

LONDON INDUSTRIAL ASSOCIATION OFFERS GREAT OPPORTUNITY

Will Put City On Equality With With Progressives.

CO-OPERATION NECESSARY

Other Places Have Profited Materially by Working in Harmony.

Chatham's acquisition of a new million dollar sugar refinery, which will be completed next week, provides a typical example of that co-operative municipal effort for advancement which is strongly developed here in Western Ontario as well as in other parts of Canada and the United States. How the efforts of J. W. Lyon of Chatham, in co-operation with the municipality, have increased that city's population and prosperity is a matter of common knowledge. The Greater Brantford Board, in co-operation with the city, has met with considerable success in locating new industries. The Brantford Piano Company and the Niagara Silk Company's factories afforded ample testimony to the value of united effort for the common good. The Windsor plan was found so attractive by one London firm—the Ideal Concrete Machinery Company—that it left this city a year or two ago and erected a factory building on one of the large industrial areas owned by the city of Windsor, and held for new industrial enterprise at cost.

The Winnipeg Industrial Bureau, Inc., had, before the war started, formulated plans for a million dollar industrial improvement scheme whereby large acreage leased by the city to the Bureau at a nominal sum for 99 years, was to be improved by the erection of ten units of factory buildings, costing not less than one hundred thousand dollars each.

London's opportunity to get in line with these enterprising centres is afforded by the formation and incorporation of the London Industrial Association, Limited. With a capital

stock of one hundred thousand dollars, this public spirited body will provide what is necessary to secure industries here in competition with other municipalities. The ratepayers of the city of London will be asked to co-operate in this plan by guaranteeing the bonds of the Industrial Association, or merely pledging the city's credit, in order that the association may secure cheaper money for industrial development here.

The London Industrial Association guarantee bylaw, which will come before the ratepayers on January 1st, affords opportunity, therefore, for all property owners to help themselves and help the city at the same time by a favorable vote. It is felt that when the matter is under consideration London should be prepared to go as far as other cities competing in the same field, and as the guaranteeing of bonds of an industrial development association has been sanctioned by a city competing with London for new industries, it is felt that it should also secure the advantage to be gained by cheaper money provided by the guaranteeing of bonds. The smaller percentage of interest will provide a proportionately stronger inducement for prospective desirable industries.

The incorporators of the London Industrial Association, Limited, for which Messrs. George H. Belton, Philip Pocock, Ray Lawson, A. E. Silverwood, J. P. Moore and A. D. McLean, These gentlemen, along with Col. Gartsch, were asked to act as provisional directors, and consented to do so until a meeting of the shareholders is called. A considerable sum of money has already been subscribed by the incorporators and others who have assisted in formulating this aggressive plan, and a vigorous campaign for the disposal of shares will be launched next week, in which the industrial and business organizations of the city will take a prominent part.

BUY YOUR BIBLES EARLY.

[Chicago Evening Post.]

According to the president of Thomas Nelson & Sons, world-famous Bible makers, the thin paper used in Bibles has increased greatly in price. What cost six cents a pound now costs fourteen cents. Consequently, Bibles are going to cost more. Even at this advance, it is impossible to obtain sufficient quantities to supply the demand. So, if you are going to give Bibles as Christmas gifts, you had better do your shopping early. As for the Glenside, who shop at the good books, it looks like a hard winter for them.

EQUALIZE GERMANY'S BID FOR NEUTRALS' FAVOR, SAY PRESS

British Papers Declare For Allied Enunciation.

MAKE CLEAR POSITION

Comment Says Policy Is "Reparation for Past, Security For Future."

London, Dec. 15.—Public opinion as represented by the British press was largely occupied today in discussing the brief expression made yesterday by Andrew Bonar Law, Government leader in the House of Commons, that the British Government's policy still was based on "adequate reparation for the past and security for the future."

It is noticeable that a number of influential newspapers take the view that the Entente's policy is not primarily refusing to consider the proposal and for an enunciation of the essential aims and objects for which the Entente is fighting. The Manchester Guardian, reflecting provincial sentiment, and the Westminster Gazette, among the newspapers taking this view.

The Westminster Gazette says if the German proposal takes an offensive form and appears as though demanded by conquest, the Entente will not acquiesce in the only reply to the insult would be a contemptuous silence, and continues: "But if it is sincere, we should desire to answer with a reasonable explanation of why our principal aims cannot be compromised, and what kind of a European system we think necessary to secure the future."

The newspaper points out that Germany's chief appeal is to neutral sentiment and that it is therefore of the greatest importance that Great Britain should carry out a policy in the final stage "by presenting our aims and objects in a manner which will kindle neutral sympathy and be clear to their understanding."

GERMANS SAY THAT FRENCH ATTACK FAILS

Berlin Reports Three Alleged Unsuccessful Drives at Hill 304.

Berlin, Dec. 15.—Via Sayville Wireless.—The German official statement issued today reads:

"Western front: Army group of the German Crown Prince. On the west bank of the Meuse, the French tried three times in vain to regain by attacks the trenches on Hill 304, south-east of Malancourt, captured by us a short time ago."

"East of the river, after strong artillery preparation extending far into the terrain behind the lines they repeatedly launched attacks. The advance of the storming waves failed on Pepper ridge under our defensive fire. The attack on the south slopes before Fort Harcourt was unable to be developed under our destructive fire."

CITY MAY BE TANGLED UP IN SOME LAW SUITS

Points of Difference With McCormick Firm Threaten Trouble.

The city and the McCormick Manufacturing Company may have a series of lawsuits, arising from the sale of the company's property on Dundas and Wellington streets to the city for federal square purposes.

The city has a claim of \$2,550 against the company for rentals. The company has a claim for damages against the city for the alleged faulty construction of a sewer on Dundas street east, causing its business considerable damage.

The proposal to sell the federal square property may give rise to still further complications. In the agreement, it is stated that the property purchased must be used for federal square purposes, and that only.

There are other difficulties in the way. The board of control this morning thought that city solicitor Meredith had better try to unravel the tangle.

NINETEENTH CENTURY AND TWENTIETH.

[New York Sun.]

The glory of the nineteenth century lies largely in its success in abolishing human slavery.

Can it be that the twentieth century will undo, even partially, the good work of its predecessor?

Such a query two years ago would have seemed absurd.

SEVERAL QUESTIONS OF IMPORTANCE GO TO COUNCIL OF 1917

Board of Control Does Not Deal With H. C. of L.

BUSINESS STATEMENTS

Each House in City To Have One Telling of Work.

A suggestion was made to the board of control this morning that \$1,000 from the patriotic fund grant be transferred to Inspector McClellan of the relief department, for special work.

The controllers would not agree to that. The money was raised for a definite purpose, and would have to be used for that purpose. It would be a breach of faith with the Patriotic Association.

The Canadian Oil Company offered the sum of \$300 annually for a lease of a portion of the Federal Square for a service station. The board could not agree on the advisability of leasing this property, so the matter was referred to the council.

QUESTIONS PASSED ON.

The questions of the high cost of living, municipal coal yards, and Women's Emergency Corps petitions were sent to the council of 1917.

General Manager E. V. Buchanan of the utilities commission stated that the commission could not see its way clear to give a reduction of \$1,000 on street watering charges. The controllers declared that some reduction should be made for services that were not given. They will ask for the \$1,000, and will ask the council of 1917 to review the whole situation of hydrant rentals, water charges and the like.

Audit Paid Lay Over.

City Auditor Dunlop reported that he had not been able to get a statement from Assistant Auditor Dale as to whether he could accept 75 cents an hour for his services as auditor, and suggested that \$900 be paid Mr. Dale for all his services in connection with the audit of city books.

The matter was laid over.

City Clerk Baker will issue 15,000 statements of the city business for the year, and they will be distributed to every house in the city. The Advertiser Job Company was awarded the contract for printing them, and they will be distributed through the postoffice.

The request of T. W. Nicholson for \$10,000 of the \$16,000 held back on his contract for the Egerton street sewer was sent to the council of 1917.

FOUR BELOW ZERO LATEST EFFORT OF WEATHER MAN.

Shivering Mortals Ran for Cars This Morning in "3 Below."

The weatherman had his fling last night and took full advantage of it. The thermometer, which stood at twelve degrees above zero at 8 o'clock last night, gradually descended until at about 2 o'clock this morning it reached the extremely low mark of four degrees below zero. The forecast weatherman is evidently out to show his versatility. A few days ago Londoners were enjoying the sunshine and pleasant zephyrs that usually arrive in the month of May. But lest they should get a wrong impression of his character, the weatherman is out to demonstrate that he can be stern as well as pleasant.

Below-zero weather is rather unusual at this time of year, even with such a changeable climate as Southern Ontario possesses. It has occurred before, but is certainly not the regular weather for early December.

At 8 o'clock this morning when many citizens were "crawling out from their dugouts" to go to their places of employment, a peculiar, conscious spirit of energy seemed to have infected one and all. A Brooklynite running for an elevated train would have looked like a small alongside of the average Londoner going to catch his morning trolley. The why and wherefore of all this hastiness lies in the simple fact that the thermometer was hovering around the shivery mark of three degrees below zero.

BRITISH WILL CONSIDER OFFER ON ITS MERITS

Manchester Guardian Takes This View of Law's Address.

London, Dec. 15.—Commenting upon the brief statement made yesterday in the House of Commons by Andrew Bonar Law, chancellor of the exchequer, regarding Germany's peace offer, the Manchester Guardian says:

"Two things appear to emerge from this brief and dignified statement: First, that the Government will not refuse to consider on their merits any proposals that may be made to them; secondly, they will not allow the general character of the terms on which alone they will consent to conclude peace to remain for a moment in doubt. That is as it should be."

The newspaper deplores the attitude of the responsible part of the press in flouting proposals which are not yet made.

"Let us be as resolute as the case demands in the terms upon which we deem it necessary to insist, but let it never be said that we refused in mere insolence or levity to listen to the very name of peace."

A SIR SAM STORY.

[Diogenes in the Vancouver Province.]

A Vancouver man told me an anecdote about Sir Sam. He said that a friend of his was staying at a hotel in a country town at which Col. Hughes also arrived. They were the only guests, and naturally fell into conversation, which after dinner became chiefly a monologue. Perhaps the colonel's fellow guest was conscious that he was not bearing his fair share of utterance, and he retired to rest, to be followed soon after by Col. Hughes. They slept in contiguous rooms. At about 1 o'clock in the morning the colonel pounded the neighbor, who inquired with some alarm what was the matter? "I can't sleep," said Sir Sam, "come in here. I want someone to talk to." This his neighbor declined to do, so Sir Sam wrapped himself in a blanket, went into the adjoining room, and talked till morning.

CAUSE FOR JOY.

[The Sun.]

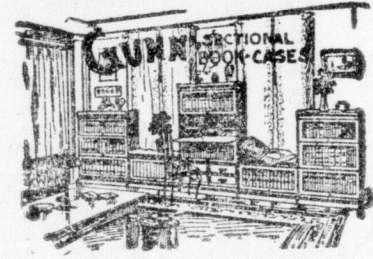
The gladdest days have come to pass. The finest ones we know; We neither have to shove, nor have to mow the snow.

LOW RENT -- LOW PRICES

WE ARE OFF OF HIGH-RENT DUNDAS STREET—IT MEANS 5 MINUTES TO YOU, BUT IT'S DOLLARS SAVED.

Select Your Christmas Gifts Now

Give sensible gifts—something that will be appreciated—something that will give comfort to the old folks, or help the young couple furnish their home. Get together, make one big handsome gift—it will be more appreciated. You may not get a chance at bargains like these a week or two before Christmas. Buy now, but buy shrewdly; buy where rent makes prices right.



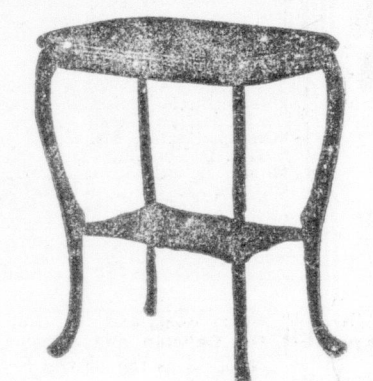
Gunn's Sectional Bookcases
GUNN'S SECTIONAL BOOKCASES. Fumed or golden oak; a gift of refinement\$3.50 per section
ELECTRIC READING LAMPS
An Electric Reading Lamp makes a sensible Christmas Gift\$4.90

Coaster Sleighs

TONIGHT
Worth \$2.50, \$1.75
Others25 up



ROCKING HORSES
32 inches long, 22 inches high, dapple grey. Regular \$1.50, for99c



SOLID QUARTER-CUT OAK OR MAHOGANY
Centre Tables
Beautifully hand polished, oblong, oval or round. Worth \$6. Only a limited number on sale.\$3.90

Music Cabinets Reduced

Finest assortment in London at reduced prices, from\$8.90 to \$18.00

Friction Toys 50c Value 39c
Automobiles, Battleships, Trains, etc., all metal, no springs, will not get out of order, 10 inches and 12 inches long.



Drums
Boy Scout Kettle Drums, real calfskin heads. Regular \$5.00 for\$3.30
Drums. 14c to \$3.45

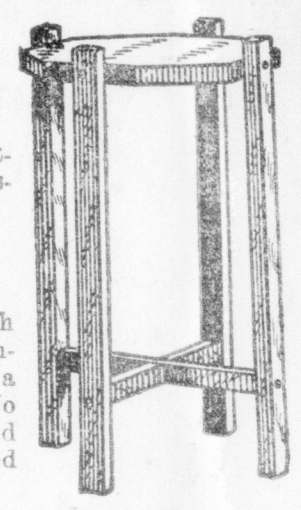
A SMALL DEPOSIT HOLDS ANY ARTICLE

Tabourettes

Tonight and Saturday, as illustrated.

45c

Solid oak; worth \$1.00; fumed finish. Only one to a customer. No phone orders, and must be carried away.

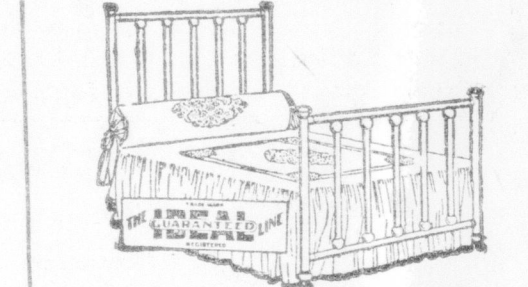
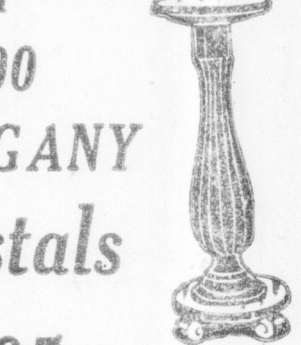


WHILE THEY LAST

\$4.00

MAHOGANY Pedestals

\$2.95



2 Great Iron Bed Offers for Saturday Only

We advise early shopping for these specials. They won't linger long at these prices.

Special No. 1—Heavy White Iron Bed, brass rail and trimmings across top of foot and head; brass knobs. Regular \$6.50\$3.95

Special No. 2—Heavy White Iron Bed, brass knobs and trimmings. Regular \$3.50 and \$4.50. Keene's low rent price\$2.95

KEENE BROS. King St. Opp. the Market

EMBRO PLANS RECEPTION IN HONOR OF MAJOR ROSS

[Special to The Advertiser.]

EMBRO, Dec. 14.—The reception for Major R. B. Ross will be held on Tuesday evening next, December 19. Instead of on Monday night, as was first planned. E. W. Nesbitt, M. P., Donald Sutherland, M. P., P. P., Lieut.-Col. Donald Sutherland and several citizens will deliver addresses and a good program is being prepared.

Mrs. and Mrs. Thomas Porter received a letter from their son, Pte. Lloyd Porter, who was wounded on November 18. He is now in England. He was wounded in the right wrist and also in the back. He expects to be out of the hospital in a month or two.

The Farmers' Club is trying to buy the mill to use as a storehouse, as at present time it is getting in so much feed it is badly in need of a building to store it in.

TRYING TO SPLIT VOTE

Vancouver Conservatives Supporting Liberal in By-Election.

Vancouver, B. C., Dec. 15.—Donald S. McTaggart, a barrister of Vancouver, president of Ward One Liberal Association, and a former president of the Central Association, will be nominated on Saturday in the by-election in which Hon. M. A. Macdonald, the new attorney-general, is seeking return after being taken into the cabinet. There will be no Conservative opposition. McTaggart, who is being nominated by the so-called Purty Squad of the Liberal party.

LIBERALS WIN.

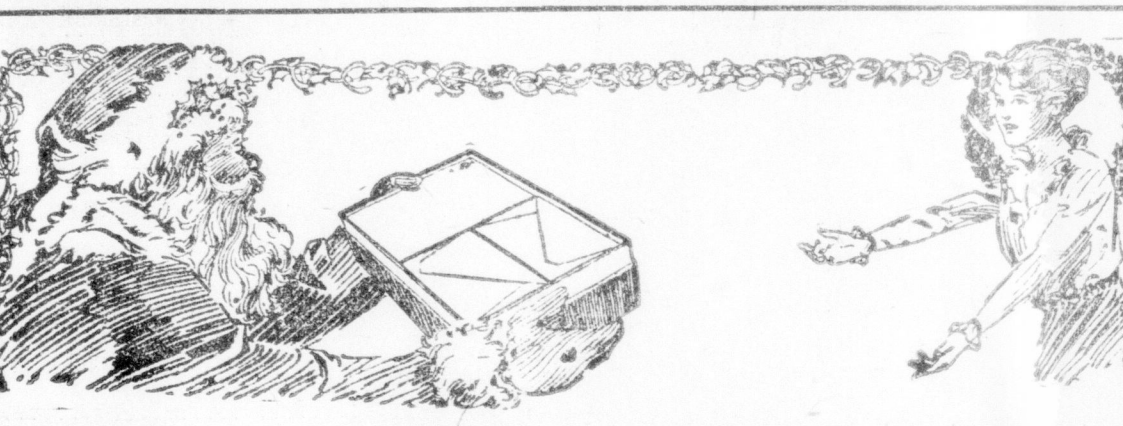
Nelson, B. C., Dec. 15.—C. F. Nelson's majority of one over William Hunter, Conservative, in Slocan, as confirmed by a decision given yesterday in the recount. Nelson is the Liberal candidate.

WHAT THEN?

[Toronto Star.]

The leaders of the nation declare that we are not to have conscription in Canada, nor much of any system at all.

And business is humming, isn't it? And the game of politics is warming up, isn't it? And our boys? The front have the grit to fight to the last, the man for the rest of us—the rich, prosperous, cosy rest of us? Well, what then?



Stationery Is a Gift That Always Earns a Hearty Welcome

WE SPECIALIZE IN FINE BOXED STATIONERY AT PRICES FROM 25c TO \$12.00.

Two Big Specials for Friday and Saturday

1,000 boxes, gold initialed, correspondence cards, 19c

We sell Dennison's Xmas Decorations and Parcel Dressings.



500 BOXES
2 quires, very neat and tasty. Regular 50c and 60c. For39c

A Pocket Diary is a Dandy Little Gift.

HAY'S STATIONERY

173 DUNDAS STREET.

PHONES 150 AND 53.

A DISAPPOINTMENT.

[Toronto Daily Star.]

The Ottawa Free Press laughs at the Toronto crowds which expected to see Hon. A. E. Kemp in uniform when he arrived home after being made minister of militia. The explanation is that the crowds had been so long used to seeing a minister of militia in uniform that the fancied a uniform went with the portfolio. But, of course, it does not. Sir Sam Hughes wore uniform, not right, but because he liked to. He has precisely the same right to wear

ABOUT RUMANIANS.

[Port Arthur News-Chronicle.]

Frederick Palmer, the noted American war correspondent, says Rumanians failed to accept the plan of campaign laid out for them by the Entente military staffs, but impetuously ran into a Teutonic trap by invading Transylvania. This, of course, does not and anything of an encouraging nature to the military situation, but it will relieve the Allied staff of considerable responsibility.

A HIGH-MINDED AMERICAN.

Some of the immense profits made in manufacturing munitions are to be turned back to the bleeding countries. It is announced from Los Angeles that D. A. Clark Jun., son of the former senator, will return two million dollars made in war stocks to the widows and orphans of France when the war is over. "This war is terrible," Mr. Clark is reported having said, "I want no profit on account of it."

Christmas Suggestions

Electric Goods Make Excellent Gifts

DOMES.
A few left to clear at special prices.
3 regular \$18, for\$14.50
1 regular \$22, for\$17.00
1 regular \$28, for\$21.00
1 regular \$30, for\$24.50
Complete with chain, canopy and lamp.
Reading Lamps, latest designs\$4.00 up
Irons, Toasters, Disc Stoves, Radiators, Hot Plates, etc.
Adjustable Desk Lamp, can be fastened in any position to head of bed, etc\$2.75

CASSEROLES.
8 inch, special, with white metal frame, 2 nappies and 6 custard cups. Set for\$2.25
7 inch, with white metal and plated frame, ebonized handles\$2.00
8 inch, ebonized handles\$2.50
Carvers in cases\$3.75 up
Fish Sets, pearl handles, in case\$4.00
Nut Crackers, silver plated50c up
Nut Crackers and Bowls\$1.00 up

CUT GLASS IN LATEST DESIGNS

Berry Bowls\$3.00
Salt and Peppers50c pair
Tumblers50 each
Nappies\$2.00
Sugar and Creams \$3.00 up

Get your boy at the front a Premiss Stove, all brass; same as used in the trenches. Price\$5.00
Carpet and Vacuum Sweepers, Jardinieres, Trays, Tea and Coffee Pots, Boys' Wagons, Sleighs, Skates, Hockey Sticks, Castle Builder Sets, etc.

We invite you to call and inspect our line of Christmas goods before purchasing. Large variety of suitable gifts.

—Small deposit will hold any article till wanted—

WESTMAN'S HARDWARE

PHONES 2420—360 121 DUNDAS ST.

Surely Not Another Christmas

Without a

Gerhard Heintzman

Player-Piano

How many Christmases have gone while you still desired this marvellous player? Do not let another year pass without it. Do not deny yourself and family the happiness and benefit it will bring.

Anyone in the family can play it—each can have the music he likes best, but mark this, the more you all play the better music you will prefer to play, for the love of good music grows with use.

Have a Christmas that is a Christmas around a Gerhard Heintzman Player-Piano. Send now for the free illustrated booklet describing the superior advantages of this best of all instruments.

W. McPhillips

189 Dundas St.

London, Ont.