

THE COAL MERCHANTS TO THE RATEPAYERS OF LONDON

The discussion on the city coal bylaw has produced a number of statements by men who are not in personal touch with the coal business, and consequently are entirely unfamiliar with the details of the business. Therefore we ask your consideration of the following facts, any of which can be verified by any responsible citizen. We have never stated that we are in the coal business for other than legitimate business reasons which merit a fair return on the investment.

We have endeavored to give the people a service in fuel at all times during the twelve months of each year, which necessitates large investments of money, the carrying of stocks of coal, many times for months before the purchaser is ready to buy, and taking the risk that goes with carrying any commodity from the rise or fall of market conditions.

Our prices are fair and equitable with other cities, as these comparisons will prove:

The official Government publication, known as the Labor Gazette, which arrived in the city yesterday, shows from the official returns from all Ontario cities that the average price per ton of anthracite coal is \$9.56.

The present retail price in Buffalo on chestnut, stove and egg coal delivered at curb is \$8.25 per ton, if delivered in bin the price is \$8.75 per ton; to the Buffalo wholesale price must be added 90 cents per gross ton, or 90 cents per net ton for freight, which would make the price (on the Buffalo basis) in London in the customer's bin \$9.65 per net ton.

The Toronto price on chestnut, stove and egg coal in the consumer's bin from April 1 to April 26 this year was \$9, the price from April 26 to May 10 was \$9.25, since May 10 to date the price is \$9.50; Toronto freight rate is 24 cents less per net

ton than London freight rate.

The Hamilton price from April 1 to May 1 was \$8.50 per ton; since that date \$9 per ton; the Hamilton freight rate is 40 cents per ton lower than the London freight rate.

The Detroit price since April 1 to date has been \$9.25 per ton for chestnut, stove and egg delivered at curb or \$9.75 per ton if delivered in bin, the same as the coal is delivered in London; the freight rate to Detroit is 10 cents per net ton more than the London rate. The lowest selling price of any class of coal in Detroit since April 1 is \$7.50, which is for a low grade of soft coal.

The London price to May 1, was \$9 per ton, since May 1, to date, \$9.50 for chestnut, stove and egg coal, delivered in consumer's bin.

The above comparisons we believe show the London merchants have been fair in their price. At the present time we are working under a price sanctioned by the fuel controller as one fair to the consumer and merchant.

The confusion of prices which have been quoted at the public meetings we believe are largely caused from the fact that some producers make a price at the mines to which must be added \$2.00 per gross ton for freight, while other producers make a price at Buffalo, to which must be added 20 cents freight per gross ton. Regarding the supply of anthracite coal imported during the period of April to August into Canada: In 1917 there was an increase of about 5 per cent over the same period in 1916, while the earnings for the Port of London were increased by 37 per cent, showing that London coal merchants secured very much more than the general average increase as per report of the customs department at Ottawa.

To secure this additional coal, London merchants have paid premiums which have in many cases taken so much of their margin they have been compelled to deliver this coal at less than the actual cartage charge, which in our judgment shows the coal merchants have fully felt their responsibility of meeting a war-time condition in a spirit of fair play.

The investment of the different coal merchants aggregates approximately \$350,000. The amount asked in the bylaw of \$25,000 is not sufficient to purchase land, buildings, sidings and delivery equipment, leaving nothing for the purchase of coal. If the proposition is gone on with the amount asked cannot finance the business for the city.

Our present tax rate is 34 mills on the dollar, with every appearance of a higher rate next year.

The above is submitted by experienced merchants for your consideration, we also being interested in the welfare of our city.

JOHN ANDERSON,
CHANTLER BROS.,
CONNELL COAL CO.,
JOHN M. DALY,
FINNEY & SHANNON,
W. HEAMAN & SON,

HUNT BROS.,
JAMES E. LEE,
JOHN MANN & SON,
MCALLUM & WILLIS,
J. E. MCGUFFIN,
J. A. MCCLURG,
MAY COAL CO.,

A. J. MCGINNIS,
J. G. ORCHARD & SONS,
SOUTHCOTT COAL CO.,
WEBSTER FUEL COMPANY, LTD.,
W. H. WINNETT,
D. H. GILLIES & SON.

THANKSGIVING SPECIALS

IN READY-TO-WEAR GARMENTS

A new shipment of Coats, Suits, Dresses and Skirts has just been received, and are worthy of your immediate attention.

PLUSH COATS—Sail's Silk Seal Plushes.

Large comfortable collars, full backs, novelty belted designs, some flare backs, button trimmings on belts, cuffs and collars, many with fur-trimmings, a great range of enticing models.

From \$25 to \$40

COATS

In all the new shades and much-wanted materials, novelty collars that fasten comfortably for cold weather, high waist effects, with belted and buckled designs, classy pockets, many are exclusive models.

Prices from \$11.50 to \$35

SUITS! SUITS! SUITS!

Burgundys, greens, browns, navys, blacks, etc., a splendid collection in misses' and ladies' sizes. We would suggest an early choice. . . . Prices from \$15 to \$37.50

Suits in navys, burgundys, greens and blacks. These were just received, and are \$20.00 values. For Saturday specials. Your choice. . . . \$15.00

MILLINERY

Come in and look around. You are sure to find just the style you are looking for. Hats, small, medium and large, carefully adapted in our own workrooms, also tailor red and ready to wear hats in velvets, hatter's plush, etc. The colors are purple, brown, grey, flame, navy and black with combinations of contrasting shades.

PRICES TO SUIT EVERY PURSE.

London Ready-To-Wear

256 DUNDAS STREET.



MORE RECIPROcity STATES—London motorists are interested in the announcement of the Ontario highways department that Kansas and Rhode Island have been added to the list of

states with a reciprocity agreement over motor licenses, with Ontario. In Kansas, Ontario licenses are good for 30 days' travel and in Rhode Island 10 days. There are now 22 motor reciprocity states.

LECTURE AIDS BROTHERHOOD.—An illustrated lecture on "Ben Hur" given by Rev. H. S. Douglas in the Ashten Street Methodist Church last evening attracted a large attendance. Pictures of the Crucifixion, battles at sea in olden

days, and warfare and ruins in Jerusalem and Rome were shown. A silver collection netted the generous amount of \$40 in aid of the Men's Brotherhood, under whose auspices the lecture was given.

GREATER LONDON ASSOCIATION IS AGAINST BYLAW

Appeal Made to the People to Vote Against the Measure at Polls Tomorrow.

WOULD CURB SPENDERS

Taxation Is Now So High That Property Values in the City Are Menaced.

The Greater London Association, comprising a large body of property-owners, which has stood out against the city council's plan to raise the rate of taxation, has issued a final appeal to the ratepayers of London to turn out tomorrow at the special election to vote against the proposition.

The association has forwarded to practically every property-owner in the city postcards calling to the attention of the people upon whom the burden will fall that the present tax rate of 34 mills will probably jump to the 40-mill mark next year if the heavy expenditure which this scheme permits, is authorized.

"The members of the Greater London Association do not for an instant offer any defence of the position of the coal dealers," an officer of the organization declared today. "Neither are we concerned with the fact that the 'people cannot buy hard coal, and that only soft coal is available. We know that the coal dealers' average price charged for anthracite is \$9.56 a ton, and that in London the charge has been \$9.50.

Where Vote Will Be Cast for Coal Bylaw

With the use of the city schools as polling places for the first time on Saturday, when the vote of the ratepayers will be taken on the municipal coal yards scheme, a doubling up of subdivisions has been arranged. Some divisions will use the one school. The number of deputy returning officers has been cut, one D. R. O. handling two subdivisions in almost every case.

The arrangement of the subdivisions with the school where voting will take place follows:

Subdivisions 1 and 2—Simcoe Street School.
Subdivisions 3 and 4—Simcoe Street School.
Subdivisions 5 and 6—Simcoe Street School.
Subdivisions 7 and 8—Tecumseh Avenue School.
Subdivisions 9 and 10—Tecumseh Avenue School.
Subdivisions 11 and 12—St. Martin's Separate School.
Subdivisions 13 and 14—St. Martin's Separate School.
Subdivisions 15 and 16—Ashten Street School.
Subdivisions 17 and 18—Riverview Avenue School.
Subdivisions 19 and 20—St. Peter's School.
Subdivisions 21 and 22—St. Peter's School.
Subdivisions 23 and 24—Talbot Street School.
Subdivisions 25 and 26—Talbot Street School.
Subdivisions 27 and 28—Riverside Avenue School.
Subdivisions 29 and 30—Empress Avenue School.
Subdivisions 31 and 32—Empress Avenue School.
Subdivisions 33 and 34—Alexandra School.
Subdivisions 35 and 36—Alexandra School.
Subdivisions 37 and 38—Rector Street School.
Subdivisions 39 and 40—Rector Street School.
Subdivisions 41 and 42—Pottersburg School.
Subdivisions 43 and 44—Aberdeen School.
Subdivisions 45 and 46—St. John's School.
Subdivisions 47 and 48—Aberdeen School.
Subdivisions 49 and 50—Chester Avenue School.
Subdivisions 51 and 52—Chester Avenue School.
Subdivisions 53 and 54—Chelsea Green School.
Subdivisions 55 and 56—Ealing School.
Subdivisions 57 and 58—Sacred Heart School.
Subdivisions 59 and 60—Lord Roberts School.
Subdivisions 61 and 62—Lorne Avenue School.
Subdivisions 63 and 64—Lorne Avenue School.
Subdivisions 65 and 66—Boyle Memorial School.
Subdivisions 67 and 68—Sacred Heart School.
Subdivisions 69 and 70—St. George's School.
Subdivisions 71 and 72—St. George's School.
Subdivisions 73 and 74—St. George's School.
Subdivisions 75 and 76—Riverson School.
Subdivisions 77 and 78—Boyle Memorial School.

BIG COUNTRY DEMAND

Women Wanted for Work in Farm Houses of London District.

Having done its part in solving the labor problem on the farm during the past summer, the Government Employment Bureau is facing a rapid development along other lines of bringing supply and demand together. A number of photographers have been placed through the women's department in positions for which they are fitted, and a number of office positions filled.

Miss MacRobert states that there is a large demand from women in the country for help in their homes, not for outdoor farm work, but the regular work of the household. At the same time, a number of applications have been received for positions as housekeepers.

The problem of harmonizing supply and demand in these cases is proving a knotty one to straighten out.

Children's Shoes

Sometimes Children's Shoes are good enough, and sometimes they're cheap enough (quality considered), but seldom right-fitting enough to permit the foot to grow and develop correctly. Let us fit your children here. We have the shoes and shoe expert service.

VOICE OF THE PEOPLE

THE COAL YARD BYLAW.

To the Editor of The Advertiser:

An issue of more than ordinary interest is to be voted on by London ratepayers at the polls on Saturday (tomorrow), October 6. It is to be regretted that local coal dealers, responsible for misleading and false advertising "war" which has appeared in the city press as paid reading matter, did not have the courage to appear before their fellow citizens and justify their methods in this campaign.

The city council provided the coal dealers of London with the same facilities as were used so advantageously by petitioners for a municipal coal yard, to convince ratepayers of the soundness of their claims for support.

The vote on Saturday will tell its own story, as to what ratepayers think of the estimate which local coal dealers have put on the intelligence of the consuming public in this city. In the meantime, I desire, as a member of the city council, to thank the local press for the exceptionally good and fair reports of this campaign, which have been published to the guidance of electors on this occasion. I do not recall a campaign marked by such impartial and fair treatment to "all comers" as the city press has given to the coal bylaw issue.

Permit me, in closing the campaign, to submit that the issue at stake is very grave. In my judgment it is to the interest of every manufacturer in London to vote personally for and throw his entire influence in favor of this bylaw. The working class is revolting against the high cost of living.

Employers of labor are vitally interested in any proposition which tends to reduce the strain on wages, and stem the demand for "more money" to meet the high prices of food and fuel. The greater the strain on wages caused by high prices for food and fuel, the more intense is the dissatisfaction of the wage-worker with the limitations of his wage income; and the greater is the tendency to strike and revolt against the employer, who is the first thing in the mind of the wage-worker.

Undoubtedly the passage of the coal bylaw will have a tendency in the right direction, rather than against the interests of the manufacturers of London and employers of labor all over the city.

It is also a sound piece, that fuel of all kinds at the lowest cost, with most efficient delivery is desirable for productive enterprises. Every argument in favor of hydro, and of natural gas, under the utilities commission, is a sound argument for coal, coke, wood, charcoal or any other fuel.

Eliminate waste in selling and distributing, and increase the output of productive activities. That is not a mere hobby-cry. It is a patriotic duty. The national crisis demands passage of the coal bylaw. Yours sincerely,

A. D. HENRY R. ASHLAND.

London, Ont., Oct. 5, 1917.



Solid School Shoes

OUR SCHOOL SHOES ARE STYLED RIGHT; OUR SCHOOL SHOES ARE MADE RIGHT; OUR SCHOOL SHOES ARE PRICED RIGHT.

All the sterling grades that have won your confidence for so many years are here, only the styles are more novel than ever before.

Ashlanti

SIR ADAM FAVORS CIVIC COAL YARD

Sir Adam Beck will support the municipal coal yards. He attended a meeting of the trades and labor council last night, and in a short address spoke to that effect.

Arrangements were made for the appointment of polling clerks and returning officers for the voting on Saturday. It is likely that the great majority will be returned soldiers, although some will be firemen. Details of a demonstration to be held tonight were arranged.

\$32,545 IN PERMITS

October Building Away to Good Start—May Be Big Month of Year.

Building permits are in demand this month, and it looks as if October will be one of the big months of the year.

This morning Building Inspector Piper issued permits to James Orme for a two-story veneer house on Huron street, to cost \$4,400; to the military hospitals commission for a vocational training building at Victoria Hospital, costing \$2,660, and to J. Manheim for alterations to the C. P. R. Hotel, costing \$900. There was another permit for \$10,000, bringing the total to \$22,545 for the month of October to date. There are several other big buildings in prospect.

A CURE for Dyspepsia, Indigestion, Gas, Flatulency, etc. Get a bottle of R4100 DYSPEPSIA CURE, an English Prescription. Price 50c. Anderson & Nelles, Drug Store

YOUR FILMS DEVELOPED AND PRINTED CORRECTLY. ROBERTSON & MORLEY, 810 Dundas Street, Opposite Armouries.

You Will Save Money Buying at THE FAIR. Full line of Soldiers' Knit Socks, Overalls, Boxes, Schoolbags, Blackboards, Doll-Heads, Dolls, Toys, Books, Games, etc. Give us a call. 15 TEMPLE STREET.

New Brazil Nuts. These are extra fine, pure, etc. 25c.

Choice Apples for Cooking and Eating. BLENNHEIM PIPPINS, FALL PIPPINS, WEAVER'S, SNOWS.

Preserved Ginger. adds a tasty flavor to Citrons, Chopped Peas, etc. A pound .50c. Granulated Sugar, 20-lb. bag \$1.50.

Banquet Coffee. Our own blend. Always freshly roasted and ground. Pound, 43c.

PHONE 3950. WYCKOFF & GAFNEY, DUNDAS STREET, AT RIBOUT.

PHONE 588 OR CALL AT CHOWN'S HARDWARE

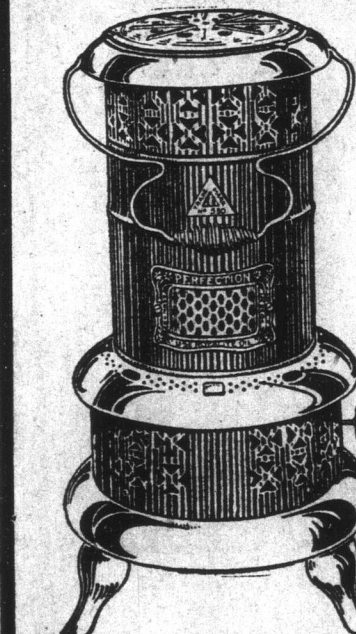
FOR YOUR WINTER SUPPLIES. OUR PRICES ARE RIGHT

Roofing . . . \$1.50 to \$3.00 roll
Tar Paper . . . \$1.00 roll
Heavy Polish Stove Pipes . . . 30c length
Heavy Polish Stove Pipe Elbows . . . 30c each
Ash Sifters . . . 25c to \$7.50 each
Fire Shovels, 50, 100, 200 each
Bucksaws . . . \$1.00 to \$1.50

GLASS—We carry all sizes of Window Glass.

A firm's success in business depends largely upon the quality of goods it sells. Here is a line of stoves that stand by themselves as far as quality is concerned, being the best bakers, heaters and most economical working stoves on the Canadian market. Every stove must be satisfactory or it comes back.

Chown Hardware Co.
111 DUNDAS STREET.



Chases the Chills

A Perfection Oil Heater is a necessity these cool evenings. Light, can be carried from room to room; safe, economical and smokeless. Fully guaranteed. Price.. \$5.00 and \$5.50

SEASONABLE GOODS FOR THE FARMERS.

50 dozen pairs Leather Mitts must be cleared at 25c. Regular 75c value.

Combination Storm and Screen Doors, complete with hinges, glass, etc.

Weather Strip, 3c, 4c, 5c per Foot.

Hand Grinders.. 25c and up

Snow Bird Strip for windows and doors; 13 feet to box 25c box

Zenolium Disinfectant for stock, poultry, etc. 25c, 50c and \$1.50 per can.

Step Ladders, Single Ladder and Extension Ladders.

Ensilage Forks \$2.65

MANURE FORKS. 4-Tyne \$1.35 5-Tyne \$1.90 6-Tyne \$2.15

A complete stock of Roofings, Wall Board, Sherwin-Williams Paints and Auto Accessories.

Barn and Chaff Forks. Stable Shovels, 75c to \$1.25

Cowan's Colossal Hardware

THE STORE WITH A STOCK.

125-127 DUNDAS STREET. 2 PHONES, 3461, 3462.

DAVIS SERVICE WILL PROTECT YOU

206 Royal Bank Bldg. Phone 776, 2222, 2223

Richards-Wilcox Sparrow Proof Track and Hangers.

Hangers \$2.00 pair Track 20c foot

Ditching and Post Hole Spades.

Richards-Wilcox Sparrow Proof Track and Hangers.

Hangers \$2.00 pair Track 20c foot

Cook's Shoe Store