

## WORLD SOX CONVENOR WANTS MEN WHO KNIT

Returned Soldier Demonstrates  
That Expert Knitters Are Not  
All Women.

### CAMPAIGN NEARS CLOSE

Every Citizen Can Help in Some  
Way to Bring Comfort to  
Canada's Soldiers.

A pair of socks knit by a returned soldier came into The World yesterday among the donations, and, judging from the workmanship, the knitter would be a valuable asset to our work on the fourth floor. It is quite evident that the expert knitters are not all women, and the convenor wishes to state here that any man wishing to give his services in this capacity will be welcomed. Come along, you men knitters and do your bit! The response to yesterday's request was splendid. The men took up the challenge and arrived early in the day with bundles of wool, and good wool at that, quite as nice as an experienced "shopper" would purchase. We want more men to help in this work. All that is necessary is the purchase of one pair of socks or a pound or so of wool—six ounces, if you like, for this amount will make one pair of socks. And we want the women who have not already done so to lend a hand in the work for the remainder of the week. If you cannot knit, come and learn, and if you "haven't time," at least take time enough to encourage your friends to help along the good work. Remember, it is for the boys in the trenches that the socks are being collected, and try to imagine how many thousands of pairs are needed. Then you will have some idea how much your donation is going to help.

Put a little message with your name and address into the box and wait for a reply. It will come with the thanks of the boy in the line. Please address all donations to Miss H. M. "Socks" Day, convenor, World Building, 40 West Richmond street. Send it today! Now is the time to respond. For any further particulars phone Main 5505, or Parkdale 4971.

### GERALDINE FARRAR WEBS.

NEW YORK, Feb. 8.—Geraldine Farrar, opera singer, and Lou Tellegen, actor, were married here at noon today at the home of Miss Farrar's parents, Mr. and Mrs. Sydney Farrar. The ceremony was performed by the Rev. Leon A. Harvey, secretary of the Unitarian Denominational headquarters in this city.

### THINK WOMEN COULD WORK ON MUNITIONS

Members of the Toronto Women's Emergency Corps paid a visit to the technical department of the Ordnance Department at the purpose of inspecting the ladies at which munition workers might be raised.

Dr. McKay pointed out that women might be taught to use some of the lighter lathes. Heavier lathes, which might be used in the making of the contract for 15 months since, had not yet arrived.

The deputations went through all the trades shops of the school and were satisfied that women could train on most of the lines soon should necessary arise for their doing so.

### SHE DARKENED HER GRAY HAIR

A Kansas City Lady Darkened Her  
Gray Hair and Stimulated Its  
Growth by a Simple Home  
Process.

She Tells How She Did It.

A well-known resident of Kansas City, Mo., who darkened her gray hair by a simple home process, made the following statement: "Any lady or gentleman can darken their gray or faded hair, stimulate its growth and make it soft and glossy with this simple recipe, which they can mix at home. To half pint of water add 1 oz. of bay rum, one small box of Orles Compound and 3/4 oz. of glycerine. These ingredients can be purchased at any drug store at very little cost. Apply to the hair every other day until the gray hair is darkened sufficiently, then every two weeks. This mixture removes scalp troubles and is excellent for dandruff and falling hair. It does not stain the scalp, is not sticky or greasy and does not rub off. It will make a gray-haired person look 10 to 20 years younger.

## This is the Greatest Fur Sale \$175,000 Overstock

## Today We Will Sell Ladies' Persian Lamb Coats

With full and ripple skirts, shawl and square  
shawl collars and cuffs; lengths 38, 42 and 45  
inches; handsomely lined. Specially priced for  
today..... **\$239**

### Black Wolf Sets

Handsome Animal Style Scarfs, finished with head, tail and paws, lined with black silk  
crepe, and large plume muff to match, lined with black silk  
crepe, shirred at ends. Reduced to..... **\$19.00**

Mail Orders Filled Same Day Received

### Fairweathers Limited

Montreal 84-86 Yonge St., Toronto Winnipeg

## NEWS ITEMS BEST FOR USE IN ADVERTISING

Put Lots of Action in Ads, Advice  
of Mansfield F.  
House.

### PUBLIC DEMANDS IT

Factories Furnish Interesting Mat-  
ter Daily That Can Be Turn-  
ed to Account.

MONTREAL, Feb. 8.—An interesting and instructive address on the subject of advertising was heard by the members of the Montreal Publicity Association from Mansfield F. House, president of the Advertising Service Company of Montreal.

"The advertising copywriter," said Mr. House, "can profitably take a few lessons from the men in the news rooms of our daily papers. Those newspaper men make few claims to literary skill. 'Yet those last articles about every-thing under the sun from murder to the tariff, are read, promptly and eagerly, by the same public that declines to admit interest in ads.'"

"Why? Because they contain news. People want news. They will read it. They will pay for it. They will even stand on a street corner in the rain while the old paper-woman hands out their copies of the 'last edition.'"

"The best way to get ads. read is to put new into them."

"What is news?"

"When 'something happens' there is action, and action is the essence of news. Action is the secret of attracting public attention, of arousing curiosity and compelling interest."

"The street factor attracts a crowd by making motions with his hands and a pack of cards. On the other side of the street may be a wonderful monument, but the crowds pass it by unheeding. It is static, obvious. It holds no promise of action—or of surprises."

"The most convincing way to express any fact is in terms of action. We desire, say, to describe the strength of John Smith. One way is to say that John Smith is large, six feet high and 42 inches around the chest; that he weighs 260 pounds, that his muscles are well-developed and powerful."

"Here we have used 32 words, and while we know several of John Smith's characteristics, we have only a hazy idea of his strength."

"But when we say John Smith lifts a home, we immediately realize that John Smith must be a very powerful man. We know what a horse is, and how few men could lift one. If we were thinking of hiring John Smith to do our piano-moving, those five words would get him the job at once, whereas the 32 in the other description would leave us wanting further particulars."

"The 'Real News in Factories.'"

"The most vital news of the day is being made—and too, often buried—in our offices and factories. Things are happening there that are far more important to the public than murders, divorces—and that have equal elements of dramatic human interest in their telling."

"These facts are not on the surface. The advertising man has to cultivate his news sense, and dig for them. He must be constantly on the alert for the items which, when published, will add to

the public's appreciation of the firm and its product."

The copy-writer with a properly-developed news-sense, and with access to the various departments of a big business, will never be at loss for copy material.

"In the factory there are new processes being developed, and new materials being tested, and hundreds of other happenings which may be exploited in such a way as to emphasize the quality and usefulness of the product."

### REFOOTING SOX.

The idea of refooting socks, which some are offering as a new suggestion, has been worked on for some time by the Women's Conservative Club. A year ago Gen. Lessard asked the club to exchange 700 pairs of new socks for old ones in which the feet were worn, and from that time on the organization has been interested in the work.

### EMERGENCY CORPS OFFICERS.

The officers of the East End Women's Emergency Corps are Mrs. Byfield, chairman of the district covered by ward one; Mrs. Trump, vice-chairman; Mrs. W. G. Simpson, secretary.

### KUT HAS STRATEGIC VALUE.

LONDON, Feb. 8.—An official communication from headquarters at Delhi says that General Townshend is sending Kut-el-Amara as a point of strategic value, and that General Townshend's operations are being carried out for the purpose of supporting General Townshend at that point. The communication adds that no withdrawal is contemplated.

### INCREASE FOR MINISTER.

The board of Balfour Methodist Church, Kew Beach, last night extended a call to Rev. J. F. German to serve a fourth term at an increased salary.

## Permanent Cure of Piles Certified By Minister

Sixteen Years Ago This Man Was Cured By Dr. Chase's Ointment  
—Had Suffered Keenly for Twelve Years.

You might almost say that there is only one actual cure for Piles, and that is Dr. Chase's Ointment. Every day this conclusion is corroborated by reports from persons who had tried one thing and another without success. Some have even been operated on, only to have the old trouble return, and finally to obtain cure by use of this ointment.

Why not avoid waste of time, waste of money and needless risk with operations by using Dr. Chase's Ointment at once?

Some say that "it is all very well for itching Piles, but my trouble is from Bleeding Piles." Well, here is a letter from a man who had bleeding Piles for 12 years, and suffered most keenly. For 16 years he has had no return of the old trouble, and naturally considers the cure permanent.

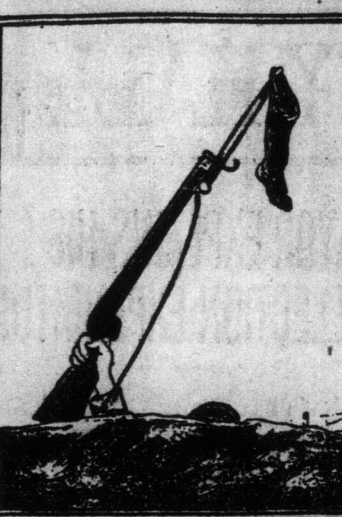
Mr. O. B. Peters, Salmon Arm, B.C., writes: "I was troubled with bleeding Piles for about 12 years, and suffered everything but death. I was so bad I could scarcely walk about, and though I

tried many things, could get no relief. At that time I lived at Sharbot Lake, Ont., and a friend advised me to use Dr. Chase's Ointment, saying he would guarantee cure. Less than two weeks of Dr. Chase's Ointment cured me. That is 16 years ago, and I am O.K. yet, so think you can consider the cure permanent. I cannot praise Dr. Chase's Ointment enough, as it saved me from a great deal of pain and suffering."

Rev. W. J. Beamish, Salmon Arm, B.C., writes: "I have been acquainted with Mr. O. B. Peters, and have always found him to be a man of his word. I can therefore most thoroughly endorse what Mr. Peters has written concerning the merits and value of Dr. Chase's Ointment."

A test of Dr. Chase's Ointment will soon convince you of its merits. Relief comes almost immediately, and cure follows persistent treatment. For sale by all dealers. Sample box free if you mention this paper and write direct to Edmondson, Bates & Co., Limited, Toronto.

## DON'T FORGET



Toronto World Sox Day,  
Feb. 15.

### MILITARY TRAINING METHODS IN FRANCE

Madame Rochereau Tells Women's Press Club How Officers Are Made.

Madame Rochereau, wife of the French consul, gave a most happy and interesting address at the Women's Press Club yesterday afternoon. She told of the Secours National and something of what the organization had done in France. In this connection she gave special recognition to the press, without which it would have been impossible to accomplish half the things done.

Perhaps the most interesting portion of the talk was that which told of the methods of military training in use in France. Every man must train. The officer must first secure his scholastic equivalent to our degree in arts. Then follows a three-year course, with written and oral examinations. About six thousand candidates present themselves annually, but so severe is the test that only about three hundred are successful. Then a year in the ranks follows, during which period the man who will later command has a trial of every degree of mental or other necessary labor. The spirit of comradeship in the French service is one of its delightful features, the soldiers generally being "mes enfants" to their commanding officer.

Mrs. Pease was the hostess of the afternoon and Mrs. Snider and Miss Storey poured tea.

### MOTHERS' PENSIONS SCHEME PROGRESSING

The Winnipeg despatch which told that a bill is now being drafted asking the Manitoba Legislature for the sum of \$15,000 for the purpose of mother's pensions was good news to the Local Council of Women in Toronto, who have been working on "pensions" for a number of years and are encouraged by the progress in even far-off Manitoba.

Up to the present the families in Toronto benefiting from "mothers' pensions" are supported by the Women's League, which is a local body, however, that the subject will at some time not far remote receive permanent attention and financial assistance in the Province of Ontario.

### SHIPMENT TO SOLDIERS.

Arthur Van Koughent reported the week's shipment from the soldiers' comfort department, 54 Bay street, to be ten large cases and one barrel, containing, among other things, 772 pairs of socks, 145 service shirts, 60 pairs of trousers, 54 scarves, 30 pairs of wristlets, with quantities of caps, belts, towels, wash clothes, candles, writing pads and envelopes, pencils, gum, cigars, tobacco, magazines, books, jam and apples.

### PREMIER REPLIES TO WOMEN'S MESSAGE

In response to a message expressive of the sympathy of the women of Canada in the destruction of the parliament buildings, Ottawa, Mrs. Topping, president of the National Council of Women, received the following from Sir Robert Borden:

"I send warm thanks for your eloquent message of sympathy and trust you will convey our deep appreciation to the National Council of Women."

### WHY NOT FLORIDA FOR YOUR WINTER TOUR?

The attractions are unsurpassed—beautiful palm trees, warm sea bathing, orange and banana groves, golf, tanpans, fishing, luxurious hotels for all pockets. Two nights only from Toronto. Winter tourist tickets now on sale. Be sure your tickets read via Canadian Pacific Railway. Excellent service is offered via Detroit and Cincinnati. Particulars from Canadian Pacific ticket agents, or write W. B. Howard, District Passenger Agent, Toronto, Ont.

### TEA AT NURSES' HOME.

A patriotic tea was given at the Nurses' Home, 834 Bathurst street, last night. Miss Louise H. Macdowell, assisted by Miss Sutherland and Miss Maude Mann, had the affair in charge.

### I. O. D. E. OFFICERS.

The following are the officers of the Duke of York Chapter, I.O.D.E.: Regent, Mrs. J. Wesley Magwood; first vice-regent, Mrs. James Robinson; second vice-regent, Miss Lorna K. Ross; treasurer, Miss Gladys Hamilton; secretary, Miss Florence R. Dunlop.

## LITTLE THINGS COUNT

Even in a match you should consider the "little things"—the wood, the composition, the strikeability, the flame.

## EDDY'S MATCHES

are made of strong, dry pine stems, with a secret perfected composition that guarantees "every match a lighter." Sixty-five years of knowing how—that's the reason.

All EDDY products are dependable—always.

## RED LETTER BIBLE COUPON BIG PRINT ILLUSTRATED EDITION

Distributed by the

### Toronto World

40 West Richmond St., Toronto, and  
40 South McNab St., Hamilton

Clip this coupon and present, together with our advertised price of \$1.48, at our Toronto or Hamilton Office and receive your copy of the BIG PRINT, RED LETTER BIBLE.

1 COUPON AND \$1.48 SECURES

Description: Bound in genuine lamp leather, overlapping covers, red edges, round corners, gold-lettered back, numerous beautiful colored plates, maps and biblical scenes, family record and many useful helps.

Every Word Jesus Spoke Printed in Red

Add for Postage:  
Toronto and 30 miles ..... 07  
Rest of Ontario ..... 18  
Other provinces ask postmaster rate for 3 lbs.

MAIL ORDERS WILL BE FILLED

### DON'T LOOK OLD!

But restore your gray and faded hairs to their natural color with

### LOCKYER'S SULPHUR HAIR RESTORER

Its quality of deepening grayness to the former color in a few days, thus securing a preserved appearance, has enabled thousands to retain their position.

SOLD EVERYWHERE.

Lockyer's gives health to the hair and restores the natural color. It cleanses the scalp and makes the most perfect Hair Dressing.

### BRITISH STEAMER SUNK ONE OF CREW KILLED

Argo, Formerly Moorhen, Lost at  
Unmanned Spot on High  
Seas.

LONDON, Feb. 8.—The British steamer Argo has been sunk. One member of the crew was lost.

The Argo, formerly the Moorhen, was a vessel of 1720 tons and was owned by the Bristol Steam Navigation Co.

### Transforms Complexion; Wins Social Favors

"Had I been unable to transform my complexion so quickly, so completely, by a unique process I had just learned of, I never could have attended the Charity Ball. A certain social favorite, a picture of loveliness at the great event, told me this. 'I had been much run down,' she said. 'When I belted myself in the mirror after a night's troubled sleep, I saw I was becoming heavy-eyed and pale. I could not take, and attend the ball, the long rest my physician advised. A friend suggested I get an ounce of mercuriol was at the drugstore and use it as I would cold cream. I did the result is apparent. In a week I had a new complexion. The wax took off the old skin gradually there was no discomfort. Now you see the fresh, bright under skin, with its youthful glow and expression.'"

"The worry lines and wrinkles, which had become quite numerous, I removed very easily by simply bathing my face every morning in a harmless lotion made by dissolving an ounce of powdered ascorbic acid in a half-pint of witch hazel. You see the result—my skin as smooth and firm as a schoolgirl's."—Alleen, in Town Talk.

Before Mr. Justice Sutherland, in a trial action in the high court at Osgoode yesterday, Sarah A. Hamilton was confirmed in the possession of lands secured from her father, in consideration of certain loans made in 1907, in the act brought against T. H. Percival of Ottawa, applying for the possession of this property. The plaintiff will have to pay the costs of the action, according to the ruling of the court, as no damages were proved by the plaintiff. The property is situated in the Township of Rose, in the District of Algoma.

The judgment was given out that the lands are the property of the plaintiff, subject to the rights of the crown with reference to the performance of settlement duties. An injunction was entered upon, restraining defendants from entering upon or cutting timber on the lands in question. Charles Hamilton started with his interest prior to the sheriff's sale.

In the division court Judge Morris dismissed a writ brought by Miss A. P. Phillips to recover from the death of a five-year-old child, which was a motor car driver, by the negligence of the dog and the judge said that it was an accident.

In a vote taken by members of the Methodist H. P. Committee decided not to send, or "hate" verse of the King in the revised edition of the hymn book. The hymn "Hail, Victrola" would have been necessary to the motion, or a three-fourth vote.

TRIP TO THE SO  
Now is the time to visit the beautiful island of Jamaica, with its warm climate, beautiful scenery, and excellent food. A special tour is being organized for the month of March. For particulars, call on Mr. C. H. 72 Yonge street.

NINETY DAYS FOR MARRYING

W. H. Stook was given notice to appear in court on the charge of bigamy. He is a Scotland 12 years ago.

ENEMY WIN IN P  
BERLIN, via Amsterdam. German forces defeated in a two-day battle near 600 prisoners.

## Polly and Her Pals

Copyright, 1916, by Randolph Lewis.

WHADDY MEAN ID  
OUGHTA BEEN  
INOCULATED,  
LIKE YOU?

I WAS INOCULATED WITH  
LA GRIPPE CULTURES AND  
NOW I'M IMMUNE!

AN' Y'AIN'T FELT  
NO BAD EFFECTS  
FROM THESE HERE  
CULTURES, HUH?

ASIDE FROM A SLIGHT  
FEVER, A FEW  
SHOOTING PAINS AND  
A SPLITTING HEADACHE  
I CAN'T SAY THAT I  
HAVE!

WHY Y'BOR SIMPLETON  
YOU GOT THE GRIP SAME  
AS ME ONLY YOU  
DON'T KNOW IT!

NOT AT ALL  
MY DEAR  
HOW PA  
MINE IS  
ENTIRELY  
DIFFERENT!

DIFFERENT ME EYE! THE  
ONLY DIFFERENCE BETWEEN  
YOUR GRIP AN' MINE IS THAT  
YOURN COST YOU TWO DOLLARS  
AN' I GOT MINE FER NUTHIN'!

CLIFF STERRETT

## By Sterrett

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WHADDY MEAN ID  
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