

ENJOY THE NEW CAKE on SUNDAY



BREDIN'S DAINTYMAID CAKE

If you want some special delicacy to grace your Sunday table for the family or honored guest, get the New Cake in the New Carton. There are four tempting varieties for your selection, and each one maintains the high quality of ingredients and master skill in baking which has made the reputation of Canada Bread.

Buy your Sunday cake to-day. Most good grocers sell Daintymaid Cakes, our salesmen carry them, or telephone

Hillcrest 760

Junction 2340

CANADA BREAD

THIRTEENTH TIME LUCKY FOR SMALLEST SOLDIER

LONDON, Jan. 28.—The Belgian Refugee Fund has just received the unique gift of 1010 frozen swans from New Zealand. This is the first time such a consignment of swans has been sent to England. The feathers and down will be used for pillows for the wounded.



Officers' Uniforms

Made on Our Own Benches.

The outfit of Warmer, Tunic, Breeches, Cap, Leggings, Sam Browne Belt,

\$65.00

Uniforms can only be properly made by bench tailors. Avoid the ready-made clothing manufacturers who cannot possibly give the fit or attention that an officer's uniform demands.

SEE THE

F. K. Hardy Co.

Civil and Military Tailors,
386 1/2 YONGE STREET
(Near Gerrard.)

"WORLD SOX SISTERS" KNIT FOR SOLDIERS

They Are Doing Their Bit, and Would Like Your Help, if You Knit

CAN USE WOOL YARN

Knitting Machines Are Prepared to Make Sox of All That Comes In.

Everything points to a decided victory for the World "Sox Day" campaign, which closes on Tuesday, Feb. 13—the day after St. Valentine's. Daily between the hours of 12 and 5 o'clock a loyal brigade of knitters take up their position on the fourth floor of the new World building, 40 West Richmond street, to do their bit for the men in those other centres of France and Flanders. The men from Canada will get to Berlin, but the women at home must provide the "festive" garb—and the World Sox Sisters are making themselves responsible for a huge donation of warm new socks. Why not? Are you not anxious to help some brave chap who has donned the uniform, which stands for right and freedom? They are still two weeks and a few days in which to show where your sympathies really are. Hurry and do your bit!

To Somebody's Boy.
The sox you send in will go from The World Building direct to somebody's son at the front, for our gifts are going where the need is most urgent direct to the fighting men. The knitting room in The World building is open at noon, especially for young business women who are asked to spend an hour of their time in helping to swell the numbers. For the convenience of those who cannot have read before, the materials required are again printed: For the regulation sock (18 stitches), six ounces of 4-ply grey khaki, or white yarn is sufficient, and one set of No. 12 or 13 needles. This is all that is needed to produce a pair of warm wooly sox, except of course, your own time and application. If you are a good knitter, set up your sox at once and begin knitting for The World "Sox Day", Feb. 13.

Chance.
If you are, like many others, only a willing beginner or an "old knitter," who has forgotten the dextrous art they lack of practice, call in at the knitting room and ask for a little help from any of our experts, who will be only too anxious to assist you.
Each Friday afternoon tea is served to the workers and a musical program arranged for their enjoyment. A beautiful piano has been installed for the remainder of the month, and the courtesy of the R. S. Williams Co. The Red Rose Tea Co. is providing all the tea required and other firms are daily extending similar generous courtesies. Donations come in all over the city and numbers of outside points, and now that the third week of the campaign is on, donations should literally begin to pour into The World Office.

Army Needs Millions.
We will not be satisfied till hundreds and hundreds of pairs have come into the building. There is room on the fourth floor for many thousands—and the army needs millions! If you cannot knit send in some wool for our machines, which can use all that is supplied. But, anyway, do your "bit." In every pair of sox that comes in for "Sox Day" will be placed a small gift card bearing the name of the knitter and the information that they were knit for The World "Sox Day" campaign. Don't fail to be on the lists. Your help is needed. For any information, about "Sox Day," write to the campaign, c/o World Office, Main 5308, "Parade" 471.

STORM COMING HERE TRAINS ARE OVERDUE

All the trains from the west have been delayed several hours by the severe storms west of Lake Superior. The C. P. R. train from Winnipeg, which was due shortly just after 4 o'clock Friday afternoon, arrived in Toronto on Saturday morning just before 8 o'clock. The G. T. P. train from the west, which was due at 12:05 Saturday, was reported to be eight hours behind time. Other trains were delayed to a lesser extent. With the storm coming eastward, indications are that it will arrive before 48 hours.

HUNDRED AND NINTH CAMPAIGNING TODAY

Speakers Will Be Heard in Various Churches Appealing for Men

AT THE MANY THEATRES

Representative Citizens and Soldiers to Present Cause Afternoon and Evening.

Sunday will be Col. Wright's day in Toronto. The commanding officer of the 109th Regiment's Overseas Battalion has arranged 29 out of the 30 Sunday recruiting addresses and meetings. The one meeting that is not his, an evening rally at Loew's, is being held by the Queen's Own, he offered to address, on behalf of the Q.O.R., in addition to the four, speeches he will make Sunday.

The churches where the 109th Regiment will make recruiting appeals Sunday and the speakers are:
Sunday morning—High Park Methodist Church, Lieut.-Col. J. G. Wright, chaplain; St. Stephen's Anglican, Capt. Brydges; Wyckwood Baptist, Capt. Ross Robertson; 169th Battalion; Parkdale Presbyterian, Napier Robinson; Trinity Methodist, Lieut. Pydell; 169th Battalion; College Street Methodist, Lieut. Whitehall; 169th Battalion; St. Paul's Methodist, Lieut. Sheriff; 109th Regiment; Wesleyan Methodist, Capt. Cooper; 169th Battalion.

In the Theatres.
At the theatres Sunday the following men will speak. Entertainment of a high order will be given. The music will be specially fine:
At Loew's, Sunday afternoon, 2:15. Lieut.-Colonel J. G. Wright, Major Buchanan, 169th Battalion; Major Boehm, 169th Battalion; chairman, Napier Robinson.
At the Hippodrome, afternoon, 3 o'clock: Lieut.-Colonel J. G. Wright, Lieut.-Colonel R. H. Greer, 170th Battalion; Major Boehm.
At the Hippodrome, evening, 7:30: Lieut.-Colonel W. T. Stewart, 84th Battalion; Lieut.-Colonel Sam Sharpe, 116th Battalion; Capt. W. A. Cameron, 109th Regiment; chairman, Lieut.-Colonel R. H. Greer.
Star Theatre, evening, 8 o'clock: Lieut.-Colonel W. T. Stewart, Major Boehm, Capt. Price, 77th Battalion; Lieut. Furkiss, 109th Regiment; Controller Thompson; chairman, D'Arcy Hinds.
La Plaza, evening, 8 o'clock: Lieut.-Colonel J. G. Wright, Capt. J. E. Gibson, chaplain 169th Battalion; Capt. Price, J. W. Price, a survivor of the torpedoed Hesperian; chairman, Geo. H. Allen.
Park Theatre, evening: Lieut.-Colonel J. G. Wright, Capt. Maynard, 97th Battalion; Lieut. C. H. Fleming, Lieut. T. Purkis, 109th Regiment; chairman, A. E. Donovan, M.L.A.

Italy's perfume manufacturers annually consume 1500 tons of orange blossoms and 1000 tons of roses.

LANSING GIVES POINTED DENIAL TO STATEMENT

U. S. Secretary of State Has Set No Time for German Reply

NEGOTIATIONS STAND

Lusitania Question Rests Exactly Where it Was a Week Ago.

WASHINGTON, Jan. 28.—Secretary of State Lansing today denied published reports that the United States had given Germany until Feb. 5 to make a definite answer on whether it intends to disavow the sinking of the Lusitania.

At the state department it was declared that the Lusitania negotiations remain just where they stood early in the week, when Count von Bernstorff, the German ambassador, transmitted to Berlin a new draft of the proposed agreement, which embodied all the points for which the United States contends.

Germany's Move.
There could be no new move, officials declared, until the German foreign office had passed upon it. The new draft was made by Count von Bernstorff immediately after a conference with Secretary Lansing and is understood to provide that Germany shall disavow the destruction of the ship and acknowledge as a matter of law the rights of the neutrals who were lost. On this point the state department is understood to be very firm.

Secretary Lansing merely flatly denied that any date had been set as the limit for Germany's reply. Other state department officials declared they had no indication of when they would hear from Berlin.

Berlin Advised.
While all officials are declining to discuss the Lusitania negotiations, the impression prevails among those who are in a position to know of the progress of the exchange that Germany has been informed that the United States wants the controversy settled without unnecessary delay. The continued failure to reach an agreement might be construed, it was said, as surrounding the situation with a degree of seriousness, which, however, could not be described as critical. Count von Bernstorff in his last communication to Berlin is believed to have informed the government that the state department was pressing for a prompt settlement.

When selecting a route to travel, the Grand Trunk service should not be overlooked. The train service offered to Detroit and Chicago is unsurpassed. Through fast trains leave Toronto 9:00 a.m. daily, arriving Detroit 1:45 p.m., Chicago 8:10 p.m., carrying first-class comfortable high-back coaches, dining car service and Pullman cars.

"The International Limited," Canada's train of superior service, leaves Toronto 6:00 p.m. daily, arriving Detroit 10:55 p.m., Chicago 8:00 o'clock the following morning, carrying first-class comfortable high-back coaches, dining car service and Pullman cars. "The International Limited" is the last train out of Toronto at night for Detroit and Chicago, leaving Detroit 9:30 a.m. and Chicago 5:30 p.m., carrying Pullman drawing-room sleeping cars.

Tickets, sleeping and parlor car space, etc., on sale at city ticket office, northwest corner King and Yonge sts. Phone Main 4209, ed-7.

NEW HIGHWAYS ENGINEER.

George Hogarth, O.L.S., is mentioned as the new highways engineer to succeed W. A. McLean, recently appointed commissioner of highways. Mr. Hogarth comes from the government works department and is a graduate of the Toronto School of Practical Science.

FLOUR CHEAPER IN BERLIN.

BERLIN, Jan. 28, by wireless to Sayville.—The price of wheat flour has been reduced from 27 to 24 pfennigs a pound and rye flour from 24 to 22 pfennigs, the Overseas News Agency announced today.

Throw Away Your Eye-Glasses!

A Free Prescription

You Can Have Filled and Used at Home.
Do you wear glasses? Are you a victim of eye-strain or other eye-weakness? If so, you will be glad to know that there is real hope for you. Many whose eyes were failing, say they have had their eyes restored through the principle of this wonderful free prescription. One man says, after trying it: "I was almost blind; could not see to read at all. Now I can read everything without any glasses and my eyes do not water any more. At night they would water dreadfully; now they feel fine all the time. It was like a miracle to me." A lady who used it says: "The atmosphere seemed hazy with or without glasses, but after using this prescription for fifteen days everything seems clear. I can even read fine print without glasses." It is believed by thousands that if you wear glasses can now discard them in a reasonable time and multitudes more will be able to spare the trouble and expense of ever getting new glasses. Eye trouble is one of the most common ailments of the modern man. It is a wonderful benefit to be able to see clearly without glasses. Fill a two-ounce bottle with warm water. Drop in one With this liquid, bathe the eyes two to four times daily. You should notice improvement in a few days. The eyes from the start and inflammation will quickly disappear. If your eyes are bothering you, even a little is too late. Many hopelessly blind might have been saved if they had cared for their eyes in time. The Valmar Drug Co., of Toronto, will fill the above prescription by mail, if your druggist cannot.



"Absent"

with "Crossing the Bar," Columbia 10-inch Double-Disc Record A1891, \$1.

If you should find yourself unusually quiet as the final notes of "Absent" die away, it will be no more than a tribute to the beauty of what we believe is unqualifiedly the most effective and artistic male quartette singing to be found in any catalog. The tone, the blending, the very breath pauses are eloquent in tenderness. The same unanimity of purpose and perfection of results is found in the singing of the Columbia Mixed Quartette in "Crossing the Bar," a companion piece to "Absent."

This One Record Alone Affords a Supremely Perfect and Artistic Example of the New

FEBRUARY COLUMBIA RECORDS

We show below a partial list:

Nothing is so well worth its price as a good laugh, "Cohen Telephones from Brighton" (No. A1885, \$1.) with Joe Hayman, the original "Cohen on the Telephone," and "Casey at the Dentist" coupled with "Casey as a Doctor" (No. A1886, \$1.) are laugh creators of the first magnitude.

Latest Popular Hits

- | | | | |
|----------------------------|---|--------------------------|--|
| A 1888
10-in.
\$1.00 | YOU'LL BE THERE.
Peerless Quartette.
DON'T BITE THE HAND THAT FEEDS YOU.
Tenor duet. | A 1890
10-in.
85c. | WHEN YOU WERE A BABY AND I WAS THE
KID NEXT DOOR. Soprano-Tenor duet.
IS THERE STILL ROOM FOR ME 'HEATH THE
OLD APPLE TREE? Tenor duet. |
| A 1893
10-in.
85c. | A GIRL IN YOUR ARMS IS WORTH TWO
IN YOUR DREAMS. Soprano-Tenor duet.
WHEN YOU DANCING THE OLD-FASH-
IONED WALTZ. Tenor duet. | A 1891
10-in.
85c. | I GUESS I'LL SOON BE BACK IN BUCK-
LAND. George O'Connor, tenor.
THESE FEET OF MINE.
George O'Connor, tenor. |

Splendid New Dance Records

- | | | | |
|----------------------------|---|----------------------------|---|
| A 5700
10-in.
\$1.25 | PERDITA WALTZ and BLUE PARADE
WALTZES. Prince's Orchestra. | A 5701
10-in.
\$1.25 | HOWEY-BUNCH FOX TROT and CHIN-CH
FOX TROT. Prince's Band. |
| A 5702
10-in.
\$1.25 | IN THE GLORY OF THE MOONLIGHT.
One Step.
ARCHERD ONE STEP.
Prince's Orchestra. | A 5703
10-in.
\$1.25 | WHEN YOU'RE DOWN IN LOUISVILLE.
One Step.
RENECK MEDLEY FOX TROT.
Prince's Band. |

For other tastes, the genius of Josef Hofmann, Casals, and Mme. Rider-Kelsey have offerings of purest artistic beauty; for the lover of drama, Cyril Maude provides a treat in two monologues; besides these there are instrumental and vocal novelties, new concert-singers, well-known funmakers; tenor and baritone solos and ensembles; orchestral, trio, and choir records which make the Columbia February Supplement a booklet of unusual merit. Ask for it at your dealer's to-day—it's sure to have something of interest for you.

New Columbia Records on sale
the 20th of every month.

If your dealer cannot furnish you with Columbia
Records, write to

COLUMBIA GRAPHOPHONE COMPANY
Canadian Factory & Headquarters, 365-367 Spadina Ave., Toronto

COLUMBIA GRAFONOLAS and DOUBLE-DISC RECORDS

The following carry a complete stock, and will be glad to play the above and other Columbia Records for you

- | | |
|---|--|
| Adams Furniture Co., City Hall Square | Gourlay, Winter & Leeming, 188 Yonge St. |
| Burnett Grafonola Co., 9 Queen St. East | Stanley Piano Warerooms, 241 Yonge St. |
| Thos. Claxton, Ltd., 251 Yonge St. | Toronto Grafonola Co., 61 Queen St. West |
| T. Eaton Co., Ltd. (Fifth Floor) | H. W. Wade, 935 Queen St. East |

TORONTO::: EVERY COLUMBIA GRAFONOLA RECORD ALWAYS COMPANY 61 Queen Street W. ... IN STOCK ... We give the best service. We are equipped with every facility to give satisfaction.

Open Evenings. Adalade 3579
COLUMBIA HEADQUARTERS
Toronto's Only Exclusive Columbia Store.

REFUSED THE CHEQUE NOW WAITING FOR IT

Mix-up Caused Thru Names of Two Soldiers' Wives Being the Same.

A mistake on the part of one of the clerks in the militia department at Ottawa has caused the wives of two Toronto soldiers no end of trouble, according to a story told Saturday by Sergt.-Major Crighton. The difficulty arose because a separation allowance cheque for \$20 was sent to the wrong woman.

one of the battalions stationed at the Exhibition Camp, their wives living in the same neighborhood in the east end of the city. One of the women, who is English, and can neither read nor write, received a cheque intended for the other woman, and believing that it was intended for her, got a neighbor to endorse it, and received the cash. Later she received her own cheque also. The husband, knowing his namesake, took the second cheque to him, explaining the whole situation, but husband No. 2 refused same, declaring that the wife of No. 1 was guilty of forswery. The husband, whose wife had received the two cheques, then took the second one to the paymaster of the regiment, explaining to him the circumstances, and the paymaster decided that the best thing to do would be to return the cheque to Ottawa, which he did, and now wife No. 2 is still waiting for the money.

ERECT TEMPORARY POSTOFFICE.

The Dominion postoffice authorities have applied to the city architect for permission to erect a temporary postoffice at the southeast corner of Bay and Front streets, at a cost of about \$25,000. It is proposed to use this building during the tearing down of the present postal depot at the Union Station, and also during the erection of the new permanent one at the southwest corner of Bay and Front streets, which will be a part of the new Union Station.