R 16 1917

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FRIDAY MORNING NOVEMBER 16 1917

Autumn and Winter Suitings

r display of Wool Suitings and ass Fabrics are unsurpassed for ality and variety. Beautiful range of WOOL VELOUR SUITINGS

spiendid choice of colors; including rgundy, purple, plum, brown, taupe, pen., Russian green, navy, black, &c. BROADCLOTHS.

Automobile Rugs

Viyella Flannels

Viyella Flannels are guaranteed abso-lively unshrinkable and are unsurpassed for their durable qualities and beauti-ful soft finish. Displayed in great as-sortment of plain colors, including khaki. Also great variety of fancy designs in every concelvable shade. Viyellas are adaptable for all kinds of ladies' and gents' day and night wear. Samples sent on request.

MAIL ORDERS PROMPTLY FILLED.

OHN CATTO & SOM

55 TO 61 KING STREET EAST TORONTO

PROVINCE HAS BIG LEAD ON TORONTO

(Continued from Page 1).

terest coupon falls due on June 1 it will be clipped and placed in the worker's envelope. Employers Heip. When the president of Geo. H. Lees of Hamilton asked his 40 employes to buy bonds there was a unanimous re-sponse, every man taking at least-one. The president was so pleased he immediately gave the men a 10 per cent, increase, and in each case they decided to buy more bonds with the money.

money. Col. R. W. Leonard of St. Cathar-ines has subscribed on behalf of the companies he controls for \$300,000 of Victory bonds, making their total holdings of Canadian war bonds ap-proximately \$800,000. A widow whose husband and three sons were killed at the front was the first to subscribe yesterday in London for a Victory bond. In the same city another canvasser approached a man

another canvasser approached a man who was deaf and dumb and had but one eye, but that was sufficient for him to recognize the value of the bond and he subscribed.

THEWEATHER Meteorological Office, Toronto, Nov. 15-(8 p.m.)-A depression is indicated tonight off the middle Atlantic coast, while pres-sure is highest in the Mississippi Valley. A few light scattered showers have oc-curred today in the Peninsula of Ontario. Otherwise the weather in Canada has been fair and in the west continued quite mild.

Copen., Russian gradient of the season's favored shade in wide ange of prices. GABARDINES, CHIFFON SERGES, CHEVIOTS and TWEED MIXTURES are displayed in great variety and in immense choice of colors. Samples sent on request. Mathematical and family tar-is now being made in great is now being made in

29.57

12 S.W. n..... Mean of day, 39; difference from aver-fe, 3 above; highest, 43; lowest, 35;

STREET CAR DELAYS

Thursday, Nov. 15th. 1917. Dundas cars eastbound de-layed 6 minutes at 2.18 p.m., Richmond and Bay, by horse down on track.

Blogs cars, both ways, de-layed 10 minutes at 12.80 p.m. at Bloor and Dufferin,

b.m. at Bloor and Dufferin, by fire. Bloor and College cars, northbound, delayed 5 min-utes at 1.28 p.m. at Bay and Wellington, by horse down on track. Bathurst cars delayed 7 minutes at 7.32 p.m. at Front and John, by train. Bathurst cars delayed 5 minutes at 9.25 p.m. at Front and John, by train. King cars delayed 6 min-utes at 6.50 p.m. at G. T. R. crossing, by train. In addition, to the above there were several delays of less than 5 minutes each, due to various causes.

THE TORONTO WORLD

THE Toronto World wants to know from its readers why people should buy Victory bonds.

If you have bought a bond, The World wants to know why you bought it.

If you intend to buy a bond, The Toronto World wants to know why you are going to buy

If you are going to buy or have bought bonds for your children, The World wants to know why you did and why you think other people should do the same thing.

Letters must not exceed 100 words and must bear the writer's signature. Send them in today to "Victory Bonds," care The Toronto World.

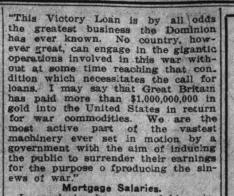
VICTORY BOND LETTERS

WHY I AM BUYING VICTORY LOAN BONDS FOR MY CHILDREN.
WHY I AM BUYING VICTORY LOAN BONDS FOR MY CHILDREN.
Editor World: Because I deem it ray duty and consider it a great privilege and a blessing to be able to take up a gun to do my bit, but I hope my money serves the same purpose, and why it am buying Vitory bonds for my othi-dren is because I want to endow them with that particite and loyal spirit and in years to come to remind them of the awful lesson, that the Hun tried to rob our civilization, built that our Victory loan bonds helped save the day. Fathers, don't hesitate. John Murray, 13 Regent street. Toronto.
WO GOOD REASONS.
Editor World: Heartily command.
Editor World: Heartily command.
Aside, Victory bonds offer the best in-the solute security, marketability and adequate yield. Let the acid test ba papiled to Victory bonds as follows: Security—The Dominion Govern-ment's obligations must be met. The readiant the mark etability—The bonds can be sched at any time on the Canadian ex-time exigencies. On the 20-year bonds the return is 5.61 per cent, on the 10-sold offer the larger yield, greater Sti per cent. While the shorter term bonds offer the larger yield, greater the larger yield, greater to constructive of the loan, pre-

bonds offer the larger yield, greater possibilities of profit lie in the others, Editor World: Heartily commend-ing your request that readers of The World state their reasons for pur-chasing Victory bonds, I will endeavor to tell you way I have bought Victory to tell you way I have bought Victory Chasing Victory bonds, I will endeavor to tell you way I have bought Victory bonds for my children. In the first place it gives expression to that in-ward longing to identify myseld with the forces of democracy. By signing my name to enough bonds to make me feel it, I am, in a degree, united in the bonde of according to the product of according to the future. Editor Wo

WHY I BOUGHT A VICTORY BOND

Editor World: I bought a Victory

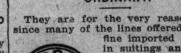


ews of war." Mortgage Salaries. In conclusion he expressed his opin-ion that no more valuable aid could be given the government than the ad-vice of bankers thruout the Dominion to the public to mortgage their salar-ies, a proceeding which would not only help the government, but would also bring increased returns to the loan investor.

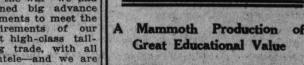
G. H. Wood, the chairman of the G. H. Wood, the chairman of the provincial executive of the Victory Loan, in the course of his address pointed out that Canada was now asked to answer two vital questions: One, Is she to remain in the war? And two, Is she to retain her present prosperity? He was positive these could be answered in the direct af-firmative. He praised the committees thruout the province who have so ably helped to make the provincial end of the loan the success it has proved to be. The two classes now being reached were the farmers and the working public. Remarkable re-sults had already been obtained among the foreign workers. many of who had retained their all hitherto in their belts and boots.

o'clock. J. W. Mitchell, chairman of the Toronto executive of the loan, pre-sided.

SCORE'S ESTATE SALE VALUES ARE CLOTHING OPPORTUNI-TIES OUT OF THE ORDINARY.



They are for the very reason that since many of the lines offered in the fine imported woolens in suitings and over-coatings were woven and bought by us be-fore the war—we had planned big advance shipments to meet the requirements of our great high-class tall-oring trade, with all



EVERY

France

Canada Calls and asks only your money for the Victory Loan

PAGE SEVEN

For your own prosperity and peace of mind ---do your share.

The Sterling Bank of Canada

