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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Tuesday, September 18.

THE ROAD TO PEACE.

THERE is some demand in Entente countries that the aims of the democratic Allies should be more definitely stated. A good opportunity may seem to be presented by the pope's peace note. Chancellor von Michaelis' charge that the French sought not only Alsace-Lorraine, but Prussian territory west of the Rhine, has been denied, but there has been uncertainty as to the scope and purport of the resolutions on trade adopted at the Paris Conference.

Premier Ribot stated the other day that "if the German people refuse to become a pacific democracy they will risk being affected in their economic interests by a league for the common defence of peoples forced to organize against them." Mr. Lloyd George and President Wilson have said that peace cannot be negotiated with Germany as now governed; the French premier adds that even though peace be brought about, it will be no economic peace if the Germans do not reform.

Writing in "The New Republic" (New York), August, 25, Mr. H. N. Brailsford, the English Radical, takes a different tack from M. Ribot. He urges that the threat of economic war may be used as "our most formidable instrument of pressure," not directly to force the Germans to adopt responsible popular government, but to secure a "peace of reconciliation." Pointing out that a majority of the Reichstag has declared for a peace without conquests on their side, and without boycotts on the Entente side, he proposes that "the entire combination—the United States, Brazil, and China, no less than the original Entente, should say to the central powers, 'Economic peace is open to you on certain conditions. Evacuate your conquests. Join us in reducing armaments. Pledge yourselves to the procedure of a League of Nations. Make your difficult and painful contribution to European conciliation, by ending the feud over Alsace, and reassure us about the future of the Slavs of Austria-Hungary. In return we renounce all discrimination in tariffs or shipping facilities against you; our colonial markets are open to you; the door of China is not slammed on your enterprise, and in the inevitable regulation of the world's supplies of raw materials, your industry may reckon on its fair share. End militarism and we will give you economic peace.'"

Here, says Mr. Brailsford, "is the formula of a peace of reconciliation." "It may be possible by an adroit use of the economic boycott to extract assent to some salutary territorial changes," i.e., use it as an instrument of pressure. Mr. Brailsford feels that the Allies are not clear as to procedure on this point, and asks: "Are we jointly prepared to bargain economic peace against restoration, disarmament, and some concessions to nationality, or are we, each of us for our own ends, to pursue a policy of economic exclusion as a substantive aim?"

He is of opinion that to revolutionary Russia peace is "a matter of life and death," that the Russian revolution and the entrance of the United States into the war have transformed the whole problem for the Allies, and that Germany, in great dread of the trade combination that may be formed against her, especially with the United States, China, Brazil, practically all the world included, will concede much to obtain a restoration of her trade and a stable peace.

Mr. Wells, writing in the Daily News and Leader, is similarly sanguine that peace may be arranged by a barter of no conquests and no boycott. He thinks the economic outlook "a far more vital issue to the reasonable German than the Belgian issue or Poland or Alsace-Lorraine." While agreeing with President Wilson that no settlement can be reached with the present German regime, Mr. Wells asks: "Why does the great mass of the German people still cling to its incurably belligerent government?" and his answer is that they fear the Allies mean their destruction either in the war or after it. He asks again: Have the Allies made it clear to the German people that this destruction is not desired? What is to be done with Central Africa? Is Germany to be cut off or not from its raw materials? The German Government tells its people that the Entente intends to bar them out, and the Entente is mysterious about it. Mr. Wells proposes, as part of an economic peace, that both Central Africa and Turkey be placed under "honestly-conceived international control," with the open door. "Unimpeded trade is good for everyone except a few rich adventurers." "The way to the world's peace lies through internationalism, through an international survey of commercial treaties, through an international control of interstate shipping and transport rates. Why do Allied statesmen not shout this so compactly and loudly that all Germany will hear and understand?" Thus Mr. Wells would use a clear and precise proffer of economic peace as a lever not merely to secure the cessation of hostilities, but directly to bring about that necessary preliminary to a sensible conclusion of the war, upon which President Wilson, Mr. Lloyd George and Premier Ribot insist, viz., the overthrow of despotism at Potsdam.

Both Mr. Brailsford and Mr. Wells seem to base their hopes on what "the reasonable German" may or must think. But when a whole nation shrieks hymns of hate and screams that England must be destroyed, how many of them are reasonable? They have been plotting for decades the ruin of England, their very teachers and preachers urging them on. President Jordan referred to this people as "a nest of rattlesnakes." Do we really, ourselves, want "a peace of reconciliation" with such a nation? Must not their atrocities be punished? When a few more of their hospitals have been bombed, their doctors and nurses blown to pieces, will the Americans also not be eager to batter these monsters to their knees? Are the Germans, a sentimental people, likely to yield up Alsace-Lorraine, Triest, Bosnia and Teutonic Poland, economic peace or not, until they have been whipped to the last ditch? Messrs. Brailsford and Wells may be right in their view of abstract justice, but they are too sanguine perhaps in regard to human nature. There seems, unhappily, to be no royal road to the end of this war. We have to "see it through," Mr. Wells. At the same time, Allied statesmen would do no harm perhaps in defining more explicitly the terms that they are willing to make.

ADVERTISING LONDON.

LONDON'S RETAIL business took a step forward during the week of the Western Fair, when the merchants united in an advertising campaign. The advantage gained was not so much in an appreciation of sales, although this may have been great, as in recognition of the value of advertising to the business of the city as a whole. It is a simple fact that when a London merchant tells the people of city and district what can be purchased in his store he tells them what can be purchased in London; the effect is multiplied more than a hundredfold when one hundred merchants join in telling what can be purchased in one hundred London stores.

The principle is illustrated in the case of merchants who do not advertise, and of whom there are a few in this city. Probably these merchants are satisfied with the trade which they are doing for the time being, and which is due chiefly to the advertising which other merchants are paying for. They are getting the overflow, so to speak, of the crowds brought down town or into the city by their more aggressive competitors; a business which must inevitably grow less and less in proportion to the general volume. They miss the effect of the direct, definite pull, but at the same time, as London merchants, they share in London's business.

In general, the retail dealers of the city did a big business during fair week, much bigger than ever before. It must be attributed to a great extent to the steady advertising of the year, which has put London on the map as a good city in which to buy; but an important factor also was the co-operative advertising plan adopted for this special week. As indicated, the co-operative advertising put London's stores, as a whole, before the public in an emphatic way, and it was the special advertising of the individual merchant which rolled up his receipts in proportion to the volume of argument which he used over his own name.

WARTIME PROFITS.

IT HAS NOT BEEN the policy of the Wm. Davies Company to avoid making money out of the war and the nation's agony. This must be admitted as the mildest possible way of stating the case.

The net profits in 1914, the year the war started, reached $377,350; for 1916 they amounted to $1,535,473; and for 1917, $1,379,904, the last quoted figures presumably referring to the portion of the year which has elapsed. The only deduction from these totals is the war tax. In addition to this, as G. F. Henderson, K.C., chairman of the commission, pointed out, the deposit to reserve funds increased by about 800 per cent.

This may all have been legitimate profit, so far as the inquiry has shown as yet, but it certainly does not tend to show that any effort was made to reduce the high cost of living by taking smaller profits, because of the huge bulk of business.

It has not been explained by the premier whether it was because of his control of this firm that Sir Joseph Flavelle was knighted. If it was it cannot be merit which brings the reward.

EDITORIAL NOTES.

Austro-Hungarians insult Prussian officers. Is it possible?

Argentina has had trouble with Germany and strikes break out. It is not hard to trace the connection.

The labor delegate who considered it a waste of time to listen to Hon. W. T. Crothers may not have been polite, but he showed judgment.

Kerensky seems to have reached the conclusion that half measures are sometimes best. His experiments will be watched with deep interest.

Manufacturers are asked to notify the authorities if their employees fail to report for compulsory service. Is that a fair position in which to put the former?

Londoners are assured there is going to be no scarcity of coal. Next welcome assurance would be that there was to be no shortage of money with which to buy it.

Premier Borden tells the labor convention Parliament is a place to talk. Wrong. Under his leadership Parliament is a place in which to prevent the Opposition talking.

The Advertiser's Daily Short Story

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THE LITTLE JADE FROG.

[By Isabel Frost.]

(Copyright, 1917, by the McClure Newspaper Syndicate.)

Diggs had not noticed it at first, although he stood nearer to it than anyone else in the room. He was so interested in renewing his acquaintance with Leonie Verney that all inanimate objects escaped his ken.

He had only seen her once before—at Haskell's studio, around Christmas time. But she was a girl then. Slender, corsetless, with a graceful curving body, she had the lines of the Blessed Damosell; but instead of the latter's languorous, dreamy face, Leonie's was vivid and alert with animation. She loved to dress in dull green, greens like the deep tones in jade, with curiously wrought metal girdles set in uncut gems.

As a rule, Diggs avoided, instinctively, the bizarre in life. He had been brought up in a suburb of Boston, he came of good old nonconformist stock, and he was absolutely immune to the effects of Bohemia's far-east incense or erotic love ideals. But Haskell had told him briefly of Miss Verney's career, and it had interested him immensely.

"Her father was a Chinese missionary at Hangkow. He was killed during the Boxer rising. Leonie was disguised as a Chinese child by her Christian nurse, and hidden away in an old temple in the interior until the trouble was over. It was not until two years ago that she came to America. Her girlhood was passed in the Orient, although of late years she has been with her own people in the American colony. She's a mighty queer little girl, but very interesting. Not at all your fluffy blond type, Diggs, so you're safe with her."

Diggs believed that also. The spurious forms of attraction had always roused him to a sort of happy frenzy, while with Lenoie he felt only a curious, innate restfulness and contentment, as though the peace of the ages enfolded him.

He was telling her now of the new Roman seats which he had just sent out to his garden at Greenwich, when suddenly he caught her looking past him intently at something on the mantelpiece. Glancing around, he saw the little jade frog. It was about two inches and a half long, and quite as wide, a puffy, arrogant frog, utterly unnatural and grotesque; its eyes were brilliant crystals, and in its mouth it held a small crystal ball. It stood on a pedestal of three jade pediments, each smaller than the last, and engraved on the four sides of each were Chinese characters.

"What is it?" he asked, seeing that the girl really looked pale.

"I don't know exactly," she answered in a low voice. "It is all too strange and horrible. I wonder whom that frog belongs to."

"I'll asked Haskell," he said.

Haskell shook his head doubtfully when Diggs found him.

"You've got me, old man. I sub-let these rooms when I got back from France, and that thing was here. It's Chinese, isn't it? There are some wonderful embroideries in that pearl inlaid cabinet in the corner. They probably all belong to Dr. Yoy, the former tenant."

"What do you know about him?" asked Diggs.

"Nothing, except that he has gone back to China for a short time. Very decent chap, for a Chink, a university fellow and specialist in therapeutics. Why?"

"I'll tell you later," answered Diggs, lightly. "Find out all you can about him meantime."

He carried the information he had gleaned back to Leonie. She said little, but asked him to call a taxi for her, as she was leaving early.

"I can't explain tonight," she said, as they parted. "Come tomorrow at 11 and I'll tell you all I know."

The morning mail brought a brief letter from Haskell.

"Wire from Dr. Yoy announces arrival in Frisco Monday. He requests me to place the little jade frog in a safety deposit vault without telling anyone. Thought I'd let you know."

Diggs called him up on the telephone, asking him to wait until a copy of the inscription could be secured; then he got in touch over the wire with a certain civil engineer friend and college classmate who had spent some time in China. Wallace was perfectly willing to help him out, and though it made him a little late for his appointmen with Leonie, he took the time to carry the frog down to Wallace's office. After about an hour's study the latter gave him the translation. It ran:

"Whoso seeketh vengeance on his enemies shall ask the crystal ball for aid. Spirit of the sacred Hu Fwa, graciously list to the curses upon the foreign devils."

He carried the news to Leonie at once. She leaned forward eagerly, her hands tightly clasped.

"Oh, I was sure of it, last night," she said. "Mr. Diggs, you must help me. I know this doctor. He was a false friend of my father's. It was he who bore witness against him, and betrayed him into the hands of the Boxers. He has had me watched ever since I left China, but I never dreamed that the jade frog was in his possession."

"Why, you're not superstitious, are you?"

"I don't think so," she answered. "It was given to me by my nurse, who found it in the old temple where I was hidden. I used to play with it when I was a little girl. Lao San is dead. I am sure. When I came away I left this in an old chest of my father's private papers and books at Hangkow, and now I find it here on a mantelpiece in New York. What do you think it all means?"

"Superstition, mostly," laughed Diggs, "but if you do not mind I rather think you need some one to look after you until we see what Dr. Yoy is up to. I'll return the frog and let Haskell put it in the vault."

He took it out of his pocket and set it on the table in front of them. Leonie leaned forward and looked at the little crystal ball intently as he reached for it, her hand was unsteady, and it fell from her clasp to the floor with a crash. She gave a sharp cry of alarm, and knelt down among the fragments. But Diggs was before her. The fall had loosened a secret spring in the pedestal. Inside its hollow there lay a folded sheet of rice paper with a hand-painted diagram on it, and small vertical lines of Chinese characters.

"I think the sacred Hu Fwa has given up his secret," said Diggs. "Let's call a taxi and run down to Wallace—"

"No, no. I can read it myself," exclaimed Leonie, bending excitedly over the paper. After a moment she lifted her face. "Oh, this is too good to be true," she cried. "It tells how the treasures of the murdered Christians for hundreds of years past have been buried in the tombs under the temple. No wonder Dr. Yoy wanted the buried treasure to further the plans of the revolutionists."

"But how did it come in his possession?" asked Diggs quickly.

A faraway look came in her eyes. She smiled bitterly.

"Lao San was the only one who knew of the chest. He probably murdered her. Oh, if you only knew of the tragedies hidden in the gardens in old China. I can never thank you enough for helping me. If it hadn't been for you I would never have found it out. Just think what it means to me to be able to turn this treasure over, in my father's name, to the cause that he died for."

Diggs felt the last remnant of his New England caution swept away, as he looked at her radiant, upturned face.

"Can you guess what this means to me?" he asked huskily. "God bless the little jade frog."

Wait a Minute!

By J. H. F.

Jack Kerr, the Chatham wine-war candidate, has seen a great light, and quit the game. He saw through the cute little scheme quite in time, did Jack.

The way the German newspapers are abusing Count Luxburg, late of Argentina, makes one believe that this bird has been getting away with some good stuff for the kaiser. He will be decorated when he arrives home.

Skirts must be tighter as well as shorter, says a fashion item. Oh, well, the girls must be patriotic, and cut down the dress goods a trifle. Our eyes are good.

The world needs men, says a poet. All but Russia. She needs women. They fight.

We have had a year of prohibition. As a revenue producer prohibition is a great success. The businessmen are quite happy also. Ditto the folks at home.

We wonder how Toronto can stand for a pennant in the International League when it was won by a French-Canadian. There is something for the ultra loyalists there to become peeved about.

John Dill of Kansas City, father of 19 children, is being sued for divorce. John is in a pickle so to speak.

A New York man has lived five years in a piano box. Quite like a flat, but cheaper.

HAPPY FARMER.

Now life on the farm has a wonderful charm.
Where the breakfast is ready so early.
With a large patch of ground where potatoes abound,
There isn't a chance to be surly.

When a farmer goes down to the busy old town
With the fruits of the fields broad and sunny
He's obliged to delay, ere he winds up the day,
For the purpose of banking his money.

He propagates kale, puts up hay by the bale,
While the little birds carelessly carol
He sells by the quart food of every sort
That he carries to town by the barrel.
He is happy, indeed, fellow mortals to feed,
But—and this seems a little bit funny—
He is happier still setting forth with a will
For the purpose of banking his money! —Washington Star.

Sir Joseph Flavelle might sing this lay.

VOICE OF THE PEOPLE

A REPLY TO MR. DOUGLASS.

To the Editor of The Advertiser:

Re the letter of Mr. W. A. Douglass in today's (Monday's) issue, re the treatment of Germany after the war. The views put forward by that gentleman are almost utopian; in fact, he would almost lead us to believe that we should deal with the Germans as if they were noble-minded, generous human beings instead of what they have demonstrated themselves to be, a treacherous, brutal, insidiously scheming people, who know no law except brute force, therefore they can only be handled safely with the same weapons. Surely Mr. Douglass cannot think when he writes advocating generous treatment, or he has not read sufficiently the way the Germans have treated our men, when they have them prisoner. He cannot have heard of von Bissing, or Edith Cavell, von Tirpitz, Zimmerman, etc. He must have missed the account of their treatment of Belgium and their disposal of that treaty which they called a "scrap of paper." He must have lost sight of their system of espionage, of how their emissaries wormed themselves into the confidence of their friends and then prostituted that confidence and abused friendship for the fatherland and money. He must surely lose sight of or has a wrong conception of the psychology of the German nature if he expects them to act in a reciprocally generous manner. All the German nation has been taught is the philosophy of force. They have sought to terrorize the whole world into fear and submission by their policy of "frightfulness," and the same men and the same system will be existent at the time of settlement, and the only means of defeating it is to make its operation impossible.

To act otherwise would be a plain inference that the world had learnt nothing by the awful tragedy of this war, and was willing and eager for a recurrence of its horrors a few years hence. Sir, when the powers sit at the table together, discussing the disposal of Germany and her allies, it is to be hoped they will not be misguided by any quixotic or utopian ideals, but knowing that Germany has shown the mad dog nature of the Hun, tearing down and ruthlessly destroying as far as devilish ingenuity and cruelty and want of principle could aid them, everything, however sacred, that stood in their way, it is to be hoped they will use every possible means, social, economic and military, to prevent Germany ever again rising to the same position in the world's affairs.

Hoping Mr. Douglass will improve his time reading further of the acts of Germany, and will not be carried away by sentimentality, as he has been in the writing of this letter.

Yours, WALTER H. BIGGS.

SAY I. W. W. AGITATORS ENCOURAGED IN ORDER TO DISCREDIT LABOR

Investigators' Claims Laid Before President by Gompers.

Washington, D. C., Sept. 17.—President Gompers of the Labor Federation, has laid before President Wilson charges of federation investigators that I. W. W. agitators were encouraged by copper producing interests for the sake of discrediting the labor movement. Most of the miners recently deported from Bisbee, Arizona, were union members and not I. W. W. men, and this was known to company officials who promoted the deportations, the Federation of Labor charges.

ANTI-CONSCRIPTIONIST SURRENDERS TO JUDGE

Montreal, Sept. 17.—Paul Lafortune, one of the most prominent of the speakers at the nightly open-air anti-conscription meetings, gave himself up to Judge St. Cyr this morning. He was wanted for his alleged words of a speech delivered in Park Lafontaine on September 7. He appeared before Judge St. Cyr, pleaded not guilty and was remanded until Thursday, bail being granted at $500. This is the second arrest of the night orators.

ODDFELLOWS CONSIDER SPECIAL YEARLY LEVY OF $1 DURING THE WAR

Ten Thousand Meet for 93rd Sovereign Grand Lodge in Louisville.

Louisville, Ky., Sept. 17.—Nearly ten thousand Oddfellows from all parts of the United States and Canada were in Louisville today for the opening of the 93rd session of the Sovereign Grand Lodge of their order.

Among the matters to come before this session are several proposals for legislation in connection with the war. Chief of these is a proposal to ask the sovereign grand lodge to authorize the grand lodges in each state jurisdiction and in the provinces of Canada to lay a special yearly assessment of $1 to be continued so long as the war may last, the proceeds to be expended through the agency of the Red Cross for the relief of Oddfellows in military service. If this proposal is approved it will provide a yearly fund of about $2,250,000.

The various grand lodges and subordinate lodges may be authorized to continue in good standing any Oddfellow who may enter the military service.

À LA GRÂCE QUALITÉ SUPÉRIEURE

$2.00 Corsets for $1.49. Sizes 19 to 30. Four Supports.

Chapman's

KIDDIES HATS, $1.00 UPWARDS. MILLINERY 2ND FLOOR.

SEE WINDOW DISPLAY OF NEW FALL DRESS GOODS AND SILKS.

New Fall Dress Goods

NEW IDEA PATTERNS 15c
FOR ALL PURPOSES.
THE VERY LATEST STYLES.

SMALLWARES.

—Buttons—Our New Fall Buttons are all ready for your choosing—Coat, Dress, Waist and Trimming Buttons. New creations at moderate prices.
—Tape Measures ..... 5c each
—Best Steel and Brass Pins, per package ..... 5c and 10c
—Silk Spools ..... 5c each
—Cotton Sewing Spools ..... 6c each
—Soutache Braids ..... 3c yard
—Silk or Cotton Binding Braids, per yard 5c, 10c, 20c, 25c
—Cable Cords ..... 4c and 5c yard
—Gold Braid and Cords ..... 15c yard
—Hooks and Eyes ..... 5c card
—Dome Fasteners ..... 5c card
—Binding Tape ..... 5c bunch
—Button Molds ..... 2c to 10c dozen
—Featherstitch Braids ..... 9c package
—Belting ..... 7c to 25c yard
—Dress Weights ..... 15c, 20c dozen
—Dress Shields ..... 10c, 25c pair
—Collar Supports ..... 5c card

FALL HOSIERY.

—Black Cashmere Hose, fast color, all sizes. Prices ..... 49c to $1.25 pair
—Boys' Heavy Ribbed Hose, good school hose, all sizes. Prices, per pair 25c
—Children's Cashmere Hose, in red, white or black, all sizes. Per pair ..... 25c to 75c
—Girls' Black Cotton Hose, medium weight, all sizes, per pair 15c, 20c, 25c
—Children's 4x1 Ribbed Hose, fast color, good wearing quality, all sizes, old value. Price, per pair 35c
Or three pairs for $1.00
—Ladies' Silk-Ankle Hose, in black, white, grey and navy, all sizes. Per pair ..... 75c and $1.00
—Ladies' Black Fleece-Lined Hose, heavy quality, fast dye, all sizes. Special, per pair 35c
Or three pairs for $1.00

Silks---Trimmings

SMALLWARES, BUTTONS, ETC., FOR HOME DRESSMAKING

CREPE DE CHINE.

—Five pieces All-Wool Crepe de Chine Dress Goods, old French dye, 40 inches wide, value $1.50. On sale, per yard $1.00

ALL-WOOL SERGE.

—Five pieces All-Wool Serge, in navy blue and black, old dye, 40 inches wide, value $1.50. On sale, per yard $1.00

ALL-WOOL SERGE.

—Two pieces All-Wool Serge, in navy blue, copen and black, old dye, 50c and 54 inches wide, value $2.00. On sale, per yard $1.50

ALL-WOOL SERGE.

—Two pieces All-Wool Serge, in navy blue and black, old dye, 54 inches wide, value $2.50. On sale, per yard $2.00

ALL-WOOL SERGE.

—Two pieces All-Wool Serge, in navy blue and black, old dye, 54 inches wide, value, $3.00. On sale, per yard $2.25

ALL-WOOL SERGE.

—Two pieces All-Wool Serge, in navy blue and black, old dye, 56 inches wide, value $5.50. On sale, per yard $3.50

NEW VELVETS AND VELVETEENS FOR FALL.

CHILDREN'S SWEATERS.

—Children's Sweater Coats, in white, grey, red, navy, green and brown, also combination colors in coat or pullover style for the small children. Prices ..... 98c up to $3.50

WINTER COATINGS.

—Fifteen pieces Heavy Coatings, in curls, chinchillas and Scotch tweeds, 56 inches wide. These are most attractive materials for stylish fall and winter coats at very special prices. Per yard ..... $2.50, $2.75, $3.50 and $4.00

TARTAN PLAIDS.

—Five pieces Scotch Tartan Plaid Dress Goods, 36 to 40 inches wide. At special prices 75c, 85c, $1.00, $1.10 yard

SHEPHERD CHECKS.

—Two pieces Heavy Black and White Shepherd Checks, 54 inches wide. At, per yard ..... $1.25 and $1.00

PLAID SILKS.

—Three pieces Silk Tartan Plaid, 36 and 40 inches wide, value $3.00. At, per yard $2.00

DUCHESS SILK.

—One piece Black Duchess Silk, pure silk and old dye, yard wide, value $2.00. On sale, Per yard $1.60

PAILLETTE SILK.

—One piece Heavy Black Paillette Silk, 40 inches wide, $2.50 value. Per yard $2.00

TAFFETA SILK.

—One piece Black Taffeta Silk, pure silk, old dye, 38 inches wide, $2.00 value. At $1.50

PETTICOATS.

—Black Moire Petticoats, imported from England, warranted old dye and fast color, in regular sizes and extra large sizes for stout women. Prices ..... $1.75, $2.25 and $2.50

J. H. CHAPMAN & Co., 239, 241, 243 Dundas St.

TODAY

Procrastination is the thief of *health:* Keep yourself well by the timely use and help of

BEECHAM'S PILLS

Largest Sale of Any Medicine in the World. Sold everywhere. In boxes, 25c.

CUNARD LINE

PASSENGER SERVICE
BETWEEN
MONTREAL AND LONDON
Calling Falmouth to Land Passengers.
AND
MONTREAL AND BRISTOL
For particulars of sailings and rates apply to local agents, or to The Robert Reford Company, Limited, General Agents, 50 King street east, Toronto.
Sept.29

LONDON AND PORT STANLEY RAILWAY

Timetable Effective June 1, 1917.
To Port Stanley—*5:20, 6:20, *7:20, 8:20, *9:20, 10:20, *11:20 a.m., 12:20, *1:20, 12:20, *3:20, 4:20, *5:20, 6:20, *7:20, 8:20, *9:20, 10:20 p.m. Saturdays only, July and August, 11:20 p.m.
To St. Thomas Only—2:21, 6:21, 11:20 p.m.
*Limited. ‡Local on Sunday. Heavy type, daily, except Sunday.
2:20 and 6:20 p.m. cars are local between St. Thomas and Port Stanley.
Incline Railway, Port Stanley, operates daily, 6:30 a.m. till 11:30 p.m.

Traction Company

Cars between London and St. Thomas will run on summer schedule until September 15. Between St. Thomas and Port Stanley winter schedule is now in effect.

The TRANSCONTINENTAL

Lv. TORONTO 10.45 P. M. TUESDAY, THURSDAY AND SATURDAY
Ar. WINNIPEG 4.30 P. M. THURSDAY, SATURDAY AND MONDAY

Connecting at Winnipeg for all Western Canada and Pacific Coast Points

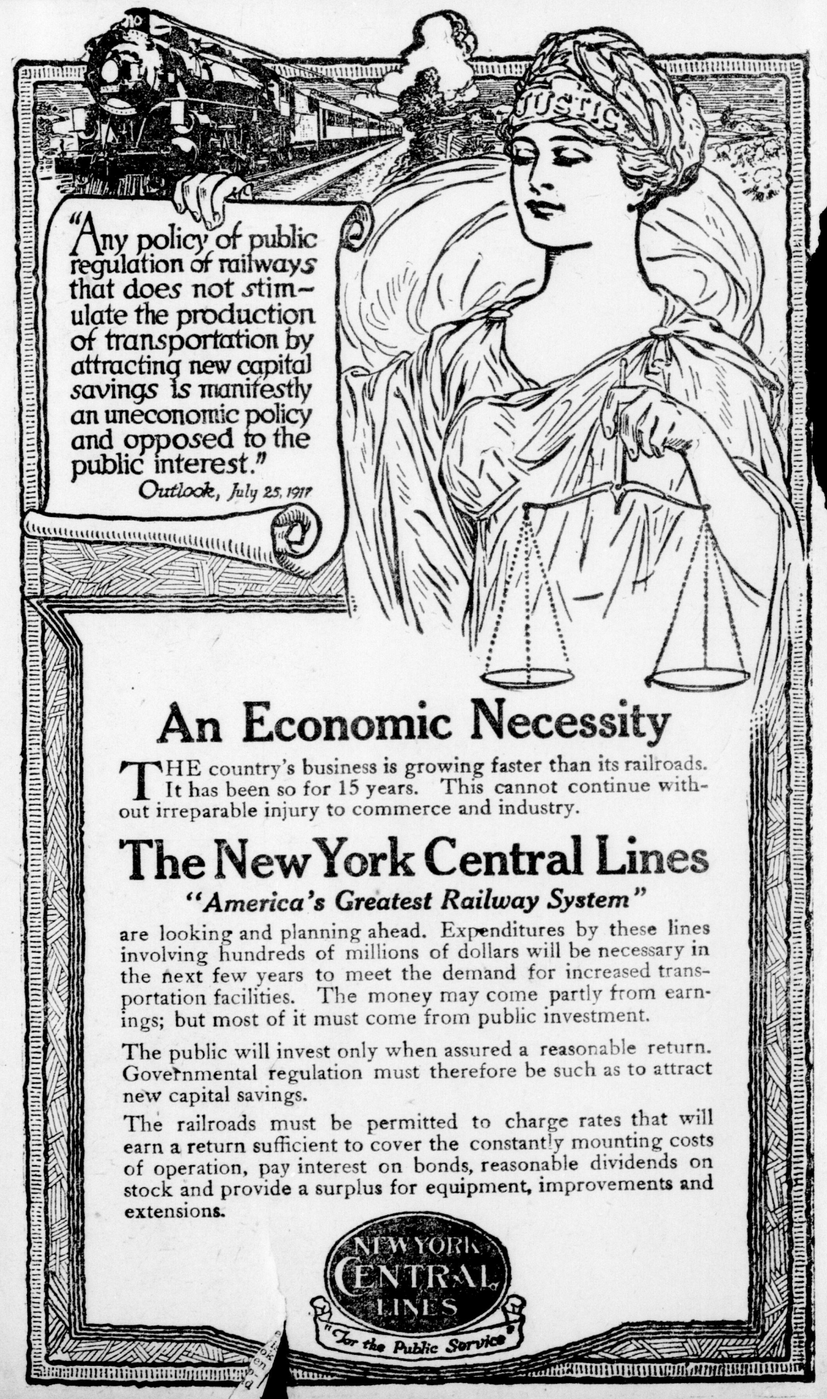
HOMESEEKERS' EXCURSIONS to WESTERN CANADA

EVERY TUESDAY UNTIL OCT. 30th, 1917.

Low fares in effect and tickets good for two months.

Time Table and all information from any Grand Trunk, Canadian Government Railways, or T. & N. O. Railway Agent.

Oct. 29 ty



"Any policy of public regulation of railways that does not stimulate the production of transportation by attracting new capital savings is manifestly an uneconomic policy and opposed to the public interest."
Outlook, July 25, 1917

An Economic Necessity

THE country's business is growing faster than its railroads. It has been so for 15 years. This cannot continue without irreparable injury to commerce and industry.

The New York Central Lines
"America's Greatest Railway System"

are looking and planning ahead. Expenditures by these lines involving hundreds of millions of dollars will be necessary in the next few years to meet the demand for increased transportation facilities. The money may come partly from earnings; but most of it must come from public investment.

The public will invest only when assured a reasonable return. Governmental regulation must therefore be such as to attract new capital savings.

The railroads must be permitted to charge rates that will earn a return sufficient to cover the constantly mounting costs of operation, pay interest on bonds, reasonable dividends on stock and provide a surplus for equipment, improvements and extensions.

NEW YORK CENTRAL LINES "For the Public Service"