



BENSON & HEDGES

(Canada) LIMITED

London, Eng.-Montreal-New York, U.S.A.

OUR PRICES HAVE NOT ADVANCED

Note the following:

B. & H. HENLEY	Package of 10	15c
B. & H. HENLEY	Package of 25	35c
B. & H. Straight Cuts	Package of 20	35c

DO NOT PAY MORE!

MILITARY SCHEME TO CONCLUDE PACT

Arrangements Made by Foch to be Carried Out in November

Paris, Oct. 28.—The military measures decided upon between the Supreme Council and Marshal Foch to carry out provisions of the peace treaty coincident with the coming into force of that instrument, will be carried out between Nov. 5 and Nov. 10, according to the Liberte.

The same paper states that the retirement of Gen. Mangin as head of the Inter-Allied Mission to the Baltic, if it becomes effective, is due to Gen. Mangin's own desire, the general having manifested certain preferences which the government took into consideration.

Gen. Franchet D'Esperey, formerly commander of the Allied forces in the Near East, may succeed Gen. Mangin, according to reports in several papers.

CRITICIZES SOME DOCTORS IN CONNECTION WITH PROHIBITION IN MANITOBA

Winnipeg, Oct. 28.—That the principal trouble in connection with the enforcement of the Manitoba Temperance Act is due to what might be called medical and veterinary boot-leggers and that it is the intention to make an energetic drive in the effort to punish all such offenders is announced in a statement by Attorney-General Thomas Johnson. He intimated that the "shop" prescriptions of liquor would be fought as contrary to the act. This announcement also states that the attorney-general has been unable to find any justification for rumors involving the integrity of officials in the Temperance Act Department, and that these reports have been traced to boot-leggers and other anti-prohibition interests.

The announcement is also made that in future inspectors under this act will prosecute all doctors who issue prescriptions to other than their regular patients.

Below Health Minimum.

Boston, Oct. 28.—A recent investigation of living conditions in New York showed 72 per cent. of the people there were living on a food supply below the minimum requirements for health. Dr. Dorothy B. Mendenhall, of the National Labor Board, said today. She was speaking at a milk conference held at the State House. The family allowance for milk, eggs, meat and other essentials was found to have been cut off entirely in some cases, and reduced materially in many others, the speaker said.

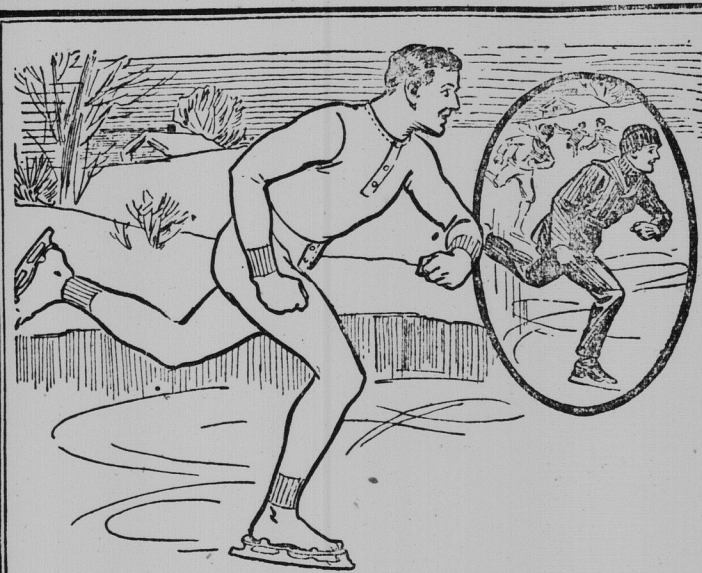
Children like marmalade, but most all children simply love

Shirriff's Marmalade

Its appetizing flavor gives everybody a fresh zest for breakfast.

Sold everywhere in glass or large tins.

Sales Agents, Harold F. Ritchie & Co., Ltd., Toronto



The Underwear that Overwears

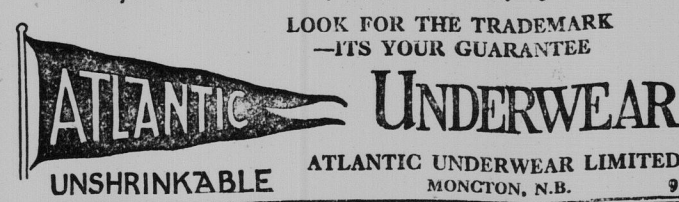
Lovers of our invigorating Canadian winter—men of energy and strength, protect their health and "pep" by wearing Atlantic Underwear.

For all out-door workers and sporting enthusiasts, the cold blasts of fall and stinging nip of winter have no terrors in Atlantics.

The sea-breeze toughened wool of our hardy Maritime sheep lends Atlantics these qualities of honest wear, comfort and elasticity that outdoor men demand.

Sold in five different weights and qualities. Our lower-priced lines are not equal to the more expensive ones, but each is guaranteed to be the best value of its class. Compare them with others of like price and see for yourself.

LOOK FOR THE TRADEMARK—IT'S YOUR GUARANTEE



ATLANTIC UNDERWEAR LIMITED, MONCTON, N.B.

TERROR IN PETROGRAD

Copenhagen, Oct. 28.—A young lieutenant named von Knorring, who has just escaped from Petrograd, said here that life in Petrograd with General Yudenitch's forces advancing against the city, is like a hell and that the greatest tragedy in history is now being played there. For a long time the most necessary victuals have been lacking and if one does not have an income of at least eighteen thousand rubles a month, it is impossible to get anything to eat except mouldy bread and rotten herrings.

Many thousands are dying from famine and cold. The lack of coal and wood is now terrible, and wooden buildings are being torn down for fuel; even the famous wooden pavements of Petrograd are used and the streets are thus made impossible for traffic. The marines and workmen have taken possession of all good apartments and no established business now exists, all the trading being done by wagons.

The nights are more than terrible, for at any moment houses are searched by marines or bands of factory girls, who steal everything eatable, dragging the inhabitants into the courts and accusing them of every conceivable crime.

All the men are forced into the Red Army, which is now 200,000 strong in Petrograd alone, but of course, this army is always near revolt against the Red marines, who are the masters of the city. The lieutenant says that Lenin's influence has not diminished. His representative is Angelovitch, Backhirs, who is the terror of Petrograd. Sickness of all kinds, especially cholera and typhoid fever, claims a big number of victims, and it is now estimated that only a quarter of a million civilians are still in Petrograd. On account of the lack of wood, there are no coffins and corpses are heaped on wagons and thrown into open graves.

THE BUSINESS COLUMN

(Continued from page 7.)

Here's the way he explained it before the display men's convention at Chicago: "The average clothing house has a button designer—a man who designs buttons to harmonize with each suit designed. Now the store doesn't have any buttonhole designer, so why should you show up the left side, where the buttonholes are, when there's beauty on the right side in properly designed buttons? Buttons, if chosen, are a good selling point, and it is essential that they be shown to good advantage."

TEN SOURCES OF LIVE MAILING LISTS

The compilation of a live mailing list becomes comparatively easy when the merchant sells principally to a special trade or profession, but the merchant who sells the general run of regular people has a little harder job.

Here are ten suggestions by Julian M. Monon, manager of the exhibitors' service department of the Famous Players-Lasky Corporation. It's the way the movie houses get up their lists, and most of the ten suggestions will convey valuable hints to the average merchant.

- First.—From local dealers. It's a case of supplying lists between two or more sellers of different types of goods to the same class.
- Second.—From Blue Book and Social Register. These publications give the names, addresses and lines of business of prominent people. They are valuable when it is desired to reach a social or money class.
- Third.—From society columns of the newspapers. Here again it is a case of a list of social or money prominence as a rule. The announcements of weddings, dances and other functions at least convey a pretty good hint as to who is spending money for jewelry, food, clothes and a host of other articles of merchandise.
- Fourth.—From canvasses by boys. The children of a neighborhood may be put to work this way by the offer of prizes.

Betty Wales Dresses

Georgette Enhances Feminine Charms

AMONG the exclusive models for festive occasions just placed on display are exquisite Betty Wales costumes. Some of Georgette alone—others of Satin and Georgette in combination. They are ideal for all social activities.

ONE is a decidedly graceful costume of printed Georgette with black velvet ribbon falling from the shoulder to the knee, caught in under the waist with a Georgette sash. This gives the greatly desired appearance of slowness even to the full figure.

ANOTHER striking model combines embroidered Georgette over satin in harmonizing shades, the Georgette forming the tunic. Loose bell sleeves add to the charm of this gown.

In all sizes for Misses and Women. Every Betty Wales Dress is unconditionally guaranteed.

We are the exclusive Betty Wales Agent in this vicinity.

Look for the LABEL

D. MAGEE'S SONS, LIMITED, ST. JOHN, N. B.

exchange. It's a process that's somewhat tedious, but it yields a big list, with the phone numbers as well as addresses. Of course, the classified sections of the directories speak for themselves. They are ready-made.

Sixth.—Through newspaper advertisements. If the merchant is able to offer any inducements to prospects concerning them why they should be on his mailing list there is no better way to announce it than in a newspaper advertisement. This will bring in a list of genuinely interested ones.

Seventh.—From membership lists of clubs, lodges and societies.

Eighth.—From canvassers who also

"sell" the store. If the right sales-women can be found it is often profitable to put one or two of them at work steadily over an extended period, in a house to house canvass. They make no attempt to take any orders unless the prospects themselves suggest it. They simply ask for names, and make some brief suggestion to the prospect as to reasons the might find it profitable to deal with the merchant in question.

Ninth.—From the State Highway Department. A list of automobile owners may often be secured from this source.

Tenth.—From the local libraries.

Mr. Edison's Wonderful New Amberola



Only \$100 and After Trial!

Edison's Favorite Invention

For years, the world's greatest inventor worked night and day to make the Edison Amberola the perfect instrument. At last he has done it. Now read our great offer.

The New Edison Amberola in Your Home on Free Trial

Examine your family and friends with the latest song hits, with your favorite music, and with everything from grand opera to Point of View. Hear with laughter at the side-splitting musical shows. Then, after the trial, send it back if you choose.

Yes, we will send you the New Edison Amberola, the product of the world's greatest inventor's genius, the phonograph with the wonderful diamond stylus reproducer and your choice of the latest Diamond Amberol Records on free trial without a penny down. On this offer you can now have the genuine Edison Amberola, the instrument which gives you real, life-like music, the finest and best of all phonographs at a small fraction of the price asked for imitations of Mr. Edison's great instrument. Seize this opportunity. Send the coupon now for free catalog.

Rock-Bottom Offer Direct!

If, after the free trial, you decide to keep Mr. Edison's superb new instrument, send us only \$1.00. Pay the balance on the easiest kind of monthly payments. Think of it—a \$1 payment, and a few dollars a month to get this wonderful new style outfit—Mr. Edison's great phonograph with the Diamond Stylus reproducer, all musical results of the highest priced outfits—yourself—free trial first! No money down, no C.O.D., not one cent to pay unless you choose to keep instrument.

New Edison Catalog FREE!

Your name and address on a postal or letter (or just the coupon) is enough. No obligation in asking for the catalog. Find out about Mr. Edison's great new phonographs. Get the details of this offer while this offer lasts. Write now.

F. K. BABSON, Edison Phonograph Distributors
338 Portage Avenue, Dept. 957, WINNIPEG, MAN.
UNITED STATES OFFICE: Edison Block, Chicago, Illinois.

181 Simcoe Street, Toronto

PURE AS SNOWFLAKES

REGAL Table Salt

FREE RUNNING

SNOW white, fine and absolutely pure. Runs freely, be the weather wet or dry.

MADE IN CANADA

THE CANADIAN SALT CO., LIMITED

INFANTS-DELIGHT TOILET SOAP

Stands for Freddie. Self-satisfied, quite. He knows the enjoyment of "Infants-Delight."

Fragrant and refreshing. Soothes and cleanses—because it's BORATED.

Send us three of these ads—all different—for a FREE trial size cake of INFANTS-DELIGHT.

JOHN TAYLOR & CO., Limited, Dept. 9, TORONTO