

WHEREVER, WHENEVER YOU
ENTERTAIN SERVE
ROWAT'S COFFEE
The Finest Procurable.
7th FOUNDED.
T. A. ROWAT & CO.
530 Dundas St. Phone 3551-3552.

New Perfumers

— and —
Incense Burners

Electric Perfumers, in Old
Dutch, bronze and gilt...
\$14.00, \$25.00
Incense Burners, green, silver,
bronze and gilt...
\$.50 to \$7.00
C. H. WARD & CO.
Diamond Merchants, Jewelers and
Opticians.
386 RICHMOND ST. PHONE 1084

NEW PRICE FOR LEHIGH VALLEY COAL

EGG STOVE
NUT \$16.50 a Ton
SMITHING COAL, \$16 a Ton.
Delivered Anywhere in LONDON.
ORCHARD'S
45 YORK STREET. PHONE 384.

NOW IS THE TIME TO BUY

Hunt Bros. Coal

EGG, STOVE, NUT AND
PEA COAL.

**Well Screened
PROMPT DELIVERY.**

276 WATERLOO STREET.
Phone 412.

Chestnut Coal

Egg, Stove and Pea Coal.
Lehigh Boulets Coal.
Ebony Cube Cannel Coal.
Crown Smithing Coal.
Prompt delivery.

Jas. E. McGuffin
625 WILLIAM STREET.
Telephone 1591.

Oxy-Acetylene Welding

We Weld Cast Iron, Auto Parts,
Machinery, etc.
**Dennis Wire and
Iron Works**
FOOT OF DUNDAS STREET.
PHONE 3601.

Dominion Stores. Ltd.

Three Stores in London.
CARRY YOUR GROCERY ORDER
THIS WEEK AND COMPAIRE
PRICES.

CARTER & SON

AWNING AND TENT
MANUFACTURERS.
351 GLEBE ST.
Phone 6197.

Bristol Essery

630 Maitland Street. Phone 1089.
EGG COAL... \$16.00 per ton delivered
STOVE... \$16.00 " "
NUT... \$16.00 " "
PEA... \$12.75 " "
Mixed Slabs... \$4.50 per load
Kindling Wood... \$3.50 per load

DON'T WORRY OVER YOUR TIRE TROUBLES

Double Mileage
PUNCTURE-PROOF SERVICE.
ASK
ART WILKES
London Tire Repair Dept.,
354 Wellington. Opp. McClary's.

WOOD SALE

MIXED
WOOD... \$3.75
ANDERSON COAL COMPANY,
Phone 1391.

Smoke

T&B

Your Granddad's
favorite smoke

London Loan & Savings Company

Have resumed openings Satur-
day evenings from 8 to 9:30.
4 TO 5 1/2 PER CENT
ALLOWED.
Call for Particulars.

FINE FURS

COATS OF THE
BETTER KIND.

Beltz & Co.

Practical Furriers. ywt

Now Is the Time to Sample

JOHNSTON BROS' XXX BREAD

It toasts to perfection. Just try
one loaf.

Fresh at your grocer's today.
JOHNSTON BROS. Phone 944

KITCHENER GIRL AND LONDON BOY TIE FOR JORDAN SCHOLARSHIP

Keen Competition in Exams
At Institute of Musical Art.

The examinations in connection with
the \$750 Jordan scholarship offered by
A. D. Jordan to vocal students,
Ferdinand Pillion for violin student,
Mrs. Nello McHardy-Smith and O. Leo
Herbert for the most promising senior
and junior piano students, were held
yesterday at the London Institute of
Musical Art, the adjudicators being Dr.
A. S. Vogt, musical director of the Toronto
Conservatory of Music, and Mr.
Ferdinand Pillion, head of the violin
department of the Toronto Conservatory
of Music. The awards were as follows:

A. D. Jordan, scholarship: Miss
Ruth Betzner, 266 King street east,
Kitchener, and Luther Jackson, 26
Holman street, equal. Special mention
may be made of the work of Mr.
Wesley Roberts, Miss Lillian Mowat,
Messrs. W. A. Young, Charles Hall and
Stanley Humphries (Glencoe).
The violin scholarship was won by
Hymie Mendel, 440 Grey street, with
special mention of the fine playing of
Miss Marion Sharpe and Mr. E. W.
Wilmott.

The winner of the senior piano scholar-
ship was Miss Gladys Sharpe, 732
Dundas street, the junior scholarship
being awarded to Miss Helen Kerwin
of Ingersoll.
Considerable interest was manifested
in the competitions, the contestants
displaying considerable ability and in
some instances remarkable endow-
ments.

The names of those entering the
competitions are appended. Miss Ruth
Betzner, Kitchener; Luther Jackson,
Wesley Roberts, Lillian Mowat, W. A.
Young, Charles Hall, Dorothy Hird,
Dorothy Donohue, F. G. Norton, Mrs.
E. Hutchins, Ethelyn Shannon,
Gladys Lawes, Adair Mills, Mrs. Ger-
trude Heathcote, Freda Nobbs, Ar-
thur Phillips, Stanley Humphries
(Glencoe), Mrs. W. J. Ruttle,
Eleanor Boyce, John Nixon, Leona
Gilray, Arva Kemp, Annie Irvine (Dor-
chester), Nellie Wyse, Mary Henderson
(Ingersoll), Mrs. Ernest Hobbs
(Denfield), Miss McKay, Helen
Kerwin (Ingersoll), Gladys Sharpe,
Hymie Mendel, Norma Nobbs, Elsie
Currie, Arthur Cryer, Mary McDougall,
E. W. Wilmott, Marion Sharpe, Stella
Yorke, Helen Young, Mrs. Margaret
Ozge, Ruth Young, Edith Gauld, Elsie
Higgins, Mabel Hedley (Denfield), and
Dorothy Bowden.

ROBERTSON AND REID ARRANGE CONFERENCE OVER WELLAND WAGES

TORONTO, Sept. 16.—A conference
has been arranged between Hon. G.
D. Robertson, minister of labor, Hon.
J. D. Reid, minister of railways, and
the representatives of the various or-
ganizations involved in the dispute over
wages and conditions on the Welland.
The conference will be held next Mon-
day, and it is the outcome of efforts
made by President Moore of the Trades
and Labor Congress.

THREATENED TO BOMB CHIEF AT BRANTFORD

[Special to The Advertiser.]
BRANTFORD, Sept. 16.—Victor Tre-
niewski, alleged bootlegger, was fined
\$10 and costs in police court today for
threatening to chop up Mayor Torak,
a crown witness in his case, and declar-
ing that he would bomb the city in
revenge. On a charge of having liquor
in an unauthorized place he was re-
manded.

ECZEMA

You are not
experimenting
with a bit of
you use Dr.
Chase's Ointment
It relieves at once and gradu-
ally heals the skin. Sample box Dr.
Chase's Ointment free if you enclose this
card and send 2c stamp for postage. 60c a
box, all dealers or Edmanson, Bates & Co.,
Limited, Toronto.

BACK PAGE too c m f wtaoinfwya

Look, Mr. Builder!

We have a Complete Stock of

LUMBER, LATH and SHINGLES

at unbeatable prices. Let us quote you.
The Mercantile Salvage Co.
Phone 5619W. 205 Horton St.

SPECIAL!

Last day of the sale today, at 3 p.m.
Buy goods at your own prices.

W. J. WRAY & CO.

234 Dundas Street.

Announcement

We are now
the best Optical Service in the city in
our new and up-to-date Optical Room,
at very reasonable prices.

N. AGRANOV JEWELER AND OPTICIAN

644 Dundas Street.
Phone 1742W. Open Evenings.

W. O. EXPORTERS HEAR TALKS BY EXPORT EXPERTS

Overseas Shippers Organize
At Meeting Held in City
Yesterday.

J. J. FOOT PRESIDENT

Gordon Philip, London Cham-
ber of Commerce, Elected
General Secretary.

Two addresses, rich with informa-
tion of the greatest value for Cana-
dian exporters and businessmen gen-
erally, an election of officers, a com-
pletion of the organization, and some
interesting discussion marked the sec-
ond session of the United Exporters
of Western Ontario, when a very rep-
resentative gathering of businessmen
from the fourteen counties of the west-
ern peninsula, the "Tremat" at the
house both afternoon and evening of
Friday.

The organization was formed as the
result of steps taken at a preliminary
meeting held six weeks ago in this city
under the auspices of the United
Boards of Trade of Western Ontario.
It was believed at that time that the
export business of Western Ontario,
both in natural and manufactured
products, would be encouraged by the
formation of a central body, so a com-
mittee was formed to draw up bylaws
and to nominate officers.

Yesterday's gathering was the activi-
ties of the organization were adopted,
and the following officers were
elected: President, J. J. Foot of the
McClary Manufacturing Company, city;
vice-presidents, J. W. Shoppers,
Brantford; F. L. Freudman, Guelph;
J. S. Cook, Stratford, and P. N. Main-
kay of the Ford Motor Company, Ford;
general secretary, Gordon Philip, city.
The local secretaries in the various
towns and cities will be the secreta-
ries of the different chambers of com-
merce or boards of trade who partici-
pate in the movement.

During the evening, immediately
after a dinner served in the
restaurant, a comprehensive address on
Canada's opportunity of developing an
export trade with the countries bor-
dering on the Caribbean Sea and busi-
ness conditions existing there, was de-
livered by Major H. A. Chisholm,
Canadian trade commissioner to the
West Indies, before the members of
the newly-formed organization and a
large number from the local chamber
of commerce. Major Chisholm illus-
trated his talk with a large map. The
great interest taken in his message
was manifested by a host of questions,
which he was called upon to answer.
His address was given in the form
of an imaginary trip via the Canadian
Merchant Marine from Halifax to
Nassau, in the Bahamas, and from
there a tour of all the more important
islands and countries, including
Jamaica, British Honduras, Colombia,
Venezuela, Panama, Costa Rica, Cuba,
Mexico and Trinidad. He dealt with
each country separately.

Nassau Trade Center.
Nassau, he said, was the trade center
for the Bahamas. There was little
opportunity for trade in the group of
islands, however, for the natives grow
little besides coconuts, and they wear
little besides cotton shirts. The popula-
tion amounted to only a few thousands,
and as there were only three or four
stores all business transactions could
be consummated in a two-day visit at
the most.

The City of Kingston, the capital and
trading center of Jamaica, offered great
opportunities. With a preferential tariff
in favor of Canadian goods amounting to
four per cent and direct connections
between the two countries by means of
the Canadian Merchant Marine, Major
Chisholm could see no reason why Cana-
da could not capture a great portion
of the trade now in the hands of the
Americans.

At least 95 per cent of the population
were black, their foodstuff was chiefly
coffee and their dress a cheap grade of
cotton. Jamaica, he said, in all things
was typical of all the British possessions
in the West Indies, except perhaps
Trinidad, which was much wealthier.

Cheap Textiles.
The cheap grades of textiles were im-
ported into Jamaica from the United
States, while the better grades came
from England. Canada, he said, should
control the market for cheaper textiles,
because England with her better grades
would give no competition.

There was no demand for canned
foodstuffs, as they were as a rule too
dear. They use Canadian butter to a
large extent, but little Canadian cheese,
because it was too oily. If Canadian
cheese-makers would change their meth-
ods of manufacturing a bit, butter per-
haps, they might not control the
West Indies cheese market. The same
applied to flour. The American,
Major Chisholm claimed, made whiter
flour, which kept better, and so they
were able to control the situation. Only
25 per cent of the flour used in Jamaica
was imported from Canada, he said.

Very little furniture was imported
into Jamaica, except the cheapest
grades. There was no demand for
pianos, but Germany shipped in a great
number of cheap gramophones.

Want Canadian Beer.

Canadian beer met with great favor,
but it was receiving much competition
from a cheaper German product. The
machinery market was limited, except
that sold to the sugar mills. There was
some demand for windmills, pumps and
gasoline engines.

Major Chisholm claimed that although
Canada and Great Britain were the best
customers of the West Indies, import-
ing nearly 70 per cent of the output
of sugar, coffee and cocoa of the dif-
ferent islands, they in return purchased
at least 60 per cent of their imports
from the United States.

Little was said about British Hon-
duras, except that it produced the best
mahogany in the world, and some coco-
nuts. As there was only one business
center, no roads or railroads and with
the interior entirely settled by savages,
only the regular stop of two days made
there by the boat was required to do
all business that could be done.
Colombia, although difficult to reach,
offered many splendid opportunities.
The capital was 800 miles up the Mag-
dalena, but it was unnecessary to go
farther than the seaport at the mouth
of the river to conduct business. It
often required from three to four
months by river and train for goods
after much handling to reach their

destination. He advised all Canadian
businessmen to follow instruction as to
packing of goods closely.
With a population of 5,000,000, mostly
natives, the opportunities for trade in
canned meats of all kinds were great.
Fresh meats keep only a short time,
and the people eat very little meat.
Chisholm claimed that it was a good
market for flour, textile and shoe
machinery, lathes, shaftings, belting
and iron and steel in the rough.

Use Trade Stamps.
He advised all who considered serious-
ly building up a trade to use some dis-
tinctive mark as a trade stamp such
as some animal rather than a name.
The natives would recognize such a
trade stamp they could not read a
name.

It was a good market for Canadian
whiskey, beer, office furniture, wheat,
malt and planes, because the natives
were exceedingly musical. The Royal
Bank of Canada and two or three
Canadian insurance companies were do-
ing very well there. The wholesale
merchants were either German or
Spanish, and they were reliable. It
would be quite safe, he said, to give
any one of the older houses six months'
credit with security. Freight rates to
the upper country were very high,
and he advised great care in making
out consular invoices to escape fines.

Country Very Rich.
Venezuela with 25,000,000 population,
offered good opportunities. There was
a good market along the coast for can-
ned goods of all kinds, iron and steel in
the rough, road machinery and material,
pump, building plaster and motor cars.
The country was extremely rich in oils
and fertile lands. The roads were of the
best, and the railroads were developing
slowly and surely. Spanish was spoken
everywhere. The best firms were German,
Spanish and French. The people were
musical, and would buy pianos readily.
In all the countries of this part of the
world there was a great market for
drugs and chemicals.

Costa Rica offered little to Canadians.
The few hundred thousand people ate
a quantity of canned foodstuffs, but
those of the interior provinces were
absolutely self-supporting. The same
was true of Honduras and Nicaragua.
Cuba was a preserve of the United
States. As foodstuffs were on the free
lists, however, Canada could find a
market for canned goods, there was
also an opportunity of developing a
trade in flour, cement, lumber, paper
and machinery.

Mexican Trade.
As Mexico grows practically every-
thing in the world there was opportu-
nity only for trade in a restricted
number of commodities, including
pump, building plaster and motor cars.
The country was extremely rich in oils
and fertile lands. The roads were of the
best, and the railroads were developing
slowly and surely. Spanish was spoken
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In all the countries of this part of the
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Afternoon Session.
Mysteries and puzzling intricacies of
export trade were ably explained by
H. W. Vaughan, a director of Thomas
Meadows Company, the well-known
shipping agents and freight brokers of
St. John and Halifax, who addressed

the members during the afternoon ses-
sion. After explaining carefully the
work of the freight broker and ship-
ping agent, he gave some very sound
advice on methods of shipping to
foreign countries.

The shipping agent knows, or should
know, of the conditions peculiar to the
business life of every foreign country.
He said, especially of their ports of
entry, their custom and excise arrange-
ments and the transportation sys-
tems. This knowledge, gained chief-
ly through traveling representatives
and agents in the employ of the broker,
was of the greatest importance to the
exporters of any country.

Handling of Goods.
It was through his own observations
in Australia and New Zealand that
he learned of the limitations of certain
ports for handling goods, and that owing
to certain wrong methods used by
shippers of this country, Canadian ship-
ments were being unpopular with the
importers of those countries.

"Consignees in Australia, for ex-
ample, object to Canadian bills of
lading, which, in the opinion of
Canadian exporters, have many ad-
vantages. Unless," Mr. Vaughan con-
tinued, "the Canadian through bills
of lading are handled by forwarding
agents to understand their business
and see that prompt and accurate clear-
ances are effected the railway through
bill is sure to upset the consignee.
Seaboard bills of lading with the
date and the date inscribed, are
the only correct documents for for-
eign shipments."

For example, a merchant in Australia
told me that Canadian goods are not
satisfactory. It turned out that he at
one time had bought Canadian goods,
he paid a draft, he took up the docu-
ments, found that the goods had not
arrived in the country, took the docu-
ments back to the bank and asked for
a loan, but was told that Australian
banks did not loan money on goods ly-
ing in foreign countries. You see, as
far as bills of lading were concerned
the goods might still have been in
Canada.

Gentlemen, it is all very well for
you to be quite pleased with some-
thing easy and convenient to yourself,
but I do think if you are to develop
foreign trade you must put up with a
little more expense and inconvenience
if it is in so doing you save money
and trouble for your foreign customer."

Standard Quantities.
The sales department, he claimed,
must be coached to sell in standard
quantities. Arrangements should be
left with them, and their instructions
should be followed closely by the traf-
fic department. It was imperative, he
said, that there should be close con-
nection between the two departments.
Shipment could be made in standard
export packages.

The sales department should also
control the invoicing, as correctness
in such documents was a great es-
sential. The traffic department should
obtain full information as to customs
requirements of the different countries,
so that the consular invoices could be
made out accordingly.

Great care should be taken, he con-
tinued, to pack goods so that they
could stand long journeys without
breakage, but although the packing
should be strong it should be light,
because many countries base their
custom charges on the bulk weight of
the shipment. If a customer stipulated

CORNS

Lift Off with Fingers

Doesn't hurt a bit! Drop a little
"Freezone" on an aching corn, instan-
tly that corn stops hurting, then shortly
you lift it right off with your fingers.
Truly!

Your druggist sells a tiny bottle of
"Freezone" for a few cents, sufficient
to remove every hard corn, soft corn,
or corn between the toes, and the cal-
luses, without soreness or irritation.

GIRLS! BLEACH SKIN WHITE WITH LEMON

Squeeze the juice of two lemons into
a bottle containing three ounces of
Orchard White, which any drug store
will supply for a few cents, shake well,
and you have a quarter pint of harm-
less and delightful lemon bleach. Mas-
sage this sweetly fragrant lotion into
the face, neck, arms and hands each
day, then shortly note the beauty and
whiteness of your skin. What's more,
because it doesn't irritate.

Cream of Malt Extract

Healthy
and Refreshing

Hot summer days call for a real drink—
a refreshing beverage. What's needed
is the sharp, cold tang of a glass of
foamy, thirst-quenching beer.
A 2 1/2 can of Cream of Malt Extract
and a package of Hops, price \$2, guar-
anteed absolutely pure, will enable you
to make from five to seven gallons of
sparkling, wholesome beer. The in-
structions are clear and simple and re-
quire only ordinary kitchen utensils. Or-
der now.
Our guarantee—Your money returned
without argument if not satisfactory.
Agents wanted everywhere. Splendid
proposition. Write for particulars.

Canadian Malt Extract Company

Reg'd.
267 St. Urbain Street, Montreal.

that packages should be of certain
weight and sizes his instructions should
be closely followed, for the shipment
might have to be carried overland
long distances by mule or human labor.
Small, light boxes should be crated to
avoid damage from snafus.
Careful markings with stencils should
be placed on each end of all cases.
The letters should be nearly three
inches in height. All cases should be
bound with strap steel, wire, and
seals. No marks should be on cases
which are not shown on invoices.
To prevent piratical registrations, all
marks and trademarks should be
registered in countries to which the
goods were being shipped. All rates,
because they continually fluctuate,
should be obtained from the freight

brokers, who would also be in a po-
sition to advise when shipments would
be made.
In conclusion, Mr. Vaughan stated
that marine insurance was absolutely
necessary, for no steamship company
was responsible for the condition of
contents of any package in transit.

McMAHON IS PRESIDENT.

NEW YORK, Sept. 16.—Thomas F.
McMahon of Providence today was
unanimously elected president of the
United Textile Workers of America,
succeeding the late John Golden. Mr.
McMahon, who was a vice-president of
the organization, has been acting pres-
ident since Mr. Golden's death.

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