\$30,000,000

# FINCH BROTHERS' OPENING DISPLAY.

Magnificent Showing of Autumn Fashions Delighted the Ladies of Hamilton To-day.

After weeks of careful preparation and months of planning by buyers abroad, this great style function, the opening display, ushers in a great show-ing of Dame Fashion's latest fancies for the fall and winter season in dress fabrics, dress accessories, wearing apparel and French millinery. The store is in gay holiday attire, every department making special displays, and the new goods sparkle with the brightness of the autumn season. The style suprema cy of these new goods cannot be denied. cy of these new goods cannot be denied. The opening continues to-morrow. The question of our success is in the balance; the people decide—see and judge. Everyone is welcome. Styles one sees here are just a little bit different from elsewhere. "Exclusiveness," that's what makes the new designs we show unique and out of the ordinary.

CONCERNING THE MILLINERY.
Individuality is the keynote for style and shape of hats for this autumn season, and whether a hat shall be large or comparatively small, high or low, so long as it follows certain lines, depends much upon the taste of the wearer. Big toque effects, tri-corner shapes, ancient cavalier shapes, and, to the surprise of some, large picture hats in the decided rolling brim, all of which will be fashionable this season, are shown in great profusion. Beaver, silk, moire and velvet hats are in abundance, gold, chamois and French kid being a new style effect; feathers and plumes, wings, silk velvets, ornaments, especially those of the jet nature, are all brought into use. The color range varies and many new shades are shown, including the new 'Regis blue,' mustard, Ardroise, Tilleuil, mustard and the rose tints. It is the ingenuity and creative ability of such designers as Camille Roger, Poayanne, Suzanne, Blum, Georgette, Maison Virot, Madame Tore, Ester Meyeh, Caroling Reboux, Germaine and Maison Lewis, as well as our skilled artists, which makes the styles we show unique and out of the ordinary.

The large cavalier shape is a revival. CONCERNING THE MILLINERY. the ordinary.

The large cavalier shape is a reviva

The large cavalier shape is a revival in millinery, a style which increased in favor during the summer; is without doubt the leading design for the autumn curtailments or abbreviations in size may somewhat alter the aspect, but the turn up of the side brim and the high crowns are a distinguishing feature. The turn up at the back is also shown, and the tendency in some of the extreme French models is to place the trimmings at the back. One like this was a local black picture hat by Madame George & It had a rool at the back trimmed with three large plumes, finished with a large ruche of velvet, and caught with two handsome ornaments. Another chic mode is that by Caroline Deboux, a distinct handsome ornaments. Another case many is that by Caroline Deboux, a distinct cavalier shade of black velvet with a high rool at the left side. Beautiful black plumes surmounted the right side.

is that by Caroline Deboux, a distinct exactler shade of black velvet with a high rool at the left side. Buttafal black plumes summunded the right side, which gave it give quaint appearance of the work of the many new season is shaded. The distinct welvet in the amethyst shade, trimmed at the side with handsome wigs. Still another stumping mode is one by Esther Moyer, in a rather large ship with a distinct of the standard which their place the side with handsome wigs. Still gainst the side with handsome wigs. Still place the side with handsome bundom of it and side surrounded by large ostrich plumes over rooling the sides, a handsome bundom of its and side surrounds the crown, giving it an elegance of style, making it not of the art many still place of the surrounds the crown, giving it an elegance of style, making it not of the art many still guizarate and the qualities are much provided the display has a distinctive ness of styles, many of which are revised from periods of quaint headries and high and the still be supplied to the provided with the season with makes it out as one of unusual feature from periods of quaint headries and head of the standard value and peculiar interest.

THE GUTHE GAIMENTS.

Those who love the new and beautiful individually the season with the new assons display of womeniform of standard value and the new seasons display of womenifolds and peculiar interest. The garments foll in dress will find much of interest in the new was assons display of womenifolds and peculiar interest.

Those who love the new and beautiful interest of the new regions of fall and winter season. In making this collection Finch Bros. have secured a wide variety at prices to suit the masses. The demand for anountified in a way that its sure to olden unqualified in a way that its sure to olden unqualified in a way that its sure to olden unqualified in a way that its sure to olden unqualified in a way that its sure to olden unqualified

NEW DRESS GOODS.

To measure the standard value and quality of this store, we ask you to examine our dress goods. It is in this department that we excell all others, and the women of Hamilton have come to learn to look to Fineh Bros, for what is new for the coming season. In the gathering you will find fashion's foremost fancies in all the favorite fabrics, correct in color and all gathered to express the style trend of this autumn season; stately broaddoths, with their varied range of colors and draping qualities, win the favor of every woman for high-class tailored costumes and evening wear. Novelty worsteds in exclusive tailored designs, are favored by the smart dressers. We could tell you much more about the weaves and special values, but we invite you to come and see them. One might well lose her heart every time you pass the counters, with the allurements of these dainty fabries. Make this opening day a day of choice for that autumn gown. Wise women select now, it is not prulay of choice for that autumn gown. dent to delay.

HINTS OF SILK FASHION. HINTS OF SILK FASHION.

Fashion this season has again called for the soft satin and Paitelle weaves, although the Taffetas are gaining in favor. Her fancies are best exemplified in the stock this firm are showing. Superb gowaings of the most supple oriental and Empire Pailette, wonderfully lovely new colorings, novelty fancy silks were draped and arranged so that the sheen and weave was seen to perfect the bowls and the championship.

MADE A MANAGER.

Mr. F. R. Waddell. City Solicitor, was last night elected a Manager of Central least night elected a Manager of Ce



Pretty Event In St. Mary Cathedral-Other Marriages.

A very charming wedding took place this morning at 9 o'clock in St. Mary's Cathedra, when, in the presence of a goodly gathering of relatives and friends, Rev. Father Bonomi united in the holy Rev. Father Bonomi united in the holy bonds Misa Rose L. Walsh, eldest daughter of fae late Mr. Thomas Walsh, and Mr. James J. Dillon, eldest son of Mr. James J. Dillon, eldest son of Mr. John Dillon, both of this city. The bride was attended by Miss Louisa C. Dillon, sister of the groom, while Mr. Lawrence M. Walsh, brother of the bride, was groomsman. The bride's gown was white Brussels net over silk and she wore a large picture hat to match, carried an ivory prayer book and also a gold pendant, the gift of the groom. The bridesmaid's gown was white Louisienne silk, with hat to match. The groom's gift to the bridesmaid was a pearl and sapphire ring and to the groomsman a topaz ring.

After the ceremon's a reception was held at the home of the bride, James and Picton streets. Mr. and Mrs. Dillon le't on the 2 o'clock train this afternoon for Buffalo and the lakes. On their return, about October 1st, they will reside at 247 Park street north. The bride's going away gown was an amethyst tailored suit, with hat to match.

WOODS-TODD.

WOODS-TODD.

A very pretty wedding took place yesterday afternoon at 4 o'clock at the home of Mr. and Mrs. Thomas Todd.
202: MacNab street north, when Rev. E. B. Lanceley united two popular young people. John Henry Woods and Miss Lillian Todd. Mr. Woods is a teacher in First Sunday School and an earnest worker in the church. He is a mechanical draughtsman with the Westinghouse Company and has just received a good promotion and been transferred to the Pittsburg Westinghouse works.

Owing to a recent bereavement in the bride's family the wedding was very quiet. The bride wore a white embroidered dress and carried white roses. She was attended by her sister. Miss Vera Todd who was gowned in white muslin and carried a bouquet of pink roses, and Henry Woods. a brother of the groom, was groomsman. The bride received many presents, both beautiful and costly. Mr. and Mrs. Woods left in the evening for Pitstburg.

#### M'DONALD-SHIMELS

M'DONALD—SHIMELS.

A pretty wedding was celebrated on Prospect avenue last evening in the presence of a number of guests, when Rev. Dr. Williamson united in marriage Mr. John Alexander McDonald and Miss Annie Shimeis, both of Hamilton. Mr. Amos Vipond was best man, and Miss J. Geddes bridesmid. The bride was neatly attired in pure white, and carried a bouquet of beautiful flowers. The party sat down to an elaborate tea. party sat down to an elaborate tea, after which an enjoyable evening was spent. Many beautiful presents were given to the bride.

MARRIED IN BRANTFORD.

tion. A large display was also made of the new corduroy and silk velvets in the many new season's shades. A quiet but pretty event took place vesterday afternoon at the residence of Mr. and Mrs. Geo. Broatch. Palace street, Brantford, when their nicce, Miss

was married to George Harold Holton, of this city, grandson of Sir Mackenzie Bowel. The ceremony was performed by the bride's father, assisted by her uncle, Rev. J. Wilson, of Lindsay.

# or Many have already planned to visit this opening display. Every one should take the opportunity to visit the store and an secure a correct idea of the style trend of the season. Come to-day. Come G. T. R. CHANGES.

The Sunday school rally of Burling-ton Methodist Church will be held in

the school room next Sunday. Addresse

the local bowling tournament, winning the bowls and the championship.

C. G. Bowker, of the Grand Trunk service at St. Thomas, has been appoint; ed assistant superintendent at London, in place of A. J. Nixon. Mr. Nixon has A new time-table will go into effect on the Radial Railway on Sunday. The half-hourly service will be discontinued, and the hourly service will go into been appointed to a position with the Railway Commission. J. A. McLardy. Railway Commission. J. A. McLardy formerly chief despatcher at Stratford eed Mr. Bowker as trainmaster at St. Thomas.

#### **MEXICO'S INDEPENDENCE.**

the school room next Sunday. Addresses will be delivered by Rev. Isaac Couch, of this city; Rev. L. W. Hill, Mr. T. G. Baker and Mr. Wm. Bridgman.

Marie Parker, one of the oldest residents of the village, died at her home early on Tuesday morning, aged 75 years. The funeral took place yesterday afternoon.

Reeve Smith has been confined to the house since Sunday through illness, but is somewhat better to-day.

Mr. Gordon Berry won out against Mr. J. C. Smith in the final game in the local bowling tournament, winning Mexico City, Sept. 16.—The 99th anni initiated throughout the republic at 11 o'clock last night by the ringing of liberty bells and the pronouncement of the "grito" (shoft) which was first given by the martyred soldier-President Hidalgo on the night of Sept. 15, 1810. No disorder of any kind has thus far been reported.

#### ELEVEN DROWNED.

Cape Town, Sept. 16.—The British steamer Umblali, from London for Port Natal, has run ashore off Cape Point in a thick fog. The crew and the passengers left the Umblali in the small boats, One of these boats was capsized and five women and six men drowned.

Twenty-five cent dinners are served in the House of Commons for such members as desire them.

The Royal Securities Corporation, Limited, has issued in the City of Montreal, in the Province of Quebec, an advertisement stating that it is prepared to receive subscriptions for \$5,000,000 seven per cent. cumulative preference shares of CANADA CEMENT COMPANY, Limited, at the price of \$93.00 for each share, with a bonus of ordinary shares equal in par value to twenty-five per cent. of the par value of the preference shares allotted, such bonus stock to be delivered on payment of subscription in full. Firm subscriptions have been received for \$3,200,000 par value of these preference shares. The advertisement gives the following information as to the CANADA CEMENT COMPANY, Limited.

# Canada Cement Company, Ltd.

(Incorporated in 1909 by Letters Patent under the Companies Act of Canada)

Head Office: Montreal, Canada

**CAPITAL STOCK: AUTHORIZED** 

7 Per Cent. Accumulative Preference Shares \$11,000,000 \$19,000,000

Ordinary Shares Divided into Shares of \$100 each

NOW TO BE ISSUED \$10,500,000

\$13,500,000 \$24,000,000

**BONDS:** 

\$ 8,000,000

\$ 5,000,000 6% First Mortgage Twenty-year Gold Bonds

The cumulative preference shares will carry fixed cumulative preferential dividends, payable out of the profits of the Company, available for dividends at the rate of seven per cent, per annum on the capital for the time being, paid up thereon respectively, and will rank as regards dividends and return of capital in priority to all ordinary shares in the capital stock of the Company, but shall not confer any further right to participate in profits or assets. Dividends on these cumulative preference shares will commence to accrue from January 1st, 1910, and will be payable quarterly. Applications will be made for the listing of these securities on the Stock Exchanges of London, England, Montreal and Toronto.

**BANKERS:** 

Bank of Montreal, Montreal.

The following persons have agreed to become

DIRECTORS THE COMPANY

SIR SANDFORD FLEMING, K. C. M. G., Director of the International Portland Cement Company, Limited; Canadian Pacific Railway Company, J. M. KILBOURN, President of Lakefield Portland Cement Company, Limited; Owen Sound Portland Cement Company, Limited, J. R. BOOTH, Ottawa, Director of Grand Trunk Pacific Railway, GEORGE E. DRUMMOND, Montreal, Director of Molsons Bank; Canada Iron Corporation, Limited, GEORGE E. DRUMMOND, Montreal, Director of Molsons Bank; Canada Iron Corporation, Limited, HONORABLE W. C. EDWARDS, Ottawa, Senator, Director of Canadian Bank of Commerce: Director of Toronto General Trusts Corporation, W. D. MAITHEWS, Toronto, Vice-President The Dominion Bank; Director of Canadian Pacific Railway; Director of Molsons Bank; Director of Canadian Pacific Railway; Director of Bank of Montreal, W. R. WARREN, New York, President of The Vulcan Portland Cement Company, Limited, W. R. WARREN, New York, Director of The Vulcan Portland Cement Company, Limited; Shawinigan Water and Power Company, Limited, W. H. E. BRAVENDER, Calgary, Vice-President of Alberta Portland Cement Company, Limited.
E. M. YOUNG, Allentown, Pa., Vice-President of the Lebigh Portland Cement Company; Company; Canadian Bank of Commerce, W. M. AITKEN, Montreal, Director Montreal Trust Company, Charles H. CAHAN, Montreal, President Western Canada Power Company, Limited.

The Canada Cement Company Limited, is a new company which has been incorporated for the purpose of ta

The Canada Cement Company, Limited, is a new company which has been incorporated for the purpose of taking over the undertakings, properties and businesses of the following Companies, now doing business in Canada, as manufacturers of Portland

Cement and like products, viz.:—

The Lakefield Portland Cement Company, Montreal, Quebec,
The Lakefield Portland Cement Company, Lakefield Ontario,

The Owen Sound Portland Cement Company, Limited Shallow Lake, Ontario.

The Owen Sound Portland Cement Company, Limited Shallow Lake,
The Alberta Portland Cement Company, Limited, Calgary, Alberta,
The Belleville Portland Cement Company, Limited, Belleville, Ontario,
The International Portland Cement Company, Limited, Hull, Quebec,
The Vulcan Portland Cement Company, Limited, Montreal, Quebec,
The Lehigh Portland Cement Company, Limited, Belleville, Ontario,
Warshey, Ontario,

The Canadian Portland Cement Company, Limited, Marlbank, Ontario.
The Canadian Portland Cement Company, Limited, Port Colborne, Ontario.

The Canada Cement Company, Limited, Fort Collorne, Offario.

The Canada Cement Company, Limited, by means of contracts, already made, proposes to acquire control of a majority of the shares of the capital stock of the following companies:

The Western Canada Cement and Coal Company, Limited, Exshaw, Alberta, and The Eastern Canada Portland Cement Company, Limited, Quebec.

The plants, which will be owned or controlled by the new company, are believed to be among the best constructed and most efficiently equipped on this continent; and, under a competent central management, not only will a uniform standard of quality be secured in the combined product, but an equable standard of prices may be maintained throughout the whole country. These plants will have a total capacity in excess of 4.500,000 barrels of Portland cement per annum.

#### ESTIMATED EARNINGS

The following may be regarded as a conservative estimate of the earnings of the Company:

NET EARNINGS.

The estimated annual net earnings of the Company, based on the quantities of cement being sold, during the present year, by the companies comprised in the merger, and on the costs of manufacture under existing conditions, amount to ... \$1,900,000 FIXED CHARGES.

\$1,135,000

Leaving available for dividends on Ordinary Shares of the Company .....

The Canadian Market for Portland Cement

The demand for Portland Cement in Canada has increased remarkably during the last five years. In 1904 the total consumption of Portland Cement in the Dominion was 1,694.988 barrels, of which 784,630 barrels were imported. In 1908 the consumption, notwithstanding the general industrial depression, was 3,135,338 barrels, and no less than 3,495,961 barrels were manufactured in Canada. Existing trade conditions indicate that the consumption during 1909 will largely exceed that of 1908.

The increase is not abnormal, nor due to merely local causes. In the year 1888, it is estimated that less than 200,000 barrels of cement were manufactured on the North American continent; and the enormous growth of the business is shown by the fact that in 1908 approximately 55,000,000 barrels were there produced. The manufacture of Portland Cement commenced in Canada in 1888, but until 1904 the importations into Canada of the foreign product exceeded the Canadian production.

The report of John McLeish, B.A., chief of the Division of Mineral Resources and Statistics of the Department of Mines, Canada, on the production of cement in Canada during the calendar year 1908, furnishes the following comparative statement:—

Canada, on the production of cement in Canada during the calendar year 1908, furnishes the following comparative statement:-

	Calender Year.	Canadian.		Foreign.	Total.
		Manufactured.	Consumed.	Imported into Canada.	Consumed in Canada.
, 4,1		Barrels.	Barrels.	Barrels.	Barrels.
	1908 1907 1906 1905 1904	908,990 1,541,568 2,152,562 2,491,513 3,495,961	910,358 1,346,548 2,119,764 2,436,093 2,665,289	784,630 917,558 666,931 672,630 469,849	1,694,988 2,264,106 2,785,695 3,108,723 3,134,338

Great as has been the development of the Portland Cement industry in Canada since 1904, it is only reasonable to assume that this growth will be largely exceeded in the immediate future, and for many years to come. The enormous public works in progress and in contemplation, including Railways, Canals, Bridges, Harbor Improvements, Piers, Wharves, Docks, Piles, Pavements, Building Foundations, and Buildings, etc., will all require proportionately larg, quantities of the manufactured products of the new Company. The Hydro-Electric developments throughout the country will increase the demand, while the rapid substitution of reinforced concrete for other materials in the building trades will render necessary an increased production on the part of the new

Objects of the Merger

According to the returns made to the Dominion Government by the cement manufacturers, the average price at their works abtained by them in 1908 was \$1.39 per barrel. This was the lowest price ever reported by the Canadian mills. In 1906 the average price was from \$1.65 to \$1.70, and in 1907 about \$1.60. At the beginning of the present year it was realized by a number of the manufacturers that, even without any increase in prices, the business could be rendered much more profitable by a merger of several of the large competing companies on a conservative basis. The Canada Cement Company, Limited, is the outcome. Company will own or control cement-producing plants at the central points of distribution from the St. Lawrence River west to the Rocky Mountains; and, by securing a more efficient organization will be able to regulate the distribution of the manufactured product from these central points to the centres of consumption, large economies in the present cost of freight, which represents a large percentage of the ultimate cost to the consumer, will undoubtedly be effected. The establishment of one executive office in the City of Montreal, and the elimination of competitive salesmen, middlemen, and brokers is also expected to effect a considerable saving in the costs of the Sales Department under the new management.

the costs of the Sales Department under the new management.

Forms of application can be obtained at any office of the Royal Trust Company or of the Royal Securities Corporation, Limited.

### THE ROYAL SECURITIES CORPORATION, LIMITED, MONTREAL

THE OTHER SIDE.

(Brockville Times.)

The Renfrew Journal takes Rev. J.

A. Macdonald, the editor of the Globe, to thousands, still in the old land. Britain to task for his worful pictures of the poverty, the wretchedness, the sugalor and the hopeleseness of the poor in Eng.

| Ind. The Journal rightly remarks there is another side; there are prosperous homes, bright family firesides, happy for Bonnie Scotland by the Whitechapel of London, or Bonnie Scotland by the Cowgate of Edinburgh, as it would be to picture to task for his worful pictures of the poverty, the wretchedness, the sugalor and the hopeleseness of the poor in Eng.

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