

A Great Boost for London in The Montreal Journal of Commerce.

"Progress of London One of the Wonders of Ontario."

Leading Review Lauds the City As One of the Most Prosperous

Splendid Advance in Population and Business Attracts Attention From Quebec Paper, Which Sees Evidence of Mighty Future For "Our Home Town."

London's advantages and advances made a distinct impression upon the correspondent of the Journal of Commerce, edited by Hon. W. S. Fielding, when he came to the city to "write up" the city for the Ontario number of the trade revival and expansion campaign which the great Montreal paper is conducting.

Through the London industrial department, presided over by Gordon Philip, the representative secured information concerning the city which convinced him that the progress of the city was "one of the wonders of Ontario." And thanks to the careful comparisons and skillful investigations made by the industrial department the Journal of Commerce man was thoroughly convinced of the standing of the city.

A long article filled with tabulations appears in the issue of the Journal's campaign, which has just come from the press. Every city of importance in Ontario is considered, and none of them presents a prouder record than London. Citizens will do well to possess themselves of the trade revival and expansion campaign number devoted to the interests of the province with a foreword by Mr. Fielding which bristles with common-sense suggestions for the conditions to be faced following the war. In a spirit of warm appreciation for the number as a whole, and the London section in particular, The Advertiser reproduces the article in full:

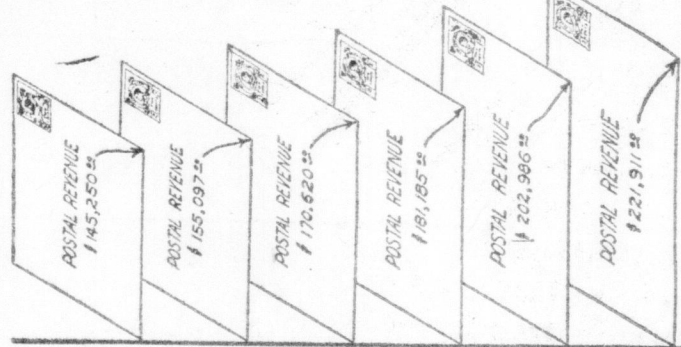
Progress a Wonder.

The progress of London has been one of the wonders of Ontario, for London is always included in the wonder cities of Ontario. In the matter of population London has been one of the fastest-growing cities in the province, and is now among the half dozen largest cities in Canada's biggest populated province. In 1891 the population of London was 31,240. In ten years it grew to 39,059, and in the next ten years jumped to 46,727. From 1911 to

1915, and the total of 1916 is likely to show proportionate gains.

Bank Clearings Big.

The bank clearings of London have been continuously increasing. As shown elsewhere in the charts in this issue the bank clearings of London are very much larger than for cities of from 75,000 to 130,000 population in the United States. Many of the industrial cities of Massachusetts, which have populations exceeding 100,000, have smaller bank clearings than London.

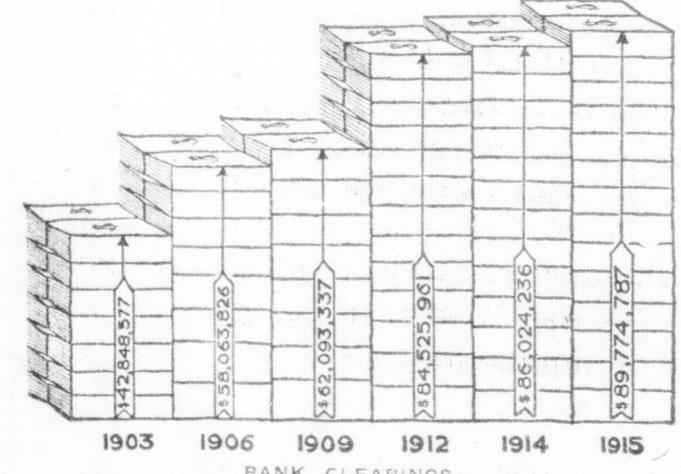


1913 the population of London jumped from 46,727 to 55,000, and in the next two years it still further advanced to 56,538. Today the population of London is giving as 58,055. It has been growing the past two years in spite of the war.

Another feature of the progress of London is the increase in the postoffice revenue. The postoffice revenue in this city in 1910 totalled \$145,450.54. The next year it reached \$155,037.12. In 1915 the increases were \$15,000, bringing the

both in comparison for the twelve months of 1915 and for the first half of the present year. London's bank clearings last year reached a total of \$81,774,787, and for the first five months of this year totalled \$40,138,298. The increase for the first five months of this year was over \$5,000,000 over the corresponding period last year.

Statistics are shown elsewhere in this issue showing the industrial progress of London. The manufacturing progress of London has been very rapid, and this has become one of the most important industrial cities, not only in Ontario, but in Canada. The industrial statistics



total for the year up \$170,620. Still further increases were made in 1913, when the revenue reached \$181,185. By 1915 the postoffice revenue passed the \$200,000 mark, and in 1915 reached the big total of \$221,911.

The customs receipts have always been rapidly increasing in this city. In 1911 they totalled \$1,017,503, as compared with less than \$500,000 in 1908. In 1914 the customs receipts were \$1,058,078, and in 1915 reached the total of \$1,100,711. Despite the war there were substantial increases in 1914 and

show a big increase in the capital invested in industries, in the payroll and number of employees and in the value of products. London's financial success has been largely due to the big increase in the manufacturing industries located in this growing city.

Some idea of the importance of London is shown in the industrial booklet issued by its board of trade, which is entitled "A Place in the Sun" in Canada's furthest south. This booklet shows that the building permits in 1914 were \$1,837,735, and in 1913 were \$1,207,639. The real estate transfers issued in 1914 were valued at \$2,243,565. The total assessment in realty values shows the following figures: 1914, \$32,959,216;

FINANCIAL STANDING OF LONDON.

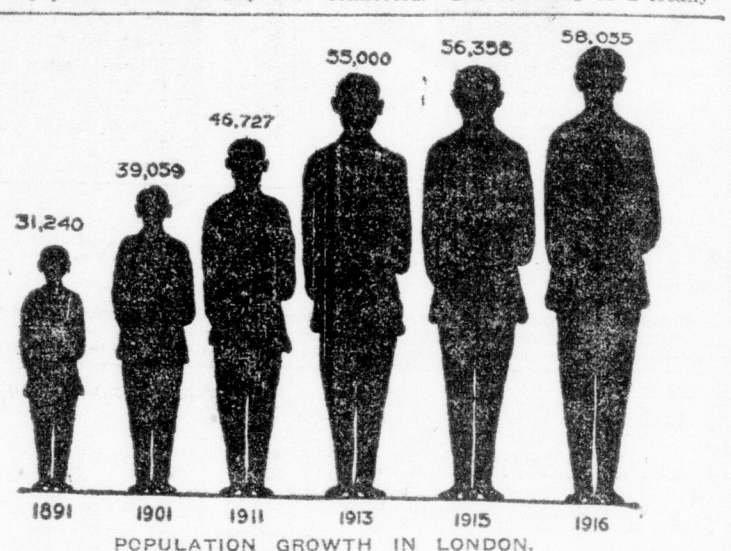
The following tables show in tabulated form the bank clearings of London for the first five months of this year as indicated in the accompanying chart. London exceeds cities of from 60,000 to 130,000 population. Similar comparisons are indicated also in the twelve months' clearings for 1915:

City.	Population.	Bank Clearings.
London	56,538	\$40,138,298 (5 months, 1916). \$89,774,787 (Year, 1915).
Fall River	130,000	\$34,388,724 (5 months, 1916). \$65,517,885 (Year, 1915).
New Bedford	113,000	\$28,829,308 (5 months, 1916). \$59,945,931 (Year, 1915).
Mobile	57,000	\$23,463,270 (5 months, 1916). \$55,282,907 (Year, 1915).
Lowell	110,000	\$20,821,165 (5 months, 1916). \$42,979,361 (Year, 1915).
Holyoke, Mass.	58,789	\$19,971,350 (5 months, 1916). \$38,397,054 (Year, 1915).
Binghamton, N. Y.	62,500	\$17,734,600 (5 months, 1916). \$36,802,000 (Year, 1915).

metal-working plants, including the largest stove works in the British Empire, employing upwards of 1,500 people, mostly men; a rolling mill, several foundries and brass-working factories. London's cigar output annually is equalled only by that of Montreal, there being over two score of firms engaged in this industry. Two of the largest biscuit and candy works in the Dominion are established here, and there are several book and stationeries.

Railway Facilities.
"The Grand Trunk Railway and Canadian Pacific Railway main lines pass through the city, and have connection at this point, with the Wabush, Marquette and Michigan Central Railways over the London and Port Stanley Railroad—the city-owned-and-operated road. The St. Marys and Stratford, and the London, Huron and Bruce are also connected. The terminus of a locally-

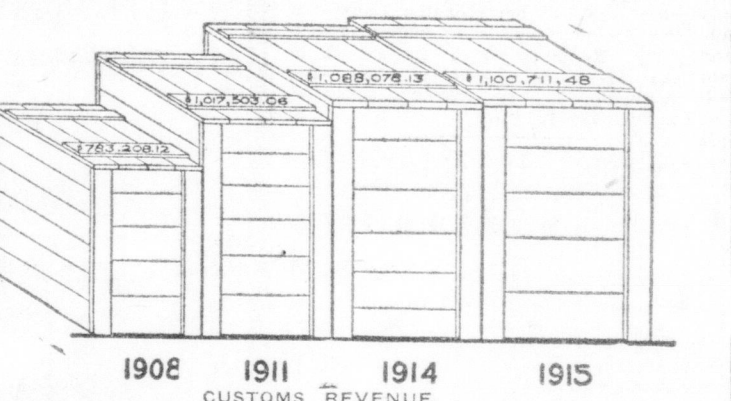
Most Convenient Location.
"London, Canada, situated near the centre of population and railway mile-



age of the Dominion, the largest city (population 58,000) in Canada's furthest south—the Western Ontario Peninsula—connected by a city-owned railway, with a splendid harbor on the north shore of Lake Erie; it is recognized as a strategic manufacturing centre for assembling raw materials and fuel, economic production and easy distribution through Canada, the Empire and the markets of the world.

"The logical location for a Canadian branch factory, would be at some point at which the following requirements are combined: First, a city of sufficient size, so that adequate labor supply is available at all times; second, superior railway facilities, so that the manufactured product may be shipped readily through the Dominion; third, the place at which raw material and fuel can be most economically assembled. These three essentials of profitable manufacturing are combined at London—the commercial centre of the Western Ontario Peninsula—Canada's Furthest South.

"London is justly famed for the quality and quantity of its labor supply. With a population of 58,000, from 12,000 to 13,000 are employed in the most important industries, which number 250, and manufacture over 70 distinct lines. There are many



THE LITERARY TRAWLER

A Symposium of Current Opinion.

MERCIFUL DESTRUCTIVENESS.
In war the remarkable principle holds good that the more destructive it is the more merciful it is.—Dr. Theodor Kaufman.

WANTED—BABIES.
The menace lies not in battle casualties but in empty cradles.—Sir George Bealson.

ARE THERE TWO CHRISTIANITIES?
The reason why so many nations professing Christianity are unable to understand and appreciate the German spirit is that their Christianity is not the German Christianity.—Kreuzzeitung (Berlin).

PEACE NEXT SPRING.
"Well, I agree to risk my reputation as a seer. In November the Germans will begin to sue for peace, and in seven months the end will come.—H. G. Wells.

FALSE ECONOMY.
Not only is the fight for knowledge to be waged against ignorance and apathy, but also against the attitude of the government and the permanent officials who sacrificed the British Museum to pay for the war for three minutes.—Sir Arthur Evans.

THE CINEMA AS AN EDUCATOR.
Sooner or later every town and village in the country will have its history, geography, and science lectures illustrated by moving pictures, just as surely as it now has its road and pathways.—Alfred Barnard.

THE UNIVERSAL OPTIMIST.
If you are sane, you will see that history is not a tale of declines, falls, and catastrophes, but a drama of evolution into a world-community, in which the national member will adjust in mutual respect and confidence.—F. J. Gould.

WEED OUT THE UNFIT.
If the minister and the war office are really not seeking "the fittest" for the British army, let them act as if they were not, by instructing medical officers, in emphatic terms, on no account to pass unfit men.—Theodore Thomas.

THE EVIL OF MILITARISM.
What is the fundamental evil of militarism? Well, this—that it both literally and metaphorically places arms in the hands of the asinine element in human nature.—William Archer.

THE FATAL DEFECT.
The fatal defect in modern civilization is that the wisdom of the ages is forgotten, and the importance of developing a strong body to contain a sane mind is entirely overlooked.—Lady Byron.

THE "PINK" AND THE SUGAR FACTORY AT COLETTET.
The tank did not mind. The bullets fell from its sides, harmless. It advanced upon a broken wall, leaped up, crashed heavily until it fell with a crash of bricks, and then rolled to the bricks and passed over them, and walked straight into the midst of the factory ruins.—Philip Gibbs.

KILLING AND WAR.
To kill men is no more the object of war than to burn the object of motoring.—R. Ellis Roberts.

RIGHT OVER ALL.
Above universal fraternity we place the respect of Right, without which there is no intercourse possible either between individuals or between nations.—Cardinal Merle.

THE ESSENCE OF KULTUR.
"Kultur" had enslavement at the back of it, and meant nothing but that. It was belly-worship, soulless, cruel, unrighteous, and enslaved.—Col. Sir Mark Sykes, M. P.

PERSPECTIVE.
Look at the Somme and rejoice over it, but do not forget to look at Danube also.—Lovat Fraser.

THE AFTERWARDS.
The wrong classes to a large extent live a hand-to-mouth existence. Their reserves and resources are extremely limited, and unless we look well ahead and make provision for them the war will be followed by labor troubles in an acute form.—George Terrell, M. P.

WE'VE GOT THE MONEY.
Any hesitation over measures of social reconstruction, any denial of social justice, on the ground that the nation cannot afford it, means, henceforth, only this, that the Government's speaking for the pervers of super-tax, does not wish to afford it.—Sidney Webb.

What People Are Calling Each Other

THE PRIME MINISTER.
A plain, blunt man, fit to rule, but not particularly inspired to save an empire, and much more to save a nation. He is a man of no honor to spare. Asquith may be a man of no honor, but he is never unreasonably foolish. He refuses to be unbalanced, he keeps his footing to his own subjects. Dooney without outburst is his motto.—Shane Leslie in "The End of a Chapter."

THE RT. HON. WINSTON CHURCHILL, M. P.
He failed, not through lack of courage, of which he has abundance, nor through lack of energy, of which he has even too much, but through lack of judgment, of which he has little, and discretion, of which he has none.—Morning Post.

SIR JOHN SIMON.
A visible leader of forces which, if liberalism revives in any form, may yet hold the world. The most penetrating mind now engaged in politics.—"A Wayfarer" in The Nation.

THE BISHOP OF LONDON.
The Bishop of London's understanding, or rather lack of understanding, of the gospel, has been made painfully apparent to me and many others within the last few weeks.—George Moore in the Sunday Chronicle.

MR. JOHN MASEFIELD.
Mr. Masefield is a poet with a stammer. Sometimes he seems to be a poet without speech. He has the poet's fire in his heart; one does not doubt that. But it does not burst easily into images and phrases. He has to search for these like a duty.—Robert Lynd in the Daily News.

MR. ALVIN LANGDON COBURN.
Talking of photography, there is Alvin Langdon Coburn. Will whoever is responsible at the war office make a note of his name? In Coburn's hands the camera works favorably with pictures of the front which it would refuse to give to any other photographer.—"Under the Clock" in the Daily News.

M. ARISTIDE BRIAND.
An unsurpassed orator, a debater against whom few opponents can survive. His voice is one of the most remarkable elements in his success. When he has finished his speech, the balcony of the French Embassy in Rome the Italians, who understood nothing of his French speech, exclaimed: "What a fine voice!" (What a fine voice!) and he was given the most enthusiastic ovation.—Henry Dvorny in the Daily Express.

COUNT ZEPPELIN AND VON HINDENBURG.
These men are endowed by God, because the people feels and freely recognizes their divine appointment.—Dresden Anzeiger.

THE CONSCIENTIOUS OBJECTOR.
That transient and embarrassed phantom.—The Spectator.

MR. FORD'S PEACE MISSION.
There was too much money in the Ford expedition. There was too much money in the neutral conference. It

The Way of a Man

BY ALICE WYCKOFF.
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"One gets tired of the same man all the time," Betty said in reply to her sister's interrogative comment concerning the too evident state of affairs between her and Owen, and as Betty was never of the wallflower variety of girl, her remark seemed sufficiently expiatory.

"Better not carry that sort of thing too far, my dear," advised Mrs. Moreland, with an ominous air of wisdom. Having assumed Betty as a responsibility, she naturally desired to add to the bare performance of duty. "It's a risky experiment. There are always other girls, you know."

"They are what?" to Mr. Owen's attention, "I'm sure," remarked Betty, coolly. "A few other people are nice to me."

"Now, Betty, what's the matter with you?" demanded Mrs. Moreland severely. "You gave us every reason to believe you really intended to marry Mr. Owen, a perfectly suitable match. And it's time you married somebody, unless you want to settle into a hopeless maid. You can't keep up this trifling forever."

Betty was trying a new style of doing her hair, and at that moment was much absorbed in achieving the proper twist. She took up a hairpin and carefully surveyed the effect of her labor in the long glass that reflected an image to justify her satisfied smile.

"What trifling, dear?" she asked politely, when she had assured herself upon the correctness of her coiffure.

"Betty Fairleigh, you're enough to exasperate a saint," declared the industrial reformer. "After all the distractions you have carried on, and just when we really thought you were going to be sensible, to flare up like this in a way to bring about another broken engagement. Such a nice man, too—it isn't respectable. I shan't do another thing for you socially; and I can tell you, my lady, if you ever mean to get your head better than your mind about it soon. In a few more years you'll not have the chance."

"Let us hope for the best," consoled Betty, with provoking equanimity. "I've never yet gone begging."

"You will soon if you don't watch out," was her sister's vicious retort. Determined to jab her little darts deep enough to reach any sensitive nerve that might underlie Betty's invincible armor, she volunteered a little fiction she thought calculated to produce that desirable effect.

"Already people are saying that Mr. Owen has been won away from you by Hester Allison's blonde beauty and big fortune."

"Who are 'people'?" inquired Betty tranquilly, but the involuntary color in her voice and the sudden flash of her eyes were not lost on her tormentor. "Min," she continued evenly, "I don't see how a refined woman like you can be so vulgar as to be always thinking of marriage as an investment."

"It is a very important subject," defended that lady with composure, "especially when one has a girl like you on her hands."

"You do it for my good, of course," said Betty with fine sarcasm, "but you are giving yourself a lot of needless worry which the facts in the case do not justify. Since you insist upon taking things seriously," she went on with a peace-at-any-price infection in her tone, "I will tell you some things about him that you evidently do not know. Mr. Owen is simply a very correct gentleman who is taken up with egotism, and who has favored me with a mild and uncon-

was handled recklessly. It was thrown about with both hands. It corrupted, it debauched. You cannot buy peace.—Dr. Aked, in the Congregationalist and Christian World.

PRESIDENT WILSON.
For beauty I am not a star. There are others more handsome by far. My face I don't mind it. Because I'm behind it. It's the people in front that I jar. —President Wilson quoted in the Daily Mail.

THE KAISER.
Like all vainglorious braggarts, the Kaiser is as arrogant as he is ignorant as a leader of men. He can brook no contradiction or depreciation of his military genius and voice. He is the smartest and most capable German general that I ever saw, who was supposed to be a person gratissima with the All Highest, was discharged from his command of an army corps because, when acting as chief umpire at manoeuvres at which the war lord commanded an army corps, he strongly criticised the proceedings of his master, which were insanity itself.—Major-General Sir Alfred Turner, K.C.B., in the Daily Express.

THE KAISER.
The spirit of the Lord has descended upon me, because I am the German emperor. I am the instrument of the Most High. I am His Sword, His representative.—The Kaiser.

THE RT. HON. ARTHUR HENDERSON, M. P.
He is a strange mixture. His sunny smile and genuine good nature run side by side with an acid tongue and ruthless will in face of opposition. He has a generous heart, testing a thousand times and never found wanting; and yet he is a man who has no general feeling for a fight—who, if truth must be told, has on many occasions trampled his coat, positively demanding battle.—Frank Dinnot in the Daily News.

OUR SOLDIERS' WIVES.
These patriot mothers have borne their anxious weight of care with a nobility of mind which has been truly magnificent. There have been no tears and no upbraidings, nothing of which the nation has any cause to be ashamed.—The Spectator.

THE GERMAN.
Germany is an unique moral phenomenon; a case of depravity on a grand scale, engendered by forty years of worship of the blood god. We may as well appeal to the finer instincts of a Bengal tiger as try to make this people realize its offence against all that is high and noble in the relations of states and individuals.—The Rev. R. J. Campbell.

THE NEW OFFICERS.
The new officers cannot know as much as those in the old regiments, but for courage and straight leading they are unsurpassed.—Field Marshal Sir Evelyn Wood, V.C., in the Daily Express.

tain admiration which in its initial stages he mistook for love. He is beginning to realize his little error now that his tentative affections are again occupied with an old sword-cut recently become a widow. He has told me himself a long romance about her, declaring she was the only woman he ever really loved, though at the time, of course, he made a polite exception of Field Marshal Sir Evelyn Wood, V.C., in the Daily Express.

"Shall I enter the lists with this paragon? Shall I run after her? I think I see myself. On the contrary, I have just sent back an old sword-cut recently become a widow. He has told me himself a long romance about her, declaring she was the only woman he ever really loved, though at the time, of course, he made a polite exception of Field Marshal Sir Evelyn Wood, V.C., in the Daily Express."

"Perhaps you would better manage it in your own way, my dear," she said meekly, and withdrew to adjust her mind to this novel situation.

But Mrs. Moreland and Owen—refused to consider the incident closed. That very evening when the last visitor had departed from Betty's parlor there came a quick imperious ring at the door bell. Thinking that the visitor had forgotten his cane, umbrella, or other of his belongings, Betty opened the door to admit him. He was a harassed, appealing Owen, whose heart was in his eyes, and who, very different from the correct nonchalance of his ordinary manner.

"I've been hanging round here for an hour waiting for this, to follow to leave," he burst out impetuously. "Oh, Betty, I didn't know I could care so much for any woman living. What ever I've done to offend you, and I swear I don't know what it can be, won't you forgive me? Tell me what's wrong, won't you?"

Betty gazed at him with wondering eyes, and her lip began to tremble.

Lame Back Strengthened Stiffness Taken Right Out

Was Relieved in an Hour, and Cured Over Night.

A lame back? Quite unnecessary. All you have to do is to rub on Nervine. It's simply a wonder for backache—relieves after one rubbing. "Noth. ing possibly could cure an aching back faster than Nervine," writes Mrs. Arthur Kobart, of Lower Chelsea, N. S. "I caught cold and was so prostrated with pain I could not bend over, and always have a terrible ache at home, and I had the painful region rubbed thoroughly with this grand ointment. At once the pain departed. The lameness was rapidly reduced and in an hour I was able to do about my housework. I was rubbed again just before retiring, and awoke as usual in the morning without

There is no sort of muscular pain that Nervine won't cure quickly. Thousands swear by it for rheumatism, neuralgia, sciatica and lumbago. It sinks to the core of the pain—right through muscle, tissue and nerve—it penetrates where no oily, greasy liniment can go and invariably cures quickly. If you have an ache or a pain anywhere—use Nervine—it will cure you. Family-size bottle, very large 25 cent; trial size, 25 cents at all dealers.

"I thought you were still in love with that hateful June and wanted to be free," she confessed humbly. "What not?" he declared rudely. "I can never be grateful enough to her for preferring Hart, poor fellow. Won't you take me back, Betty? It's my only chance to be happy."

FOUR-YEAR TERM FOR OIL FRAUDS
CALGARY, Alta., Nov. 7.—George Edward Buck was today found guilty by Judge Winter in the district court on the charge of assisting in securing the publication of a false statement in connection with the well of the Black Diamond Oil Fields, Limited, and was sentenced to serve four years in the Edmonton penitentiary.

A. A. McMillan, counsel for Buck, asked for a stay of sentence, as he intended to make an appeal. The judge, however, refused the stay and sentenced Buck accordingly.

A GERMAN CAT.
As a woman I understand my sex as no man can, and I maintain that a woman, like the feline animal she resembles, is particularly liable to lacerate the hand that strokes her too gently.—Marie Diers.

THE HOUR OF "THE DAY."
The hour of reparation is approaching alike for the individuals as for the peoples on whom have fallen the blows of German aggression.—Aristide Briand.

DO WE EAT TOO MUCH?
Nearly everybody who can afford it eats more than is necessary to keep his body in proper condition, and therefore, according to strict ethics, eats too much.—The Guardian.

ILLIMITABLE RUSSIA.
There can be no crisis for reserves for Russia; there will be no need to employ the units and the mailed. She has limitless supplies of men—and such men, too! Her physique, endurance and courage have never been surpassed.—Duke de Morny.

NEXT TO THE BEST.
Only big men appreciate the merit of others—that's the quality which makes them great. To recognize genius is the next thing to possessing it.—Herbert Kaufmann.

TWO More Days

FOR

THE Battle OF THE Somme

"THE GREATEST MOVING PICTURE IN THE WORLD"

OWING to the fact that thousands of people have been unable to see the official motion pictures, The London Advertiser has been able to arrange a further presentation of the animated war history on Monday and Tuesday only of next week.

By a fortunate chance, when the Famous Players' Film Exchange was appealed to yesterday, and informed that London wished to secure a further presentation of the graphic war pictures, it was announced that the films could be held in London for two more days. This was a concession to London as other cities were appealing for the two open dates. In consequence of this arrangement eight performances of the pictures will be given at the

LYRIC

THEATRE

Monday Tuesday 13-14 November

The hours of performances are 1 p.m., 2:15 p.m., 3:30 p.m., 4:45 p.m., 6 p.m., 7:15 p.m., 8:30 p.m., 9:45 p.m.

THE SAME REASONABLE PRICE OF 25 CENTS WILL PREVAIL (2 cents added for war tax).

If you have not yet seen these official pictures, which have made a record run in the city, be sure to attend one of the performances of next week.