

OU will never know Y what shaving comfort means until you use a "Gillette" Safety Razor.

The "Gillette" — illustrated above — is the new pocket edition—so compact that it takes up no more room than a card-case.

Finished in gold and silver—with handle and blade box to match—also gun-metal—\$5 to \$7.

Gillette dealers everywhere display Gillette Signs. Look for them.

The GILLETTE SAFETY RAZOR CO. of Canada Limited, Montreal. 98

BRODERICK'S CLEAR-OUT PRICES ON **OVERCOATS** All Next Week

Manufacturer was late in the delivery of a big shipment of the new

Scotch Ulsterings

His loss -your gain.

BUY NOW

Winter just commencing—months of heavy overcoat weather ahead.

BUY NOW

Many of these fabrics in exclusive patterns, some in single lengths. Biggest Overcoat Bargains of the season.

BUY NOW

\$30 Coats for \$22.50 a40 Coats for \$30.00 \$50 Coats for \$38.00

Every overcoat tailored to perfection, to uphold the Broderick reputation.

BUY NOW

Frank Broderick & Co. 113 West King - Toronto

A Rural Problem

EVEN in the most careless and light-hearted observer the conditions of this country, social, economic, or political, must arouse many grave misgivings. There are clefts in the national fabric which suggest something more than the pressure of some passing trial, which indicate some serious flaw in the foundations. Industrial conditions are threatening beyond previous experience. Times there have been when misery was more acute, but none when it has been more widespread or hopeless. Trade shows a growing languor and reduced power of recuperation. We are every year becoming more every year becoming more dependent on foreign nations for the first necessaries of life. And with all this may be noticed a deterioration in the physique and character of the people, especially perhaps in the latter. The worst of it is that these developments, which are symptoms of the disease, directly tend to greatly increase the malady.

malady.
Frightened by hysterical policies begotten of distress, Capital, which might relieve it, is leaving the country in ever-growing volume; flying, as an American paper well puts it, from economic persecution, as French Huguenots and Russian Jews have fled from persecution political and religious. Thus we have entered on a vicious circle of unemployment formulating demands which diminish employment, and so tending to ish employment, and so tending to reproduce itself. Poverty creating instability, instability breeding poverty—so runs the hopeless round. The observer who saw these things and nothing also might be pardened. and nothing else might be pardoned the most utter pessimism. But his hopelessness will disappear if he note one great fact—that the phenomena above described have coincided in their growth with an enormous change in the distribution of our population. We say that it will disappear, because the distribution of population can be largely controlled by hypers agrees. population can be largely controlled by human agency. Against laws of evolution we may be powerless, but against movements which are not evolutionary but artificial, counter-acting effort may prevail. To the migration of the rural popu-lation to the town is obviously trace-

able the overcrowding of our cities and the repletion of the labour market. Less obviously, but perhaps quite as truly, may we refer to it the physical and moral change described above. The neurosis, the decrease of the control of creased vigour, the irritability, the restless rushing after new gods—these are precisely the characteristics people of town dwellers. We d moreover look for such of a people of town dweners. should moreover look for such changes when men leave a highly skilled industry, such as agriculture, for casual and spasmodic employment vitiated conditions. The discount of the state vorce of the countryfolk from the land creates therefore a very serious danger to the State, the more to be deplored because it is not inevitable. It is a singular thing, but, properly regarded, a hopeful, that while labour is a drug in the cities it is at a premium in the country. Not all of the ium in the country. Not all of the millions of acres of tilth that have been converted into pasture have been laid down because of foreign competition. Scarcity of labour has played its part in the process. It is an irony that men should turn their backs upon the fields which call for their labour, and turn their faces to the towns which would shut their gates against them if they could. An irony indeed! But in its very absurdity the remedy may be found. There must be come some for a There must be some cause for a movement so opposed to reason and prudence. If the cause can be found, the movement may be checked, per-haps even reversed.—The Outlook.



--- by their exceptional style and enduring service they hold first place as practical gifts.

"There is a time for everything"—and Christmas selections made early must always yield best results.

> In every desirable style of fur set, tie, cravat, muff, coat or fur-lined garment, whether moderate priced or more expensive, our stock is most complete NOW.

Large Isabella Fox Pellerine (as cut), Natural
Skin Effect......\$85.00

Isabella Fox Cravats and Stoles.....\$7.50 to \$65.00 Isabella Fox Muffs..................\$18.00 to \$45.00

Persian Lamb Cravats and Ties...\$12.00 to \$30.00

WRITE TO-DAY FOR FUR CATALOGUE "MC"

It gives over 150 illustrations of the best fur styles and a postcard will bring it by return mail.

FAIRWEATHERS LIMITED

84-86 Yonge Street, Toronto

Perfect Fitting-Elastic and Unshrinkable

"CEETEE" Underclothing is made from the finest Australian Merino Wool-fully combed and thoroughly cleansed. Our special process removes all the short fibres and foreign articles, thus disposing of that irritation to the skin so frequent in ordinary underwear. For elasticity and strength it is unequalled.

In all sizes for men, women and children. Insist on your dealer showing you "CEETEE." Backed by our guarantee.

THE C. TURNBULL CO. OF GALT, Limited
GALT, ONTARIO
1879 Manufacturers - Established 1859





