



How Brown Learned How.

There is a man who makes shoes for children—and sells them to stores all over Canada But he is only just learning how people buy.

It was this way: His wife—let us call her Mrs. Brown—phoned to him and asked him to buy some underwear for little Brown.

Picture Brown now among the throng of mothers at the "Children's Underwear" counter. He asks for Underwear for a child of six. He looks it over helplessly. What on earth does he know about Children's Underwear? For lack of anything better to say he asks: "Is this good quality?" The answer is short and quite conclusive: "It's Blank's"—naming a well-advertised line. That short word says everything. Brown pays his money and goes home, quite satisfied with his purchase.

Now what bothers Brown—a manufacturer of shoes, is this: How would it affect the purchase of a child's shoes if the salesman said "They're Brown's"?

Nobody knows Brown's shoes. Brown doesn't advertise.

The name Brown signifies nothing when used in connection with children's shoes. The salesman must use all his persuasive wiles to induce people to buy them.

The point is—If the name Brown was as synonymous with Children's Shoes as "Blank's" is with Underwear, wouldn't Brown sell more shoes with less effort?

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.

FREAK STORM WILL BREAK RECORDS OF MANY YEARS

Fails to Follow Coast, But Leaps Across the Mountain Ranges.

SWEEPS INTO BUFFALO, HAMILTON IS TIED-UP

Immense Damage Done Throughout Pennsylvania and Middle Western States.

[Canadian Press.]
Pittsburg, Pa., Nov. 10.—A snow, sleet and wind storm swept West Virginia, a large portion of Ohio and Western and Northern Pennsylvania yesterday, crippling all means of transportation and seriously retarding wire communication. The storm, which continues unabated this morning, as it failed to follow the coast, but jumped over mountain ranges and engulfed a distance that had previously started over the Lake Superior region. Early today the storm is headed north from here toward Lake Erie.
An extraordinary snowfall is recorded from all points available in Ohio, West Virginia and Western Pennsylvania. The fall is from 10 to 15 inches, with snow steadily continuing. Thousands of miles of wires are prostrated, broken by falling poles or trees; scores of towns were in darkness throughout the night and the day was seriously handicapped and trolley lines over a wide area were practically put out of commission.
Despite the suddenness and severity of the storm, the telephone and telegraph wires were carried down under the weight of the snow. Several towns in Allegheny County are without telegraph service.
Beginning with a light rain early Sunday morning, the temperature dropped slightly. Before daylight Sunday morning, it began to grow colder and the rain turned to sleet and then to snow. The velocity of the wind rose rapidly by noon yesterday, assumed the proportions of a gale. Twice as much snow fell yesterday as has ever been recorded at the local weather bureau for the entire month. Records, which have held for 34 years were broken.
The temperature dropped from 48 to 22 degrees in less than fifteen hours. Communication with points in Western Pennsylvania and West Virginia was intermittent. Officials of the Pennsylvania and Baltimore and Ohio railroads said the morning it would be several days before the train schedules would approach near to normal.
Gale Hits Buffalo.
Buffalo, N. Y., Nov. 10.—The wintry gale that has gripped the middle West for 24 hours arrived here early today and the city awakened to face a 70-mile-an-hour gale that drove before it clouds of fine snow and sleet.
The storm came west of here came in covered with snow, and from two to seven hours late. It was reported from Long Point, Ont., that the steamer Elphicke, which ran across the lake, was rapidly pounding to pieces. Reports of another vessel in distress in that vicinity could not be confirmed this morning.
Trains Away Behind.
New York, Nov. 10.—Nearly all trains from the west were from one to seven hours late in reaching New York today. The Twentieth Century Limited, due at 9:40 a.m., was postponed to 11:40 a.m. The New York Central trains were not as seriously delayed, but were late nevertheless.
The Erie train from Buffalo to Cleveland, due at 8:15, pulled in at 9:05. The slow time, generally, was credited to interrupted wire service due to the storm.
Telephone and telegraph companies reported today that the central of wire demoralization was in and about Cleveland.
Communication with that city was practically cut off this morning. There were no news reports from Buffalo. Messages from Chicago were sent via Atlanta, Memphis and St. Louis over three wires, in place of the thirty-six which normally connect it with New York. There was only one wire between New York and Pittsburgh. Telegraph officials said that the trouble was principally due to the blowing down of poles.

GREAT LAKES WERE SWEEPED BY STORM SHIPS SUFFERED

Superior Lashed by a Sixty-Mile Gale for Thirty-Six Hours.

HAMILTON IS TIED-UP

Ambitious City Experiences the Worst Storm in Many Years.

[Canadian Press.]
Western Ontario was swept by a terrific blizzard yesterday afternoon and last night.
Long distance telephone lines are "out" in all directions, and the railways report great difficulty in handling trains. Many poles on the G. T. R. are reported down west of London.
Bad on Superior.
Saint Ste. Marie, Mich., Nov. 9.—Lake Superior has been lashed by a fifty-mile gale for the past thirty-six hours. Steamers arriving at the Soo today from Lake Superior ports are all heavily coated with ice. The Northern Navigation Company steamer Saronic was sheathed with ice as she steamed into the canal approach on the Canadian side.
More than fifty steamers are lying at anchor between the Soo and Whitefish Point awaiting an abatement of the storm. Practically nothing that passed the Soo during the last thirty-six hours has one past Whitefish Point. The steamer Farrell of the Pittsburgh fleet lost both her anchors off Gross Cap Point last night and returned to the Soo today. Downbound steamers are lying up at the docks to seek shelter at the nearest ports. Ample warning of a stiff gale had been given, however, and tonight the only vessel reported in trouble in this district was the W. G. Pollock, of Cleveland, Ohio, which had been forced on the bank of the St. Clair flats canal. Her condition was not regarded as dangerous, and it was expected that a tug could pull her off as soon as the wind abated.
The steamer Mary Elphicke of the C. W. Elphicke Company, of Chicago, which went ashore yesterday off Bar Point, in Lake Erie, has been released and she is now in shelter. The reports last night of an unidentified vessel on the rocks off Point Pelee, in Lake Erie, were not confirmed today. The ship was sent to her rescue turned back when passing steamers notified them that they saw no vessel in distress in the locality where the accident was said to have happened.
Hamilton Tied Up.
Hamilton, Nov. 9.—With telegraph and telephone wires out of business in all parts of the city and surrounding country, Hamilton is in the midst of the worst tie-up it has experienced for years. The terrific wind and rainstorm that blew across Ontario this afternoon howled in and around Hamilton without ceasing, and after cutting off communication with a large number of outside places put the police and fire wires out of gear, with the result that all messages to these departments had to be sent in person.
The firemen were kept busy all this evening answering calls in this way. Police men had to carry keys and drunks, also several prisoners accused of more serious crimes, fifteen or sixteen blocks, not being able to get the patrol of a street car.
Hamiltonians were also without any electric lights for many hours. The transmission lines from Decew Falls were blown over.

ASYLUM AND BANKERS PLAY A DRAW GAME

Both Teams Put Up a Good Exhibition of Soccer—Final Score Was Three to Three.

The London Asylum soccer team could only secure a draw with the Bankers on Saturday in a game at the asylum. The score was 3 to 3, the Asylum leading at half-time by the score of 2 to 1.
The game was an exciting one. In the first half Rennie opened the scoring for the Bankers with a nice shot on a pass from Anderson, but the Asylum pressed hard after that, and Althouse scored after Whiting had centered the ball. The Bankers could not pierce the Asylum's defense, but were not long after before Garret put the home team in the lead with a well-placed kick.
Early in the second half Anderson scored for the Bankers and tied the teams again. Whiting put the Asylum in the lead a few minutes later, but just before the game ended the Bankers evened it up when Richardson scored. No attempt was made to play the tie off. The Asylum will meet the Has-Beens next Saturday if the weather is favorable.
Yet the opera, as written by Reginald De Koven, is replete with pleasing melodies, fine solo opportunities, and good chorus singing. Perhaps the only regret felt was that he did not give the male voices more scope in concerted singing. In Robin Hood (somehow one cannot but compare the two operas), what especially delighted, were the men's choruses so frequently interspersed.
As on the former occasion, Miss Bessie Abbott, and Miss Henriette Wakefield shared the honors in the ladies' solo parts. Miss Abbott's exceedingly clear, sweet and high-reaching soprano was heard to exceptional advantage in the songs of "Janet McWhieble," "Love Land" and "My Home Is Here the Heather Blooms," and also in duet parts with Miss Wakefield. Miss Wakefield possesses a rich, mellow contralto, that won her laurels in her song, "O Promise Me," sung in Robin Hood. In the Romanzo, "Dearest Heart of My Heart," Miss Wakefield, as Flora MacDonald, was obliged to respond again and again.
The fine baritone voice of Mr. James Stevens, who appeared in the role of Robin Hood, was heard to great advantage in the song, "The Song of the Turnkey," which Mr. Stevens sang alone. Needless to say, he excelled himself.
The comedy parts were well looked after by Mr. Jefferson De Angelis, who as Dugald MacWhieble, proved an admirable funmaker. Mr. De Angelis appeared here last season with Miss Marie Dressler, and has lost none of his ability to keep an audience in constant ripples of mirth. He was ably assisted by Mr. Phillip Sheffield as Sandy MacSherry, town crier. Mr. De Angelis, with Mr. Stevens, Mr. Charles Cooke (Tammas MacScribble), and Mr. Frank Pollock, who made an admirable Prince Charlie, sang together in a quintet of exceeding beauty, "My True Love Is a Shepherdess." Mr. Pollock's voice is a pure tenor that blended well in several numbers with Miss Wakefield.
Mr. Daniel V. Arthur, who staged the opera, has succeeded in presenting a bit of real Highland scenery of the utmost beauty. The second act, depicting Culloden, Rob Roy's retreat, is intensely realistic, with its background of rugged mountains.
No detail in costuming has been neglected by Mr. Arthur. It was in-

SYMPHONY LAWN STATIONERY

Made exclusively for the REXALL STORES, is beautiful to look upon, is in every respect correct, is stationery you will be proud to use.
"STATIONERY WEEK" begins today at
Strong's Drug Store
184 DUNDAS STREET.

interesting to study the plights of the various clans in the chorus. The MacPherson, Cameron, MacGregor, Campbell, MacDonald and Moray clans were all represented, and with the gay uniforms of the British Grenadiers, formed a pleasing and vivid spectacle in the finales.

FEDERATION OF LABOR CONVENES AT SEATTLE

President Compers Opens the Thirty-Third Annual Convention.

[Canadian Press.]
Seattle, Wis., Nov. 10.—The thirty-third annual convention of the American Federation of Labor was called to order in the hippodrome here this morning by President Samuel Compers, Governor Lester and President E. P. Marshall, of the State Federation of Labor, welcomed the delegates, who then adjourned to take part in a parade through the principal business streets.
Delegates said the serious business of the convention probably would not begin until next week. Secretary of Labor, William B. Wilson, will address the delegates Wednesday. The various trades unions will hold meetings this week to determine upon the action they will take upon important matters to come before the convention.

KINCARDINE STACK WRECKED BY GALE

[Canadian Press.]
Kincardine, Nov. 11.—One of the worst windstorms in years raged here yesterday. It was accompanied by a heavy fall of snow. The tug John Legie, Southampton, made the harbor about 1 o'clock, having to run in from the lake, which was running mountains high. The large steel smoke-stack on the Ontario People Salt Block stood the storm, but collapsed this morning about 10 o'clock. No other damage is reported.

DR. A. W. CHASE'S 25c. CATARRH POWDER
is sent direct to the diseased parts of the improved bladder. Heals the ureters, clears the air passage, stops drops, relieves the throat and permanently cures Catarrh and Hay Fever, etc. A box 25c. (Kaiser free). Agents: D. & Co., Limited, Toronto.

We are leaders in the growing and cultivating of
CUT FLOWERS
F. Dicks & Son
235 Dundas St., Phone 1297

A Sale of Lovely New COATS
IN CHARMING STYLES OF FASHIONABLE FABRICS AND MOST POPULAR COLORINGS.
Splendid values at \$10, \$12 and \$14, all going at the one price, \$9.95. Also a line valued at \$18, \$20 and \$22, at the one price, \$14.95.
SERGE DRESSES, \$19.95 and \$9.95, all colors, goods of heavy weight.

One-Third Off All Millinery
Such alluring values offered in our store, ladies, you cannot resist.

LONDON READY-TO-WEAR
256 DUNDAS STREET.

LARGE PEA COAL
Well Screened,
\$6.00 Per Ton
GREEN & CO., 495 YORK ST.
Phone 1391.

Sole Agents for GURNEY OXFORD RANGES
Smallman & Ingram

Artistic and Select Christmas Cards
Moderate in price. Different to any on the market.

PEEL'S, Richmond St.
EAST END FLORAL STORE
J. H. TAYLOR, PHONE 719.
All Kinds of Flowers in Season
613 Dundas Street

The Values We Offer In Furniture
Cannot be beaten elsewhere. When buying Furniture you will find it to your advantage to come to
PATTEN
247 Dundas St., Phone 1688

OPTION GIVEN ON BRANTFORD CLUB

Toronto Men Will Have First Call On Purchase of Franchise.

WILL NOT MOVE CLUB

More Talk of New International League With Canadian League Teams in It.

Brantford, Nov. 9.—An option on the Brantford club's franchise, in which President Nelson is to retain a half interest and under which the men behind the purchase may move it at any time it is thought advisable, has been given by President Nelson to a syndicate represented by Jimmie Murphy, the Toronto lacrosse magnate. These negotiations are under way, and may result in the taking away of the four largest cities in the Canadian League, and the formation of a new international league, with four Canadian and four American cities.
President Nelson is of the opinion that Cleveland, Buffalo, Rochester and either Erie or Youngstown, Ohio, will have minor league teams placed therein, and Toronto, Hamilton, London and Ottawa will be the four Canadian cities to enter the new league. He does not think that the league will be organized for 1914, but thinks the options on the franchises are being secured so that if thought advisable the Federal League can be given a foothold and prevented from securing a foothold where Class A teams are now located.
Brantford with other smaller cities in Western Ontario would have to fall back on Class D ball, which they had when the Canadian League was first organized. Guelph, Galt, Berlin, Brantford, St. Thomas and St. Catharines are mentioned with Stratford and Woodstock to fall back on if an eight-team league is desired. The Western Ontario League was successful this year, it being a semi-professional organization, and it is thought that the people would support Class D ball. Guelph, Berlin, St. Thomas and Brantford could certainly support it.

CITY FRATERNAL LEAGUE.
Some exceedingly close games have been in progress this week, and some most unexpected results happened. No fewer than three home teams losing, the honor goes to the Macabees with the highest score, and the Sons of England, the closest, winning by one point.
Independent Order Oddfellows and Chosen Friends, 48-34.
Woodmen of World and Canadian Order Oddfellows, 35-46.
Knights of Macabees and International Souders Union, 62-45.
Canadian Order Foresters and Sons of England, 35-36.

Chosen Friends	1	Points.
Can. Order Oddfellows	1	
Knights of Macabees	1	
Sons of England	1	
Ind. Order Oddfellows	1	
Woodmen of World	1	
International Souders	1	
Can. Order Foresters	1	

MEDS DEFEAT TIGERS JUNIORS BEAT MIDGETS

Standing of City Basketball League Unchanged as a Result of These Games.

The Meds and Y Juniors retained their lead in the City Basketball League on Saturday, when the former defeated the Tigers and the latter beat the Midgets.	
Both games were hard fought. The Meds had the Tigers beaten all the way, leading at half-time by the score of 15 to 11, and at full time by 24 to 23.	
The Alphas were outclassed by the Juniors, who romped away from their opponents in the second half, and scored 20 points to 6 against them. Ferguson was the bright star of the game, scoring 18 points himself, and the whole Alpha total. The final score was 43 to 19. Only two games were played: the Midgets-Arts affair being postponed until Wednesday.	
The teams were:	
Y Juniors	Alphas
Eastwood, f.g. 2	Smith, f.g. 9
David, f.g. 10	Bartlett, f.g. 4
McKay, f.g. 12	Mason, f.g. 1
Ferguson, f.g. 27	Sweeney, f.g. 2
Henderson, f.g. 2	Bowman, f.g. 0
Total	Total
42	23
Half-time score—Juniors 23, Alphas 13.	
Meds.	Tigers.
McKay, f.g. 22	Wells, f.g. 6
Poisson, f.g. 2	Fitzpatrick, f.g. 0
Sorenson, f.g. 6	Crosby, f.g. 2
Allison, f.g. 2	Thomas, f.g. 0
Altken, f.g. 4	Harris, f.g. 0
Total	Total
34	16
Half-time score—Meds 15, Tigers 11.	

GIRLS! GIRLS! YOU MUST TRY THIS!

DOUBLE BEAUTY OF YOUR HAIR
For 25 Cents You Can Make Your Hair Lustrous, Fluffy and Abundant.

Immediate?—Yes! Certain?—That's the joy of it. Your hair becomes light, wavy, fluffy, abundant and appears as soft, lustrous and beautiful as a young girl's after a Danderine hair cleanse. Just try this—moisten a cloth with a little Danderine and carefully draw it through your hair, taking one small strand at a time. This will cleanse the hair of dust, dirt

The Dominion Savings and Investment Society
(DOMINION SAVINGS BUILDING), LONDON, ONTARIO.
Total assets \$2,258,171.02
Liabilities to the public 1,119,752.52
Margin of security for debenture holders and depositors \$1,138,418.50
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LOOK FOR THE SHEEP ON EVERY GARMENT
GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

Old Country Knitters
are acknowledged to be the best, all the world over. For this reason we employ them to make "CEETEE" Underclothing.
"CEETEE" Underclothing is knitted on special machines entirely different in every way from ordinary machines.
It is the only Underclothing made on this style of machine in Canada.
All "CEETEE" Underclothing is made from the softest, finest Australian Merino Wool only. This wool is put through a thorough treatment of combing and scouring that removes every particle of foreign matter and leaves every strand as soft and clean as humanly possible.
"CEETEE" Underclothing is so soft that it will not irritate even an infant's skin. All joins are knitted together (not sewn) making each garment perfectly seamless. There are no rough spots. Every garment is fashioned automatically during the knitting to fit the human form, thus rendering it comfortable, easy to wear, and perfect fitting.
These are the reasons why "CEETEE" Underclothing is in a class by itself, and is worn by the best people. Sold by the Best Dealers.

CEETEE ALL UNDERCLOTHING PURE WOOL
THE C. TURNBULL CO. OF ONT. LIMITED, GALT, ONTARIO, CANADA.

GIANTS AND SOX TIED.
Los Angeles, Cal., Nov. 8.—The New York Nationals and the Chicago Americans played a 7-7 nine-inning tie here this afternoon. It was called on account of darkness. The score: R.H.E.
Giants 7 0 4 1 0 1 0 0 0 7 15 3
White Sox 7 0 0 0 1 0 3 0 0 7 14 3
Toscani and Wingo; Leverenz, Faber and Schall.
AMERICAN COLLEGE GAMES.
At Princeton—Harvard 3, Princeton 0.
At New Haven—Yale 17, Brown 0.