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You will find that the Bon-Ton whitewear qualities and prices for January are absolutely beyond mpetition. Our special catalogue contains scores of beautiful articles, at prices that will astonish you. To each article is attached our positive guarantee of satisfaction or money back. We prepay the delivery charges to any part of Canada.

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The models here illustrated give an idea of the wonderful values offered.



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THE UNION ADVOU PAY, JAN, 31. 1911.

FIRES AND INSURANCE CHURCH ADVERTISING. What Some Ministers Do to Draw

People to Worship.

its walls.

A good deal has been heard lately respecting cheap marriages and the clerical competition for fees. In several parts of London, England, more than one church has placed "matrimonial advertisements" on its walk What Being Burned Out May Mean to a Business.

DAMAGE ONE CANNOT COVER.

Enormous Losses Caused by the Suspension of Operations and the Drifting Away of Trade That Are Not

Appreciated by the General Public. "I suppose you heard that Blank & Co. were burned out from the roof to the basement last night?" remarks the man in the car.

"No!" exclaims the friend who hasn't seen the morning paper. "I suppose they carried insurance? "Oh, yes-a hundred thousand of it!" returns the first speaker, at which his

friend settles back with the comment that everything is all right then. This is the layman's conclusion al-

most invariably. Some big concern burns out, but with insurance to an amount seeming to cover the loss the average man is disposed to feel that it is all right. He doesn't stop to think of the enormous risks of a business which cannot be covered by insurance and which for weeks, months or years after a fire are crippling and perhaps ruinous to the fire victim. Take, for example, a highly organ-

ized factory plant in prosperous times which has been turning out a vast specialized product from the hands of thousands of expert workmen. This plant, fitted with costly machinery, is covered by insurance upon its visible, material assets. Fire sweeps it and lays everything in hopeless ruin. If every piece of machinery, every build-ing and all material adjuncts of the plant have been covered to full value in such a plant, will the reader dare make a rough guess as to what the limitations of loss may be?

several parts of London, England, more than one church has placed "matrimonial advertisements" on its walls. At Bermondsey, some time ago, a poster was issued by a clergyman which read thus: "Are you going to be married? Then we invite you to favor your own beautiful church of St. Crispin. If is the pretitiest church for a wedding. It is to your advantage to come." It was not so very long ago when the vicar of a little Scottish church issued a poster setting forth the fact that he was willing to unite loving couples at half the usual rates. As a further inducement he stated that he was prepared to accept the fees in weekly instalments from those in straitened circumstances. It appear-ed that the decrease in thelymarriage rate was felt rather severely in the vicar's parish, which is a poor one, and he resorted to advertisement in order to cope with the situation. A most remarkable scheme for drawing people to church was con-cived and carried through by one clergyma. This gentleman had ad-vertisements inserted in several news-papers stating that a wealthy man had handed him a large sum of money on condition that he distri-bute it among the people who attend-ed morning service at the church. The result was that huge crowds gathered outside the place of worship, and a score of police had to be en-gaged to keep order. The people who were fortunate enough to get into building at each morning service were presented with 5 cents apiece. It may not be generally known that the British town of Holsworthy gives awards to old maids and pretty girls who attend its church regularly. Each year the oldest unmarried lady is rewarded with the sum of 5s. for going to church every Sunday, while the prettiest girl, who also shows her piety by attending churth regularly. Each year the interest on a sum of money left to the town by the Rev. Thomas Meyrick many years ago. Hunton, in Kent, Eng., was left a sum of money nearly a century and a half ago by a Bishop of London, who was formerly a rector of its church, on condition tha Only the other day I stepped into a bookbindery, unostentatious in its street signs and occupying a fifth floor in an obscure street. In the ele-vator shaft was that peculiar odor which marks the track of fire and fire-men days and weaks after works men days and weeks after such an accident.

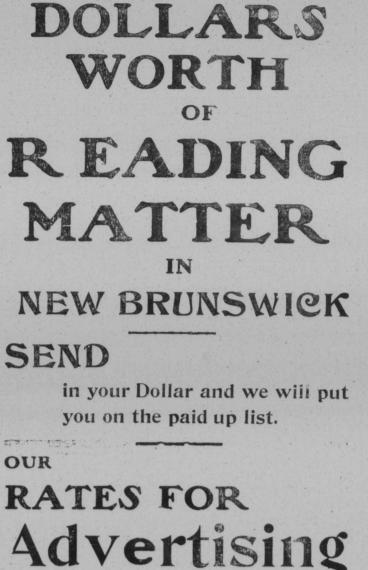
est the oldest inhabitants who were the most regular attendants at divine service. Every year several pounds are divided among the inhabitants who are eligible to benefit by the charity. A Terrible Discovery! An old farmer living at a remote farm in South Africa determined to have a new set of teeth put in, as his own were practically useless; in fact, he had only a few stumps left. The dentist made a very good job of the obox material. Where samels and soot had failed to blot and ruin the stock, water from the engines in the street had flooded it unit, ruin alone was descriptive. Everything had been closed down, workets in the plant were idle, and the proprietor was awaiting the adjustment of the insur-mace which he had been carrying. But in the extent of this lesnam e itself was a knotty situation. The house, thought it desirable to have the old furniture repaired. There were the old furniture repaired to have the old furniture repaired to be the street had flooded it unit, ruin alone was a knotty situation. The the morning she rose and dressed very early, before her hus

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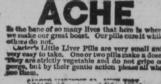
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ATERS CURE SICK

HEAD



night. In the morning she rose and dressed very early, before her hus-band was awake, and went to the chest of drawers and got a paper pack-et that she found there, and took it outside on to the piazza, and there she placed it on the stone flags, and with the aid of a small ironstone boulder she pounded it till it was in very small fragments. On opening it to put the glue in the glue kettle on the fire, to her horror she found that ahe had smashed to atoms her hus-band's beautiful teeth. It appears that the old gentleman had wrapped his teeth in a piece of newspaper and placed the packet on the chest of drawers. Of course, the truth had to be told, and the old lady had to break the news to her husband. The lan-guage used by the old gentleman has never transpired, but at any rate it was said that he did not appear to be addressing a Sunday-school.

be addressing a Sunday-school. King Edward and Elman. Mischa Elman had no greater ad-mirers in all Europe than King Ed-ward and the Queen Mother Alexan-dra, they being among the first to recognize the great genius of the poung Russian and command that be appear before them. Mementoes from the late King, now highly prized by young Elman, are a scarf pin, present-ed to him three years ago, and on an earlier occasion, when he was present-ed with a ring in the form of a lion's head, the eyes being diamonds. The presentation of the latter was after Elman had appeared at Buckingham Palace at a musicale given in honor of the present King of Spain, who was at the time visiting the English Me-tropolis. Elman's first series of reci-tals in London were given under royal patronage, and his audiences are the most fashionable to be seen at any artist recital. Twenty-one shillings, a little over five dollars, is the fee for the best seat to hear Elman when he gives a recital in London.

Sleepy Watchmen. At the fire brigade conference in felbourne, the chief officer of the Melbourne, the chief officer of the Melbourne Brigade, said it sometimes Sappened when the alarm of fire was appened when the alarm of the bu

His Revenge. He-And so your answer is final. You will not be mine? She-Never! Det ments for the work. Not on burned out firm lose a profits from this work, er! But pray don't go and brains out. entri hare a speers as

y sea-And thes Before receivit inder had asked the own policy for themse's against such tire n had not done so. dam age came the dispa ners was to bold the bil uder On this one disputed pair ing it into court. re of bould after the fire may cust th all purposes was "in-be settled in the sufive or seven years, 1 But in the unfac tory, with its imported of whin ery, its sea e its enormous and fuctoration í material-if on the mur fire the assuriag com the ie in full for the visible tos much 's the Of first consideratio enormous payroll of the most of the mechanical If the plant has been done by still the necessary f employees on salary ination of tim start ap anew. Tried aut pro must be retained while rehabilitation goes on. paid even if they are ; than wait. Settlement than wait. Settleme must be made with have been supplying from the hands of oth workers. No matter what t H USES in contracts providin case of fires, strikes and a. t dence, every fine of busines, the welfare of the manuf: been affected. The plant is a total los can be rebuilt the ruins of th tory must be cleared awa. In the meantime all the must be cleared away of the manufactory who for the filling of co ders find themselves shut ou any chance for receiving them at once to other con

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