

USE OF OAT FLOUR WILL SAVE WHEAT AND HELP ALLIES

Situation Discussed by Bakers
From All Over Province.

SITUATION IS CRITICAL

Sacrifice of Citizens Nothing
to What Soldiers Are
Making.

Co-operation and good fellowship predominated at the informal gathering of over 100 of the bakers of Ontario, called together yesterday at the Masonic Hall to discuss trade matters and the best means of helping the food controller in his efforts toward the conservation of wheat.

Mark Bredin, president of the Toronto Bread Company, was the main speaker at the afternoon session, and his talk was full of interesting points, as far as the trade was concerned.

"We are passing through the most critical situation ever experienced by the trade," he said. "However, the sacrifice that we have made and will be called upon to make are nothing to those of our fellow-citizens who are doing so for their country."

He spoke of the necessity for complete co-operation. The big subject was how the bakers could best serve, and this could only be accomplished through co-operation. It had been suggested that oat flour could be substituted for wheat flour to the extent of 10 per cent at the present time costs \$12.00 per barrel. At a meeting with the food controller he had asked his assistance in procuring it at a reasonable price.

Whole Wheat Bread. From statistics that had been gathered, 175,000 loaves per week of whole wheat bread were being manufactured in Western Ontario. This meant a saving of \$2,000 bushels of wheat per year in Western Ontario alone. If oat flour could be substituted in white bread, say to the extent of ten per cent, it would mean a saving annually of millions of bushels of wheat, which could be let loose for Allied consumption.

There is not much chance for Mr. Hanna to say that the bakers have been profiteering. Mr. O'Connor has been investigating our cost and selling prices and has found that we are not making excess profits. Mr. Hanna has stated that if the food controller in the United States could bring down bread prices to a level with those in Canada, a lot would have been accomplished.

Mr. Bredin, however, advised all present to introduce an up-to-date system for accounting in their business. A few of the larger Toronto bakeries had to make returns to the Government of all business done, and it would not be long until every baker in the country, large or small, would have to do the same. Some people were under the impression that bread prices should be the same all over, but this was not practicable, he said, and Mr. Hanna knew it. Mr. Bredin thought that the bakers should be content with the same profit per barrel of flour as before the war.

"We want to be true to the Government, the food controller, the people and ourselves," he said. "A man is entitled to take out of the business as a salary just what he would have to pay another man to manage it for him. Mr. Bredin also paid his respects to the filibustering element of bakers, who cut prices and then sold short weight bread. If your business won't pay you a salary, don't for somebody else's."

Vote of Thanks. John Bridge of the Neale Bread Company moved a vote of thanks to Mr. Bredin, and it was tendered amid cheers. A vote of thanks was also tendered to the London bakers, who were responsible for the gathering. Fred Parnell, London, James Denner, Toronto, and Ben Brighton of London also spoke.

A cheering note was delivered to the gathering by the Ontario Wheat Growers' Association. The speaker, a chemist of the Maple Leaf Milling Company, stated that the quality of the new flour was excellent. It was superior to last year's output and would be more valuable to bakers, who with its higher gluten content. In experiments with barley, better results were obtained by high oats.

Little Profit. John Turnbull, president and manager of the Neale Bread Company, Toronto, stated that the bakers had little profit in baking operations in the past three years. Any profit had been derived from flour speculation. Mr. Turnbull stated that his and other companies had to make their returns to the Government. The English bakers in Montreal had to send in their figures, but the out-rite French-Canadian bakers were left severely alone by the Government. He contended that the French-Canadian bakers were no better than the English-speaking bakers.

Mr. Bredin in a few closing remarks paid a high tribute to the work of H. A. Trent of Toronto, secretary of the Ontario Bakers' Association, who was undoubtedly the right man in the right place. The bakers of London were congratulated on getting together with so many representatives of the trade, and the meeting had been fraught with much benefit.

It is more than likely that it will be made an annual affair.

FOUR BILLION RUBLES FOR RUSSIA'S LOAN

PETROGRAD, Nov. 1.—Four billion rubles have been subscribed in the second Liberty loan.

The minister of finance has decided upon the establishment of a tea monopoly, which is expected to produce an annual revenue of 400,000,000 rubles.

NEIL McDUGALL, LIBERAL CANDIDATE, FOR EAST LAMBTON



Mr. Neil McDougall, East Lambton's Liberal candidate in the approaching elections for the Federal House, is an honor graduate of the University of Toronto, and has spent his professional career in the interests of education in Western Ontario. Through ten years of eminently successful experience as principal of the Parkhill High School, he won his way to the public school inspectorate of East Lambton. This position he has ably filled for the past ten years. The many demands on his time, whether religious, educational, social or patriotic nature, have met with generous response. They pay tribute both to his ability on the public platform and to the popularity which he enjoys.

Mr. McDougall has not sought the candidacy for parliamentary honors. He feels his nomination to be the call of his country in a great crisis of her history. He has no sympathy with the growing domination of the big interests and moneyed classes, nor with the free play that has been given their ambitions in Winnipeg. He is out for a square deal for all—an ardent exponent of the principles of real democracy. A native of Lambton County, he comes out from among the common people as one of themselves—to protect their interests—to recognize the part they are playing in national service, and to help "the people" of Canada to contribute their worthy part for the Empire's cause, which is the cause of humanity. He takes an independent stand, and can be relied upon to support what he believes to be right and to oppose what he believes to be wrong, irrespective of party consideration. The confidence of the people is Mr. McDougall's strength. He has enjoyed it in rich measure in his public life hitherto, and it will be manifested a still greater degree in the approaching campaign.

LADIES' NIGHT AT ST. ANDREW'S SOCIETY

Ladies' night at St. Andrew's Society brought out a large crowd. Piper McDonald and his Scotch dancers provided a real entertainment. A number of Scotch songs were sung, the ladies joining in heartily.

Reports of the various committees were heard, and St. Andrew's day promises to be celebrated in London in a fitting manner. There will be a "Bobby Burns" night in the Masonic hall in the evening. President Galt, whose presence presided at last night's meeting.

ROW OVER TENDERS CAUSES CHAIRMAN TO LEAVE MEETING

Wordy Battle at Utilities
Board Over New Plumbing.

NO CONTRACT AWARDED

General Manager Buchanan
Wants To Do the
Work.

A wordy battle at the meeting of the utilities commission yesterday afternoon resulted in the withdrawal of Chairman Philip Pocock from the session, and as there was no quorum when he departed, the business was closed for the day. The trouble arose over the awarding of contracts for the plumbing of the new hydro shop, a number of tenders were received, both for the fixtures and the installation, and both combined.

General Manager B. V. Buchanan recommended the purchase of the fixtures from Cliff Bros. of Toronto, for \$1,500. He informed the board that he could install the fixtures for \$2,500, making the cost about \$4,000. Even if \$500 were added for inspection, his figures would be low. Thomas L. Parton offered to furnish the fixtures and install them for \$4,950, while Noble & Rich offered to do the work for \$4,000. Commissioners Mitchell and Dennis favored awarding the contract to Noble & Rich, who had the contract for the heating, and the extra cost, \$90, would be more than made up in efficiency because of the contractor doing the work.

Might Be Costly. "This plumbing game is new to the commission, and would strongly advise against the commission doing it," said Mr. Mitchell. "It is a dangerous experiment, and it might be costly. If it is done under contract, we know what it will cost."

"We can save money, that I am certain," answered Chairman Pocock. "We undertook a job of installing heating at the hospital, and we did the work for less than \$200, when the lowest contract was \$350. We have the equipment, and we can do the work."

"I am confident that I can do the installation at a considerably less figure than the contract," declared Mr. Buchanan.

"I am giving you my opinion, and I am sure I am right," said Mr. Mitchell. "I would say that a contractor would do better work," declared Commissioner Dennis. "Plumbing is dangerous to experiment with in my opinion."

After some further conversation, Commissioner Mitchell moved that Noble & Rich be given the contract. It was seconded by Commissioner Dennis.

"I will not put the matter to a vote," declared Chairman Pocock. "I will leave the meeting first. The full board is not present, and I will not allow this thing to go through. I am working for the interests of the citizens, not any contractor. I do not want any city money stolen if I can help it."

"You will not play unless you have your own way," retorted Mr. Mitchell. "You will not let me do my job. I am off a lot of stuff when things do not go your way. I am just as anxious as you are to save the people money, but there is no economy in putting in a job that will have to be taken out again. You have not the men experienced enough to do this work, I tell you."

plumbers on staff. Mr. Buchanan stated that he had plumbers on his staff. He thought them competent men, although he could not give their names nor any particulars as to their experience.

"The technical school is a disgrace to London," shot back Chairman Pocock. "The city has to pay two prices for its work, and it is time it was stopped."

Mr. Pocock then left the room, and the meeting adjourned. Another session will be called later to deal with the matter.

Prior to this some business was done. Commissioner Dennis read a report of the parks expenditure, pointing out that London paid 25 cents per capita for the parks, while other cities paid more: Port William 53 cents, Winnipeg 33 cents, Montreal 25 cents, Toronto 30 cents, Brantford 31 cents, Calgary 30 cents, Detroit \$1.14, and London 25 cents. It was decided not to pay the city \$1,512 for local improvements on the 1st of December.

A petition for a main on Major street was accepted. The resolution of the Hydro Radial Union, requesting that the Government appoint a representative of the municipalities to the Senate to look after railway matters and safeguard the distribution of electricity, was laid over for further consideration.

George S. Gibbons TO ADDRESS WOMEN LIBERALS SHORTLY

Plans for Association Discussed On Thursday.

Plans for the season were discussed at an enthusiastic meeting of the Women's Liberal Association, held Thursday afternoon in the Hyman Hall. The newly-elected president, Mrs. W. N. Manning, taking the chair for the first time.

Though a very young organization, the Women's Liberal Association demonstrated its progressiveness and interest in public welfare by appointing a team to take part in the Y. M. C. A. and Y. W. C. A. canvass of next week, with the president as captain.

An educational program, along the lines of fitting women for their responsibilities of citizenship, will be arranged in the near future.

The first event of importance is to be an open meeting the middle of November, when the speaker will be Geo. S. Gibbons, the Liberal candidate. An opportunity will be afforded to hear his platform explained.

A hard cough that tears you every time it comes, yet persists in coming, usually disappears after the healing power of Robert's Syrup of Cod Liver Oil and Tar. The nauseous effect of the oil having been removed, the active principles remain to build up wasted strength. Combined with the powerful expectorant, it is a powerful corrective for the irritation set up by Coughs, Colds or Bronchitis.

Robert's 35¢ Cod Liver Oil & Tar

Doctors Recommend BON-OPTO For the Eyes.

Physicians and eye specialists prescribe Bon-Opto as a safe home remedy in the treatment of eye trouble, and to strengthen eyesight. Sold under money refund guarantee by all druggists.

Woman's Magazine New Idea Quarterly and pattern free. Special offer for a short time, 55c a year.

IF COMING TO DETROIT, STAY AT THE HOTEL LINCOLN

Exclusively for Men.

GRAND RIVER AVENUE EAST, NEAR BROADWAY

In the centre of the theatre, automobile and shopping section.

RATES—Rooms \$1.00 per day. Shower and Tub Bath. Oct. 26, Nov. 2.

A general line of Picture Books — something new.

Prices, 5c up

Ready-to-Wear Specials for Saturday

New shipment Silk and Serge Dresses; all the new shades—Burgundy, green, opean, black and navy; braided-trimmed buttons, silk embroidery, new collar style. Ranging in price \$7.50 to \$30

FALL COATS—Mixed cloth, chin-chillas, also black; large collar, button trimmed. Regular \$22.50, sale price \$12.95

Children's Coats and Dresses, new style range, plain and fancy cloth, right up to date in style.

CORDUROY SKIRTS — Just a few left, grey, opean, green, brown, \$6.50 value, sale price \$4.69

Gloves

CHAMOISETTE GLOVES in white, 2-dome fasteners. Regular \$1 values, special for Saturday, per pair...79c

GENUINE KAYSER Chamoisette, natural and white. Our price, per pair...\$1.00 and \$1.25

MEN'S WOOL GLOVES, grey, black, khaki, knit wrist. Per pair...75c

Dome fasteners, grey, black and heather shade. Per pair...\$1.00

Hosiery

CASHMERE HOSE—Black and white. Special value at 60c per pair, our price for Saturday, per pair...49c

SOFT FINISH CASHMERE HOSE—All wool, black, fine even thread. Extra value for Saturday, per pair 60c. Regular 85c value.

BOYS' SCHOOL HOSE—Ribbed. This special line at, per pair...25c

MEN'S HEAVY WOOL SOCKS—Mixed grey, an extra good sock, worth 40c, a good wearer. Saturday price, per pair...29c

Silk Waists

Assorted colors, opean, Nile, rose, white, maize; new styles, large collar, crepe and habutai silk. Our leader...\$2.98

English Moire Skirts, silk and wool finish, fast black, all large sizes, well made...\$1.75 to \$3.00

CLEARING LINE Black Satin Skirts. While they last, going at, each...\$1.00 to \$2.00

Chapman's

THE STORE FOR QUALITY AND VALUE.

Ready-to-Wear Specials for Saturday

Dress Goods Silks and Corduroy Velvets

200 yards black and white checked Dress Goods, 36 inches wide, a good strong material for dresses. Present value 40c a yard. Sale price, per yard...25c

CORDUROY VELVET — 27 inches wide, in red, navy, brown, green, dark grey and cream. Present value 85c a yard. Sale price, per yard...65c

SILK POPLIN—A full yard wide in a good range of colors and black; a beautiful looking silk and a great wearer for dresses. Present value 20c a yard. Sale price, per yard...\$1.50

STAPLES

Extra values for seasonable goods. 27 and 30-inch Shakers in light and dark colors, extra value, last year's prices. Per yard...15c

BLANKETS—11-4 and 72x80 inches, grey and white, extra value. While they last, per pair...\$1.75 and \$1.95

COMFORTERS — Cotton filled, well finished, full size. Special on Saturday...\$2.25 and \$2.50

CANADIAN WOOL BLANKETS—Good size, blue borders, soft card...\$4.50, \$5.00, \$5.50, \$6.50

BED SPREADS—Embroidered, hem-stitched, large size, just the spread for style...\$3.50, \$4.00 and \$5.50

Chapman's

239, 241, 243 Dundas Street.

Medallion Photos Free

Bring in your photo and sale check to the amount of \$10 and get one of these beautiful finished pictures.

Baby Dolls. Some specials 5c up.

Dressed Dolls, up to \$3 each.

Ladies' Fine Wool Vests

Fine rib, long and short sleeves, cream and natural, drawers to match. Each...85c

Ladies' Union Vests and Drawers in cream and natural. Per garment 50c

Infants' soft fleece Vest, open front. Special, each...25c

Ladies' Wool Combinations, fine rib, cream, ankle length. Per suit...\$2.25

Corsets, medium bust, long hip, four hose supports. Per pair...\$1.00

Kimono, full length, neat patterns, soft, fluffy and cosy, silk cord. Each...\$3.50 to \$6.00

Special Values in Ladies' Furs

Good assortment of the latest styles. Children's Sets, in white, ooney, opossum. Priced very special for Saturday.

MARABOU TRIMMINGS in all colors. Our price, per yard...50c

Sweaters

MEN'S SWEATER COATS in khaki, brown collar and cuffs, all sizes. Price...\$4.00

Ladies' Coats, brush wool, all white, 38, 40, 42 inches, nice and stylish...\$6.50

Ladies' Sweaters in grey, tan and brown. Special price...\$3.50

Men's grey Sweaters, high Collar, ribbed, all sizes. Saturday special...\$1.19

Children's and boys' sizes, assorted colors. Specially price, each...98c

Woman's Magazine

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That New Hat For Winter Wear At Real Bargain Prices, Madam

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