to normal after a few days, and more or less prostration is present during convalescence. A transient albuminuria is frequent. Many of the cases have hemorrhages of the mucous membranes of the nose, some of the urethra or bowel.

Secondary Pneumonia.

Not infrequently a lobular pneumonia develops after a few days, and this is responsible for most of the fatalities. The pneumonia differs from the usual picture of pneumonia, in that the temperature may be very slight and the pulse rate may give little indication of the gravity of the condition. These cases, instead of subsiding, may come down to practically normal temperature for twelve hours, then there may be a sharp rise in temperature, not followed by a chill, backache, boneache, headache or nausea.

About this time there may also be expectoration containing bright red blood. As a rule, twelve or twenty-four hours after the second rise of temperature, on physical examination, in the lower lung, in a preponderance of cases on the left side, small areas about the size of a silver dollar of typical pneumonic consolidation are found by auscultation. These areas may become marked, so that by the second day of the second rise, scattered thru the lung, probably both lungs, ten or fifteen of these small areas may have appeared. If the patient did well, these would gradually disappear. They did not resolve as a pneumonia would resolve. The clearing up of the lung after this in the recovered patients was remarkable as to its rapidity. Other cases went on to a typical lobar, massive consolidation, as far as the physical signs were concerned, with dullness, increase in fremitus, typical tubular voice and breathing, and all the signs, except that there was not a very marked increase in the pulse rate, and the respirations were not up to this time markedly increased.

Cases with almost complete consolidation of the lung, as to the lower lobes, with a temperature of 105, would have a pulse around 100, with respirations 24 to 26. There may be rapidly developing toxemia and vasomotor depression, with death of the patient resulting in many cases.

Incubation Period.

The incubation period in these influenzas is probably very short, but it is difficult to obtain accurate figures on this point. The disease is probably spread entirely by contact infection, the virus of the disease being disseminated for short distances thru droplets driven into the air in coughing and sneezing. Circumstances which favor this means of spread, such as crowding in cars, favor the spread of the disease.

Treatment.

The treatment of the disease is largely symptomatic. Acetylsalicylic acid or similar remedies may be required to relieve the pain. The acetylsalicylic acid may be given in a dosage of 1 gm. (15 grains) every three hours, as advised by Howlett, or a smaller dose combined with 0.1 gm. (2 grains) of acetphenetidin, until symptomatic relief is secured. Warm baths may give relief, and in numerous cases hydrotherapeutic methods failed and were discarded. The mouth should be kept clean and elimination stimulated by the free ingestion of water and hot drinks. The patient should be kept in bed in a well-ventilated room until the fever has disappeared. Chilling should be avoided. The latter precautions will do much in avoiding the occurrence of complications.

When pneumonia develops, as indicated by moist rales in the base of the lungs, with or without dulness on percussion, the patient demands particular care. Every effort must be made to provide for an adequate intake of fluids and for nourishment, which must be given in fluid form to a large extent. Warm packs are often useful, combined with the application of cold to the head. With any indication of failing hearts stimulants are indicated.

In the cases of secondary pneumonia, many of which result fatally, the chief conditions to be combated are the severe toxemia and the vasomotor depression. The toxemia may be combated by the usual methods, getting fluids into the body by mouth or proctoclysis or even by hypodermoclysis. Small doses of epinephrin may be given at the same time. The removal of the toxemia may be aided by securing elimination, giving large doses of salts, such as magnesium citrate, or by the giving of calomel. In severe cases venesection may prove extremely valuable. If a marked cyanosis occurs, as is frequently the case, this may be combated by the use of oxygen by inhalation, perhaps according to the method devised by Meltzer or even as has been suggested by Dr. F. Tice, by injection of oxygen under the skin. The prostration is to be combated by the use of the usual stimulants, such as caffein and sodium benzoate, digitalis, strophanthus or camphorated oil, usually hypodermically. The final stages in this pneumonia are frequently a massive exudation into the lungs and bronchi. Efforts have been made to combat this by the use of morphine and large doses of atropin, in some cases as much as 0.0025 gm., or 1-25 grain, being used.

Specific measures are not available in the treatment of influenza. With certain identification of the casual agent we may hope for some special protective measures and perhaps for some specific therapeutic serum.

In the absence of a specific virus to be used in immunizing animals, there remains but one source of a therapeutic serum at the present time. This is in the blood of persons recently recovered from the disease. It is quite probable that the blood of convalescent patients contains antibodies for the specific agent of the disease. It would be desirable to inject citrated convalescent blood into the muscles of patients with pneumonia at least. Naturally such blood should be known to give a negative Wassermann reaction. In view of the strikingly beneficial results from convalescent serum in scarlet fever secured by a number of observers it seems reasonable to try this in influenzal pneumonia, especially as it is devoid of any harmful effects.

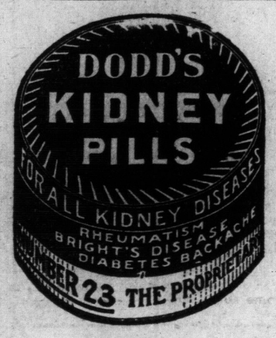
Prophylaxis.

The measures to be taken to prevent the spread of the disease comprise all those which interfere with the transfer of the infectious materials from the sick to the uninfected. This includes isolation of the patient and the intelligent use of proper gauze masks by the attendant. In the time of an epidemic prompt and efficient isolation of the first cases in a community could accomplish much. If this has been neglected and the infection has spread among the population measures which prevent the coming together of numbers of persons in close quarters are to be employed. The desirability of closing schools in a large city in the presence of an epidemic is a measure of doubtful value. In smaller places this is more reasonable, and the danger of infection when children are outdoors should be less than when they are brought together in a school room.

ASK PUPILS TO WRITE VICTORY LOAN ESSAYS

Some 30,000 pupils in the secondary schools of the province are to be invited during the Victory Loan campaign in November to tell in a short essay why Canadians should buy Victory bonds. The Ontario publicity committee has just completed arrangements for holding a Victory Loan essay competition in every secondary school in Ontario. That means in the continuation schools, high schools and collegiate institutes.

In each school the pupils are to be divided into three groups, classified as the upper, middle and lower school. For each group two prizes will be awarded, namely, a silver and bronze medal. The prize essays in each school are then to be sent to Toronto, where they will form part of a provincial competition, and again two prizes will be given, the first being a $25 Dominion war savings certificate and the second a $10 Dominion war savings certificate.



Talk No. 1

Rates for Telephone Service

As already announced, we find it necessary to ask the Board of Railway Commissioners for authority to readjust our schedule of rates for service.

Why should we ask that telephone rates be raised?

We believe our subscribers and the public are entitled to a frank statement from us.

All fair-minded and thoughtful people will agree with the recent statement of President Wilson before the American Electric Railway Association:—

"A just price must, of course, be paid for everything we buy. By a just price I mean a price which will sustain the industries concerned in a high state of efficiency, provide a living for those who conduct them, enable them to pay good wages and make possible the expansion of their enterprises which will from time to time become necessary as the stupendous undertakings of this great war develop. We could not reasonably pay less than such prices. They are necessary for the maintenance and development of industry, and the maintenance and development of industry are necessary for the great task we have on hand."

Public utilities, no less than private enterprises, must receive such treatment if they are to give an adequate service and meet the growing needs of the community.

THE BELL TELEPHONE COMPANY OF CANADA — LONG DISTANCE TELEPHONE

The Bell Telephone Company of Canada