London's Sure Enough Growing

A Series of Articles on "Advantages of Morning Shopping," Written by

P. W. Read

ADVERTISING MANAGER OF THE THOMAS FURNITURE CO.
(Exclusively for The Advertiser.)

Morning — new, bright, crisp and full of promise; a promise or promising, to be sure, but of what — happiness or sorrow, or perhaps just the ordinary routine that eventually tumbles us into a small-sized grave? That's what a rut is! If it tumbled us in a rut, mayhap we'd be alive to the fact that we were being precipitated, but no, it doesn't; just sort of slides or oozes us in.

And now London is stretching herself and getting out of a rut, and quickly at that. "Getting more like New York every day." Everyone likes London, and those who owe their birth to this fair city take pleasure in reciting "Breathes there a man——," etc.

Do you know there's more in that Rip Van Winkle story than one would imagine. Are Londoners alive to the fact that at present over two millions are being spent for the betterment of conditions in London? Money has never been expended in buildings unless there was necessity for the structures; and the fine stores and theatres now being erected are necessary, there is a place for them.

Some years ago, Smallman & Ingram erected a fine store, a credit to Western Ontario, and also to "to-be-bigger" London; Chapmans now have a big new store; the Thomas Furniture Company opened the new store last week, and the Ontario Furniture for years have had the pleasure of having a large store. Where is there a nicer drygoods store than Gray's?

London shares only a part of the Dowler enterprise, that progressive concern having stores in other centres. Then there is Cowan's Hardware, and many other stores of note.

Advertising never did, and never will, sell anything; it merely finds prospects and creates a demand. Then what has builded up these big businesses? The answer is easy.

It's the backing up of these advertisements that counts, and the seeing to it that there was a sound policy and a big healthy idea of service throughout the store—that's it in a nutshell; it's the backing up of advertising that counts.

Mr. Yull of the Federal Advertising Agency said in his ad. one day last week in effect that "Advertising, or rather the writing of it, was full of technicalities." You are agreed with substantially, Mr. Yull, and these technicalities are only solved with experience and many times, experiment.

London has a fine lot of new stores, but the energies of the owners do not end here; no, not yet, for expert advertising men have been engaged for the sole purpose of telling the public of the values in the respective stores.

Smallman & Ingram's saw the advantage of having such a man years ago; today Dowler's, Thomas' and Chapman's have fallen in line.

What does this mean to you? A whole lot, I'll say; for a real live advertising man's dream is a crowded store, and he'll have it.

Yes, London will see big morning business, just like Chicago, Toronto, Detroit and other large centres. There's just one thing that handicaps the writer of advertising in London — perhaps some day it will change—that is, the lackadaisical way the street cars shuffle along the streets; time seems no object or of no value to the street railway, and many will pass up a sale rather than take a chance on wasting time in transit.

However, the merchants will overcome this handicap and be that much speedier with inducements and offering incentives to early morning shoppers.

My next article will deal with the several advantages of shopping in the morning.

UNION TAILORS TO STRIKE MONDAY IF DEMANDS NOT MET

The union tailors of this city have served a strike notice on the merchant tailors, the strike to start next Monday unless their demands are met. The demands of the union men include a change from the piecework system to that of weekly wages, and also an increase in pay. Unless a settlement is reached before Monday the workmen conclude their work today and do not return to work.

A conference was held with the merchant tailors of this city on Thursday afternoon, but no agreement could be reached between them and officials of the union. However the latter hope to effect a settlement before the strike is declared. R. J. Armstrong is president of the local tailors' union.

FIRST METHODIST CHURCH RAISES PASTOR'S SALARY FROM $2,500 TO $3,000

Rev. Dr. R. G. Peever, pastor of the First Methodist Church, was voted a raise in salary from $2,500 to $3,000 a year at the quarterly board meeting of the church held last night.

Among the items contained in the financial statement read by the secretary, Rev. N. D. Drew, were three expenditures, which have been made, amounting altogether to $1,525, as follows:

Improvements made to the parsonage of the York Street Mission at 122 Bruce street, at a cost of $500; painting and repairing to the First Methodist Church building, $500, and completion of a brick garage to be used by Dr. Peever, $525.

The financial statement showed increases in the receipts for revenue. The members heartily indorsed the National Forward Movement.

BITUMINOUS COAL IS EASIER TO GET.

It's $3.00 less per ton and goes just as far, ton for ton, as Anthracite. Easy to use if you will follow directions, which we will gladly furnish you.

Hunt Bros., Ltd.

276 WATERLOO STREET. PHONE 412.

LOCAL NEWS

FINED $3.—There was only one fine collected in the police court this morning for breach of the motor vehicles act, $3 and costs. W. J. Clarke, 90 Kent street, was the offender.

DR. PEEVER TO PREACH.—"The Soul's Highway to the Sanctuary" will be the subject of a sermon by Rev. Dr. R. G. Peever at First Methodist Church Sunday morning.

CITY IS GOOD.—No public session of the police court was held this morning, and the charge of non-support made against Jacob Goodman by his wife, which was slated to be heard before Magistrate A. H. M. Graydon, was adjourned until next Friday morning.

STRATFORD GIRL TO PREACH.—Miss Elizabeth MacKenzie of Stratford, daughter of Rev. G. A. MacKenzie, a former pastor of the Christian Workers' Church on Ottaway avenue, will occupy the pulpit of this church Sunday. Miss MacKenzie is leaving for South Africa to begin missionary work.

MISS POCOCKE IN RECITAL.—Miss Merlyn Pococke, of Chicago, will give a vocal recital in the Y. M. C. A. Hall on Thursday evening, October 2. Her many friends here are expressing pleasure at having this opportunity of hearing her once more in recital work. Miss Pococke is now recognized as one of the greatest dramatic contraitos of the day. Seneca Pierce of New York, who is both a famous composer and pianist, will assist.

PICTURES GO TO STRATFORD.—W. H. Barringer, who was in charge of the war pictures exhibited to and admired by hundreds of residents in Hyman Hall last week and Monday of this week, called on The Advertiser Friday to express thanks for the description of the exhibit given in this paper. As a result of his showing here the Grand Army of Canada reaped substantial benefit. He goes to Stratford next, having paid a successful visit to Chatham.

FROEBEL SOCIETY MEETS.—The annual meeting of the London Froebel Society was held recently in Alexandra School. The officers elected for the ensuing year are President, Miss F. Carson; first vice-president, Miss A. Grant; second vice-president, Miss E. Claris; secretary, Miss M. Rowntree; treasurer, Miss Black; pianist, Miss N. Windsor; program committee, Mrs. Hutchinson, Miss Bryans, Miss C. Brenton; librarian, Miss Howie; press reporter, Miss M. Gregory.

TRADE COMMISSIONER IN NEW ZEALAND TO ADDRESS C. OF C. MEMBERS HERE

W. A. Beddoe, the Canadian trade commissioner in New Zealand, will be the guest of honor at a Chamber of Commerce luncheon next Wednesday in the Tecumseh Hotel. He will deliver an interesting address concerning the trade conditions in New Zealand. Mr. Beddoe is traveling in the Maritime Provinces, and his visit to this city will start the winter series of monthly luncheons to be given by the Chamber of Commerce.

The next visitor from the Canadian trade commission will be W. J. Egan, who is in Montreal now.

WILSON AVENUE AS A STREET FINDS CHAMPION

Ald. Wilson Objects to Motorists' Rude Remar's.

Wilson Avenue is one of the best streets in the city, considering the small amount of money expended on it, according to Ald. W. A. Wilson. A citizen Friday declared it to be the worst road he had traveled on, in all of the 1,500 miles he had covered in his automobile.

Ald. Wilson says this man must be a chronic kicker, as he inspected the road and found it to be in fair condition. No money at all has been spent on improving it, he explained. It has been built up with broken material from other streets which are being repaired. The use of a grader on it would improve it. He claims that the residents of the street are "tickled to death" with what has been done already, with this one exception.

VETERANS TAKING POSITIONS ON Y. M. C. A. STAFF

LIEUT. L. M. HOULDING.

SERGT. J. V. COLEMAN.

CAPT. F. G. POOLE.

WHO KNOWS OF TREASURE FOUND ON VIMY RIDGE AND HANDED TO SUPERIOR OFFICER BY SOLDIER?

District Orders Call Attention to Story and Ask For Information Leading to Identification of the Supposed Receiver of Gold.

The following notice was published in district orders issued at Wolseley Barracks here yesterday, and will be republished in orders of all Western Ontario units: "An inquiry has been received in regard to a sum of money in gold, stated to have been buried on La Folie Farm, on the top of Vimy Ridge, by the owner of the property. This money is stated to have been subsequently found by Canadian soldiers, while digging in a gun, and to have been handed over by them to their superior officer. Anyone possessing any information in regard to this matter should forward such information to militia headquarters, Ottawa, quoting the following reference: "H. Q., 92-B-134."

Many Similar Tales.

This notice has been sent to every military district in Canada, the military authorities at Ottawa hoping by publicity to trace the missing gold. Many Western Ontario soldiers have during their experience on the firing line heard tales of fortunes buried by residents of France and Belgium on their farms, prior to evacuating them before the approaching Hun in the early days of the war. In fact, a few district returned soldiers have been located, who, while serving at the front, discovered small sums of money cached by peasants who fled in haste before the invading hosts in 1914. However, to date, no Canadian soldier has been traced who found the above-mentioned gold.

A London soldier informed The Advertiser that during the spring of 1918 a French farmer and wife were allowed to enter the British lines by special permit, in an effort to recover their savings in money, which were buried on their farm quite close to the front line. This cash, amounting to 10,000 francs, or approximately $2,000, was recovered by the original owners at that time. Many local veterans recollect the story regarding the above treasure, but the identity of the Canadian officer who is alleged to have received the booty remains a mystery.

Scribe Got Some.

A local scribe, while serving at Vlamertinghe, in Belgium, with the first Canadian division, in company with companions, in March, 1916, uncovered, in the ruins of the village, an old safe, which, when blown open with the aid of a bomb, was found to contain many papers and a few gold coins. These latter were hastily gathered up by the safecrackers and cashed at the nearest estaminet. The local veteran has in his possession a check drawn on the Bank of Vines, and written on parchment, which he treasures as a souvenir of the occasion.

However, the missing fortune referred to above has yet to be restored to its rightful owner, and should this occur one of the most interesting and odd stories of the great war will have its concluding chapter written.

LONDON HOLDS FIFTH PLACE FOR COMMITMENTS TO JAIL IN YEAR

Has Record for Greatest Num ber of Juveniles Sent to Jail—Out of 575 Prisoner s, 520 Were Males.

Several interesting facts concerning the local jail and its inmates are contained in the annual report of the provincial inspector of prisons and reformatories, which has been recently issued. During the year ending September 30, 1918, there were 575 prisoners committed to Castle Curter and 520 of them were of male sex. That total has given London the fifth place in the list of cities and towns of the province, for it was outnumbered by the totals at Toronto, Hamilton, Ottawa and Sudbury. This city ranks first, however, in the commitment of children under the age of 16 years, there being the official total of 22. Then the report reveals that 358 of all of the prisoners entered the jail for the first time, 126 people for the second and only 22 for the third time. The next column, however, under the title: "For more than the third time," awards London the number of 69, which is second only to Hamilton's 131, and is larger than the Toronto figure by three. Once more referring to the total number of commitments in 1918, the fact is made clear that there was an increase of 82 when compared with the figures of 1917.

Drunkenness Records.

Drunkenness, as the method of achieving confinement to the cells, was popular with a good many Londoners 29 years ago. Its popularity fluctuated, according to the provincial report, from 1890 to 1903, but after that year there was a steady increase until the number of imprisonments made on account of insobriety became 520 in 1915. Then each year's total diminished; 1917 claimed only 155, and the ensuing year, 196 arrests.

Last year, the offences entirely ignored, as far as London was concerned, were: Arson, felonious assault, attempted suicide, abduction, burglary, counterfeiting, cruelty to animals, contempt of court, carrying unlawful weapons, cutting or wounding, deserting the militia, gambling, giving liquor to Indians, horse and cattle stealing, incendiarism, murder and perjury. But one offence on the tabulated list, that of deserting employment, was credited with 55 Londoners.

Other Offences.

The other offences were:

Assault 1, bigamy 1, destroying property 5, forgery 3, escaping from prison 1, fraud 5, housebreaking 2, larceny 52, shooting with intent 1, trespass 2, vagrancy 8, inmates of houses of ill-fame 3, and keeping house of ill-fame 4.

The social status and habits of the past year's prisoners are also enumerated. Six of them could neither read nor write; 271 were intemperate and 304 temperate, while of the total of 575, only 186 were married.

Governor James Carter has almost 60 cells in his jail, and all but 20 of them were filled in 1918 at the time when the greatest number of people were imprisoned. The smallest number of cells to be occupied at any time during the year was 15.

A gratifying decrease is recorded in the provincial crime through the years of the war. In 1914 the total number of prisoners sent to jail was 22,777. The following year's number was reduced to 20,337, while in 1916 the total was 16,100. Then the lowest figure was attained in 1917, when 12,445 was the official count, but it jumped slightly during the last year of the war.

ROUTE FOR PRINCE OF WALES PLANNED

Societies Taking Part in the Reception Are Asked To Notify Committee.

Standing committees to arrange for the reception to the Prince of Wales have been appointed, and a route has been planned for a parade from the Grand Trunk station to Victoria Park.

The royal party on entering automobiles at the station will proceed on York street to Richmond and thence to Dundas. It will continue east on Dundas to Wellington street, and will make its way to the park by that thoroughfare.

Societies which wish to present addresses to his royal highness have been asked to submit them to the special reception committee before the end of this month so that arrangements may be made for their inclusion in the official program.

Arches Expected.

It is likely that various public bodies will erect arches along the route of march, and those planning to do so are requested to make their plans known to the committee.

As an extensive program has already been arranged it is not likely that the prince will have time to plant a tree in the women's new park on Hunt's Flats. Arrangements may be made to have him plant a tree in a box at Victoria Park and have this transplanted to the other park.

Ald. E. S. Little is the chairman of the finance committee, and the other members are Ald. G. B. Drake, Major Woodward and Mayor C. R. Somerville.

Standing Committees.

The other standing committees are:

Decoration—Ald. F. E. Harley and F. E. Watkinson, Messrs. Philip Pocock, J. H. Saunders and Warden John Currie of Middlesex County.

Band—Major Woodward.

Ball—Major-General L. W. Shannon.

Banquet—Ald. L. S. Holmes and O. L. Cunningham.

Printing programs—Ald. G. B. Drake, S. R. Manness and J. Colbert.

Reception—The finance committee.

Automobile—George M. Reid, Ald. C G. Moorhead.

Children's programs—J. S. Barnard, Ald. W. A. Wilson.

Invitations—Ald. O. L. Cunningham, Lieut.-Col. W. M. Gartshore, Sir Adam Beck, Dr. D. L. McCrae, Major Hume Cronyn and S. F. Glass.

These committees will have power to add to their membership from the city council and other spending boards of the city, the chamber of commerce, the G. W. V. A., and kindred associations, the military, the Rotary and kindred clubs.

DEATHS AND FUNERALS

DEATH OF MRS. GUYMER.

The death occurred of Mrs. Thomas Guymer at her home, 69 Forward avenue, on Friday in her 55th year, following an illness of two days. Her death was quite unexpected. Mrs. Guymer is survived by her husband. The funeral will be held on Monday afternoon from her residence to Mount Pleasant Cemetery at 2 o'clock. Rev. George Dewey will conduct the services at the house and grave.

FUNERAL OF LITTLE GIRL.

The funeral of Edna M. Murray, infant daughter of Mr. and Mrs. John Murray, who died in Victoria Hospital on Thursday, was held today from 198 Simcoe street to Woodland Cemetery. Rev. Canon C. R. Gunne conducted the services at the house and grave.

FUNERAL OF JOHN DOMAN.

The funeral of John Doman, who died on Wednesday at his home, 344 Burwell street, was held this morning to St. Peter's Cathedral, where requiem high mass was sung by Rev. Father Young, who also officiated at St. Peter's Cemetery, where interment was made. The pallbearers were: D. Morrison, L. Marsh, J. Moore, J. Frazelle, J. Jenkins and A. Riddle.

CARD OF THANKS.

Miss Kate Shevenone wishes to thank the employees of McLeod & Nolan and all other friends who were so kind to her in her recent bereavement.

TRUSSES.

$1.50 to $10.00. We have Trusses to fit all needs. Our fitters are experts.

Cut shows one of our many lines.

ANDERSON & NELLES. 288 Dundas St.

OCTOBER 9 WILL BE FIRE PREVENTION DAY

Co-operation of Everyone Is Asked for Occasion.

Reliable statistics show that the amount of the average annual loss of property by fire in Canada exceeds $20,000,000. The loss during the past year was almost double that amount, and each year there is a deplorable loss of life from the same result. In view of the fact that if these fires are not checked, the country's forest wealth will be greatly impaired, and perhaps entirely destroyed, a proclamation has been published in the Canada Gazette to the effect that October 9 will be "Fire Prevention Day." All Canadians on that day are recommended to follow the following instructions:

1. All dwellings and their surroundings be carefully inspected by their occupants and all conditions likely to cause or promote the spread of fires removed.

2. All public buildings, stores and factories be inspected and cleared of rubbish.

3. Fire drills be held for the children in all schools and for employees in all large stores and factories.

4. Special instructions on the subject of fire prevention be given by the teacher and by municipal officials in the schools and that such appropriate literature as may be made available be distributed to the pupils.

5. All legislation and regulations enacted or issued by Dominion, provincial or municipal authorities dealing with fire prevention be given publicity by the municipal officials, and that by public meetings or otherwise, as may to them seem most fit, they endeavor to impress upon the citizens the national importance of safeguarding life and property from loss of fire."

DOM. STATISTICS BUREAU REPORT ON CROP YIELD

Ottawa, Sept. 20.—The Dominion Bureau of Statistics issued today the following report on the yield and condition of field crops in Canada, as compiled from the returns of crop correspondents at the end of August:

In the prairie provinces the dry weather of June and July shortened the growing period and resulted in one of the earliest harvests on record. As a consequence of the drought a large proportion of the areas sown in the west to wheat, oats, barley and rye proved either totally unproductive or was cut green. It is only in the prairie provinces that substantial percentages were reported as unproductive. These percentages range from 5 or 10 up to as much as 28 for wheat and 30 for oats in Alberta, and 42 for rye in Saskatchewan. Taking these non-productive areas into account, the following preliminary estimates of total yield for all Canada are arrived at: Wheat, 109,239,800 bushels, as compared with 189,075,350 bushels in 1918. Of the total for 1919, 22,875,800 bushels are fall wheat and 176,364,000 bushels are spring wheat. The estimated total yield of oats is 381,359,000 bushels, as compared with 426,312,500 bushels in 1918; of barley it is 65,584,000 bushels as against 77,287,240 bushels in 1918; of rye the yield is 8,010,500 bushels, as compared with 8,504,400 bushels in 1918, and of flaxseed 7,350,000 bushels as against 6,055,200 bushels in 1918.

Yields of Prairie Provinces.

The estimated total production of wheat in the three prairie provinces (Manitoba, Saskatchewan and Alberta), is 162,326,400 bushels, as compared with 164,436,100 bushels in 1918. In Manitoba the total yield of wheat for 1919 is 36,999,100 bushels, as compared with 48,191,100 bushels in 1918; in Saskatchewan 88,221,000 bushels, as against 92,492,000 bushels, and in Alberta, 37,106,300 bushels as against 23,752,000 bushels. Oats yield 234,047,000 bushels in the three prairie provinces, as compared with 222,049,500 bushels in 1918; barley 45,988,000 bushels, as against 47,507,400 bushels; rye, 5,722,000 bushels as against 6,181,700 bushels, and flaxseed 7,009,000 bushels as against 5,776,000 bushels.

Late Sown Field and Fodder.

Rain showers during August in the prairie provinces did much to revive the later sown field and fodder crops. Their average condition on August 31 for the whole of Canada, expressed numerically in percentages of the average yield per acre for the ten years 1909-18, was reported as follows: Peas 87, beans 93, buckwheat 95, mixed grains 87, corn for husking 89, potatoes 91, turnips, mangolds, etc., 99, fodder corn 97, sugar beets 83, and pasture 89.

LEGAL QUERIES

The Soldiers' Insurance.

To the Editor of The Advertiser:

Would you kindly inform me through your valuable paper if an uncle is entitled to city insurance through the death of a nephew who was killed in action, and whose will was made to uncle, as there was no other of deceased's family? A SUBSCRIBER.

Answer: Yes.

Woman and Husband.

To the Editor of The Advertiser:

I am a woman living with my husband and three children, ages 10, 8, 6, and he is in no way using me as a wife should be used. I am in such a state at present that I cannot work. Could the law do anything with me if I left him and children? Could I make him keep me until I was able to work? To live with him would kill me, he is so ugly tempered and hateful, and abuses me so. Please print the answer for me and oblige. A SUBSCRIBER.

P. S.—Could you tell me what it costs for a divorce in Canada?

Answer: 1. Yes. 2. About $1,200 to $1,500.

STEAMER FOUNDERS AFTER HITTING MINE

London, Sept. 19.—The steamer West Arvada, which on September 16 struck a mine off Terschelling on the Dutch coast, foundered today after two explosions in the hold of the vessel. It is considered probable that a large part of the valuable cargo may be salvaged, but that the vessel will be a total loss.

STEAMSHIP ARRIVALS.

Sept. 19.	Arrived at.	From.
Mercury	New York	Brest
Valacia	New York	Brest
America	New York	Genoa
Santa Elisa	New York	Bordeaux
Calabria	Genoa	New York

PURSE OF GOLD IS PRESENTED BY "Y" TO R. E. G. DAVIS

Leaving Institution To Complete His Arts Course.

NEW MEN ON THE STAFF

Will Help To Develop a Big Program For Coming Winter.

Through the kindness of the Hunt and Country Club, the Y. M. C. A. held a very interesting gathering at the club house last night. Though the weather was most unfavorable, the attendance was good, over thirty men sitting down to dinner.

The meeting together of the directors, committeemen and members of the association was for a dual purpose—to say farewell to the retiring general secretary and to meet the new staff and discuss plans for the coming winter.

R. E. G. Davis for the past four years has been boys' work secretary, and the last month of this period he was acting general secretary. He has retired from the secretaryship and has returned to Toronto University to complete his arts course.

Given Purse of Gold.

Charles T. Glass, on behalf of his many friends among the association men, presented Mr. Davis with a purse of gold. In reply, Mr. Davis, giving scope to his personality, prefaced his remarks by the anecdote of the college student, who, writing to thank his dad for the checks received at college, said: "Thanks for the 'dough' that gave me a four years' 'loaf,' and made me college-'bred.'" He then spoke of the host of personal friendships he had formed in London, and also of the pleasure it had been to work with and serve the boys.

Ed E. Reid of the London Life Insurance Company, who is vice-president of the board, presided.

The plans and prospects of every phase of the work for the coming winter were gone into in detail. Ed E. Reid, W. G. Young and W. D. Beamer, speaking on behalf of the boys' work and advisory committees, dealt with the great things accomplished in developing the leadership and church contact of the boys of this city, and enlarged upon the plans to reach out to bigger things this winter. L. M. Houlding, boys' work secretary, dealt with actual work under way.

Plenty of Sports.

Basketball, baseball and hockey, together with regular gymnasium work, are to figure more prominently than ever in the winter's work. G. C. Markle is chairman of the physical committee, with David Allen as physical director. This is Mr. Allen's second term in London as physical director.

The industrial work the Y. M. C. A. is at present doing in five of the largest factories, and the activity projected in other business organizations was spoken of by A. McPherson, of Elliott & Marr, who is chairman of the committee, and by Mr. Pope of McClary's. Also the industrial secretary, R. G. Liddle, who has so successfully carried on this work for several years, spoke pointedly of the policy and plans he is hoping to carry into effect.

The program for the senior membership is receiving greater attention, particularly along educational lines, to which one of the secretaries, J. V. Coleman referred.

New Returned Men on Staff.

Lloyd M. Houlding is the new boys' work secretary. Mr. Houlding went overseas and to France with the Divisional Signal in 1916. He was wounded in August, 1917. Before returning to duty he received a commission with the Y. M. C. A., and served in Passchendaele, for many months in that capacity. He is a graduate of McMaster University, and was active in boys' work in Toronto and Hamilton. Thus he comes to London association excellently qualified to carry on the work among the boys of the city.

J. V. Coleman, who is in charge of the senior membership, also went overseas with the Divisional Signal early in 1917, and remained with that unit until November 11. For several months after the armistice, as a sergeant, he was in charge of Y. M. C. A. huts with the Canadian Forestry Corps in the north of Scotland, near Inverness. Prior to going overseas Mr. Coleman was on the staff of Toronto Central Y. M. C. A.

Fred G. Poole, as a commissioned officer, went overseas in 1917 with the chaplain services. As a secretary of the National Council, he has opened an office in the London building, and is carrying on extension work in the adjoining towns and counties, organizing the towns and communities, and promoting through these organizations the four-fold program of religious, athletic, social and educational activity.

It is the effort and object of E. J. Jenkins, the new general secretary, and the board of directors and committees, this winter, to develop in the Y.M.C.A. a program of athletics, of social functions, of educational features, and religious activity, that shall attract, develop and help the young men of this city to better and bigger things.

STRIKING FOLDER OUT SUPPORTING PROHIBITION

The Ontario Referendum Committee has issued a strikingly colored folder, setting forth in picture and letter-press many reasons why citizens of the province should vote "No" four times on the referendum ballot paper. A number of these folders have been sent to the city and will soon be distributed.

The outer page of the folder contains a composite picture of the various activities of modern life. On one side of the picture is a skyscraper in process of construction, and on the other is a railway train traveling at a great speed, in the centre are depicted motor cars racing along a highway, and in the background, silhouetted against the white clouds of the dawn of a new day, are smoking factory chimneys. In the space overhead airplanes are in full flight. Across the top of the picture in bright red letters are the words: "This Age of Speed Demands Real Men." An inset contains the following explanation of the picture:

"The world is moving at a terrible rate—a pace heretofore unknown. Both men and methods are geared up to a speed previously unheard of. The hand at the throttle of today's business or machine must be steady—the head clear. The old order of things has passed into the discard."

On the inner pages of the folder are a series of pictures showing the business office, the factory, the school, the home, the baseball field and the bank, all of which, it is stated, will vote "No" on the ballot paper.

Another series of vignettes depicting the gambler, the thief, poverty and disease, contains the repeated legend: "The gambler goes where booze is. The thief goes where booze is. Poverty goes where booze is. Disease goes where booze is. The woman on the streets goes where booze is. But booze never attracted a real producer or a legitimate business to any community."

TAILORESSES

Women with one or two years' experience working on men's coats will be paid $15.00 per week while learning the operating of women's coats. The work is very quickly learned by tailoresses and with experience earn $20 to $35 per week. The work is attractive, no pressing, bright workrooms, hours, eight to five, closing Saturday noon. We will assist you in finding good boarding-house if desired. We also offer good opportunities to tailors.

JOHN NORTHWAY & SON, Limited.
91 Wellington St. W., Toronto, Ont.
Refer to R. J. Young & Co., London. Sep. 30-ywt

TRADE MARK

The City of GOODRICH Akron, Ohio

You Are Treading On Eggs

Just as long as the tubes in your tires are not the strongest and best you can get. For a chain is no more at the mercy of its weakest link than tires at the mercy of the tubes in them.

It is the best beginning to start with Goodrich casings. You feel from a look at their burly size that they are equal to any sort of road roughing.

The extra wide tread with the Goodrich interlocking safety bars, spreading beyond the ball of the tire, and the fortified sidewall, give you confidence.

But to be 100 per cent secure in your tires, be Goodrich through and through. Put Goodrich Tubes in Goodrich casings.

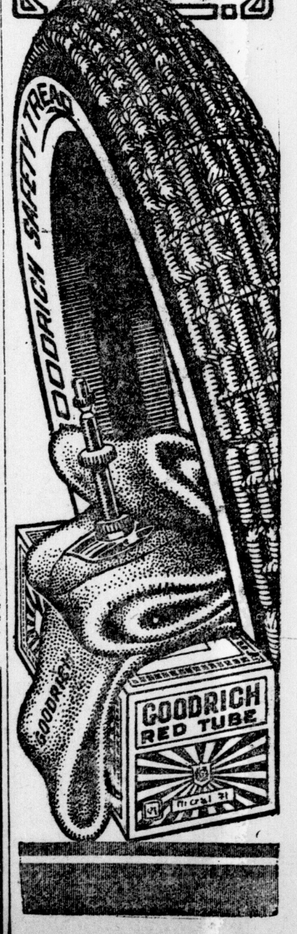
Put in Red Tubes if you want the utmost strength in tubes—or Gray Tubes at less cost give you long, dependable service.

Red or Gray, Goodrich Tubes have an age resisting elasticity and strength.

Put Goodrich Tubes in SAFETY TREAD casings, and forget tire worries.

Buy Goodrich Tires from a Dealer

GOODRICH TIRES "BEST IN THE LONG RUN"



Special Offering

OF TREASURY STOCK

No Commissions *No Brokerage*

Baldwin Gold Mine

Every Dollar From This Sale Goes Direct Into the Treasury

15c a Share to September 24th only

The Directors of the Baldwin Gold Mining Company, Limited, have authorized an issue of 200,000 shares of Treasury Stock at 15c a share, to September 24 only.

15c a Share to September 24th only

Don't Delay

$37.50 buys 250 shares
$75 buys 500 shares
$150 buys 1,000 shares
$300 buys 2,000 shares

After that date price goes up to 20c a share and, on October 1st, price will be 25c a share.

Terms

Half cash — balance 30 days on all purchases of 1,000 shares or over.

Send in your order AT ONCE.

REMEMBER—All these subscriptions go direct to the treasury of the Company, without one cent commission to anyone. This offer closes on the 24th, and all orders must be in or post-marked this date.

The **BALDWIN** Mine is situated in the famous Kirkland Lake district and is owned outright by the Company. The property, plant and machinery are all paid for and free of encumbrance. The Company has done a considerable amount of development work—the shaft is down 215 feet—cross-cutting 150 feet, drifting about 70 feet—all in ore bodies. The location is exceptional, with the railway running clear across the north end of the property and trains stopping at the mine. The Blanche River runs through the property, which is thickly wooded, thus providing fuel, building material and water in abundance.

BALDWIN GOLD MINING CO., Limited

(NO PERSONAL LIABILITY.)

301-2 DOMINION BANK BLDG., TORONTO

TELEPHONE NUMBER — ADELAIDE 1366.

A copy of prospectus of this company has been filed with the Provincial Secretary's Department, and copies of same will be forwarded to all persons making request for same.