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NO MORE NO LESS

Built to Order Clothes

THERE is deep down in human nature, a respectful preference for built-to-order clothes. High class, custom tailored clothes, that fit, keep their shape and satisfy the man who orders them. It is because we deliver this kind of clothes at a popular price that this business has developed from one store to 28 stores, covering the principal cities and towns of Canada. By reason of our great quantity buying we are able to deal direct with the mills, and produce better values than would be possible on a smaller scale. We are able to command talent in designing which smaller concerns cannot afford.

John Miller
PRESIDENT

Choice of Any Suiting to Measure.
Choice of Any O'Coating to Measure.
Any Style! Any Pattern! No Extra Charge!
We Don't Humbug You! We Don't Bluff!
Nearly a Thousand New Spring Patterns

Scotland Woolen Mills Co. Limited
YONGE STREET ARCADE BUILDING

The same invincible value can be obtained at any of the following branches: Toronto, Brantford, Woodstock, St. Catharines, Welland, London, Berlin, Galt, Guelph, Chatham, Midland, Collingwood, Windsor, Sudbury, Sault Ste. Marie, Fort William, Winnipeg, Brandon, Moose Jaw, Edmonton, Belleville, Brockville, Peterboro, Kingston, Ottawa.

A VISIT TO A FAMOUS PIANO REPAIR SHOP

You Will be Just as Surprised as I Was to Know How an Old Instrument Can be Brought to Life By Competent Repairs.

ASK FOR AN ESTIMATE—NO CHARGE

There are unique features in Toronto's business life that hold tremendous interest for readers of The Sunday World. One of the most unique is a certain famous piano repair shop.

Who would ever believe that you could have that old mangled instrument of yours and bring it back to life; that rich, mellow tone you loved so well could be brought back in all its beauty?

You might walk up and down Yonge street many times and never guess that right here in the heart of our business section is a noted piano repair shop that is daily saving pianos, from the ordinary square or upright type to the most valuable concert grands.

Where is This Famous Shop? This noted piano repair shop is part of the firm, The R. S. Williams & Sons Co., Limited, 145 Yonge street, who have been in the piano instrument business, father and son, for 67 years.

Go up on the 4th floor and you will find the piano repair department, where expert workmen take your damaged instrument and make repairs that are permanent and guaranteed. The writer walked thru this department—busy with the spring trade—and learned many things yesterday which should prove of interest and value to piano owners in Toronto.

The same care that has been taken in the selection of experts for piano tuning department has been shown.



In the selection of experts for the piano repair department.

You Get Estimate Free.

Perhaps one of the most interesting features I found, was that you can get an estimate free of charge, on any piano repair work that you want done. There is no obligation on your part.

BEAVERS and BUFFS and BANTAMS

B eavers and Buffs and Bantams,
E very man in his place;
A nswering proudly, "Brothers, we come,
V ictory or death to face."
E ager to drive the beast from his lair,
R esolute men, who will do and dare;
S ons of a gallant race.

B eavers and Buffs and Bantams,
U nder the one brave flag;
F orward they haste at their country's call,
F earless they storm the foe's man's wall;
S oldiers, who never lag.

B eavers and Buffs and Bantams;
A ll from our own fair land;
N ever shall tyrant see them quail;
S ure as the steel they stand.
A nd all thru the weary weeks of strife,
M ay the God of Justice guard their life;
S trengthen each hero's hand!

Toronto, May 12, 1916.

Fidels.

The head of the piano department explains to me that it was a pleasant surprise to find a piano owner desiring repairs.

"Of course, we are busy—always busy," he said, "but above all things is service. And an estimate is a real service to a piano owner, whether he decides to have his repairs done now or later."

This is the Way They Do It.

This is the way they do things at the repair department of the R. S. Williams & Sons Company, Limited. You ask for an estimate. An expert artisan looks over your instrument, examines all defects and sends you an itemized memorandum of each repair needed.

Seven Estimates Given.

One to three estimates are sent to you, depending entirely upon the character of the repairs needed.

For instance, the first estimate might read: "To tuning, regulating piano and regulating action of piano."

The second might read: "In addition to first estimate, one set of new strings, scraping ivories and oiling sound-board."

The third might read: "In addition to the first and second estimates, re-varnishing or polishing case and nickel-plating pedals."

No Trouble at All.

It is no trouble to give this estimate and the customer is at liberty to choose any one he or she wishes.

If you have a piano in your house that needs any kind of repair work, please call the R. S. Williams & Sons Co. to give you an estimate of the cost.

It may not be anywhere near as costly as you expect it and you will have the satisfaction of having your instrument in absolutely perfect condition.

The superintendent of the R. S. Williams & Sons Co. repair department—a wonderful piano artisan himself—said to the writer:

"Piano repairing is divided into three distinct classifications: Tone, action and case."

"There are a great number of good-looking pianos with poor tone and imperfect action. There are others with damaged case, but with a beautiful tone and action in great need of regulation. There are others with nice cases and good action, but the tone is poor because of split sound board, of which the owner has no knowledge, or other conditions governing the production of tone quality. All these are things our experts take into careful consideration."

Williams' Guarantee.

Absolute satisfaction is guaranteed by the piano repair shop of The R. S. Williams & Sons Company, 145 Yonge street. The Williams' guarantee of service and satisfaction has stood the test of sixty-seven years.

Get an estimate for the repairs you want on that piano of yours from the Williams' experts. Remember an estimate costs you nothing and is given gladly. Phone Main 5260, or call at the store, 145 Yonge street.

In the far north of the Russian Empire lives a race of people who do not know that the Russians are and who do not know that there is a war.

C. E. TENNY, who has been appointed city ticket agent of the Grand Trunk Ry. System offices, corner King and Yonge streets.

Mr. Tenny is of Canadian birth, and has been in the railway business most of his life, having entered the services of the Central Vermont Railroad at St. Johns, P.Q., as junior clerk at the age of 16. Two years later he was advanced to ticket and freight clerk of the same company, and in 1894 was joint ticket clerk of the Central Vermont and Grand Trunk Railways until 1897, then appointed joint ticket agent of these lines, which position he held until 1898, when he resigned from the Central Vermont and was transferred by the Grand Trunk Railway to Quebec City as their city passenger and ticket agent, where he remained until 1908, when he was removed to the Portland ticket office of the Grand Trunk. He succeeds Mr. W. J. Moffatt, who has been appointed city passenger agent of the same company. These appointments are made with the view of increasing the efficiency and general supervision of traffic.

A FURTHER ACCOUNT OF BRUTAL GERMANISM

Captain of Swedish Schooner Says Submarine Fired Ship, Then Sank it.

STOCKHOLM, via London, May 13.—The captain of a Swedish schooner, Harald, gives in the "Dagens Nyheter" an account of the sinking of his ship by a German submarine in the North Sea on May 5. The ship was halted by the submarine, the commander of which gave the crew fifteen minutes in which to abandon the schooner. The captain of the Harald refused to obey the order and hoisted the Swedish flag. The Germans then boarded the schooner and poured petroleum over the ship, which they lighted. They then attacked the captain with cutlasses, forcing him into a small boat. The blazing petroleum not destroying the Harald quick enough, the ship was sunk by gunfire from the submarine.

GREAT ACTRESS HOME AFTER VISIT TO FRONT

PARIS, May 13.—Sarah Bernhardt returned today from the front where she gave six performances in three days to the soldiers.

"Nothing could be more moving," said Mme. Bernhardt, "than playing before such heroes. It was the incomparable event of my life. The warmth and heartiness of their applause was most touching. I was delighted with my trip. I even persuaded General B. to take me to a place near Pont-a-Mousson which is usually bombarded by the Germans."

TO TEACH DANCING.

Bolossy Kiralfy, 561 Sherbourne street, has announced that he will open a class for the instruction of dancing. Mr. Kiralfy is a world traveler, and included in the countries he has visited are those now the scene of the war. Through his travels he has studied the art of dancing, and will teach the latest steps to those who enroll in his new class. Appropriate music for dancing will be rendered during the instructions. It is expected that his efforts here will meet with success.



Mrs. Caroline Brooke, 90 years old, who has knit 168 pairs of socks for soldiers.

Fly Screens

Window and door screens that fit properly and which are made of fine, close, rustless mesh mean economy, comfort and health.

Fisher's Rustless Screens

Made-to-measure, permanent and absolute protection.

Phone Main 1008 or call.

A. & F. FISHER 114 Church St.

Hearing is believing!

THAT is the one proof—the final test of the qualities of a musical instrument. And measured by that test, the Columbia Grafonola superbly proves its right to the title of "The One Incomparable Instrument of Music."

TO HEAR it is to feel the thrill of absolute reality. Its tone is so pure, crystal-clear, and flawlessly true to life that it well-nigh makes the hearer forget the presence of an instrument.

TO HEAR it play a delicate, airy bit of chamber-music, then a tremendous orchestral symphony, is to gain a new conception of its marvelous range and power. No detail or shading of a theme is lost, and the peculiar tones of all instruments are returned with the musical values unaltered.

TO HEAR it with critical appreciation of its musical possibilities is truly to feel convinced that art and science could hardly go further in the reproduction of musical sound.

"Hearing is Believing." Put the Columbia Grafonola to the final test today. There is a Columbia dealer near you who will gladly arrange a demonstration.

A 5793
12-inch
\$1.50

A 5756
12-inch
\$1.50

A 1735
10-inch
85c

My Dreams
Baritone Solo,
Louis Graveure

"Mary"
Baritone Solo,
Louis Graveure

Liebestraum
'Cello Solo by
Pablo Casals

Air for G String
'Cello Solo by
Pablo Casals

Mother Mac-
chree, 'Cello,
Violin, and Piano
Trio

"Because"
'Cello, Violin,
and Piano Trio 2

The Columbia Grafonola 250
Price \$250

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| Thos. Claxton Limited, 251 Yonge St. | Stanley Piano Co., 241 Yonge St. |
| T. Eaton Co., Fifth Floor. | Toronto Grafonola Co., 61 Queen St. W. |
| Gourlay, Winter & Leeming, 188 Yonge St. | H. W. Wade, 935 Queen St. E. |
| Gerhard Heintzman, Limited, 48 Queen St. West. | R. F. Wilks & Co., 11 Bloor St. E. |

TORONTO

GRAFONOLA

COMPANY

Telephone Adelaide 3579 61 Queen St. West Telephone Adelaide 3579

"EXCLUSIVE COLUMBIA STORE"

We will demonstrate any machine—or play any record you would like to hear. Mail orders filled.

OVER FIVE HUNDRED HORSES AT WOODBINE

Over five hundred and fifty stalls had been applied for up to Saturday morning at the Ontario Jockey Club secretary's office. Over two hundred horses owned by Canadians are at the Woodbine and 350 are due from Maryland and Kentucky during this week. Owing to the shortage of cars, Secretary Fraser sent the truck superintendent over the Woodbine district on Saturday listing outside stabling available for the overplus horses.

MINT SHERBET.

Chop one cup of mint leaves and steep in the juice of two lemons for 15 minutes. Boil one pint of water and one pint of sugar until they begin to candy; add one cup of orange juice and the mint mixture. Strain, cool, add the beaten white of one egg, and freeze. Garnish with candied cherries.