

FINCH BROTHERS' OPENING DISPLAY.

Magnificent Showing of Autumn Fashions De-lighted 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 showing of Dame Fashion's latest fancies for the fall and winter season in dress fabrics, dress accessories, wearing apparel and French millinery.



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.

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 season.

Parisian models will invoke much admiration, but they bear a weight which will attract the eye of the fastidious.

THE OUTER GARMENTS. Those who love the new and beautiful in dress will find much of interest in the new season's display of women's coats, suits and skirts.

THE Suits are varied, each model to express a style trend of the season, but all naturally follow the long coat and side pleated skirts.

WE INVITE YOU. Many have already planned to visit this opening display. Every one should take the opportunity to visit the store and secure a correct idea of the style trend of the season.

NEW DRESS GOODS. To measure the standard value and quality of this store, we ask you to examine our dress goods.

BURLINGTON. A new time-table will go into effect on the Radial Railway on Sunday.

MADE A MANAGER. Mr. F. R. Waddell, City Solicitor, was last night elected a Manager of Central Presbyterian Church.

HINTS OF SILK FASHION. Fashion this season has again called for the soft satin and Paillette weaves.

WEDDINGS OF THE AUTUMN.

Pretty Event In St. Mary's Cathedral—Other Marriages.

A very charming wedding took place this morning at 9 o'clock in St. Mary's Cathedral, when, in the presence of a goodly gathering of relatives and friends, Rev. Father Bonomi united in the holy bonds Miss Rose L. Walsh, eldest daughter of the late Mr. Thomas Walsh, and Mr. James J. Dillon, eldest son of Mr. John Dillon, both of this city.

WOODS-TODD. A very pretty wedding took place yesterday afternoon at 4 o'clock at the home of Mr. and Mrs. Thomas Todd, 292 Mackay street north.

MARRIED IN BRANTFORD. A quiet but pretty event took place yesterday afternoon at the residence of Mr. John Alexander McDonald, at Palace street, Brantford, when their niece, Miss Margaret Paterson, of Paris, was united in marriage to Mr. Stanley Williams, of Hamilton.

LOVEJOY-DUNFORD. In the Church of St. John the Evangelist yesterday morning Rev. S. Daw united in marriage Mr. Thomas Henry Lovejoy, of the L. H. & B., and Miss Emily Dunford, 355 Charlton avenue west, daughter of the late Thomas Dunford.

WEDDING AT BELLEVILLE. Belleville, Sept. 15.—A fashionable wedding occurred at the home of Rev. W. D. P. Wilson (former Grand Chaplain of the Canadian Order of Oddfellows), near this city, this morning, when his daughter, Miss Georgia, was married to George Harold Holton, of this city, grandson of Sir Mackenzie Bowell.

G. T. R. CHANGES. C. G. Bowker, of the Grand Trunk service at St. Thomas, has been appointed assistant superintendent at London.

MEXICO'S INDEPENDENCE. Mexico City, Sept. 16.—The 90th anniversary of Mexico's independence was initiated throughout the republic at 11 o'clock last night by the ringing of liberty bells and the pronouncement of the "grito" (shout) which was first given by the martyred soldier-President Hidalgo on the night of Sept. 15, 1810.

ELEVEN DROWNED. Cape Town, Sept. 16.—The British steamer Umbali, from London for Port Natal, has run ashore off Cape Point in a thick fog.

THE OTHER SIDE. The Journal rightly remarks there is another side; there are prosperous homes, bright family firesides, happy lives, and contented people, too, by the thousands, still in the old land.

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.

Canada Cement Company, Ltd.

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

Head Office: Montreal, Canada

Table with columns: AUTHORIZED, CAPITAL STOCK, NOW TO BE ISSUED. Values include \$11,000,000, \$19,000,000, \$30,000,000, 7 Per Cent. Accumulative Preference Shares, Ordinary Shares Divided into Shares of \$100 each, \$10,500,000, \$13,500,000, \$24,000,000, \$ 8,000,000, 6% First Mortgage Twenty-year Gold Bonds, \$ 5,000,000.

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.

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.

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. BOUTH, Ottawa, Director of Grand Trunk Pacific Railway; GEORGE E. DRUMMOND, Montreal, Director of Molsons Bank; Canada Iron Corporation, Limited; J. S. IRVIN, Ottawa, Managing Director The International Portland Cement Company, Limited; HONORABLE W. C. EDWARDS, Ottawa, Senator, Director of Canadian Bank of Commerce; Director of Toronto General Trusts Corporation; W. D. MATTHEWS, Toronto, Vice-President The Dominion Bank; Director of Canadian Pacific Railway; R. W. KELLEY, New York, President of the Vulcan Portland Cement Company, Limited; HONORABLE ROBERT MACKAY, Montreal, Senator, Director of Canadian Pacific Railway; Director of Bank of Montreal; W. H. E. BRAVENDER, Calgary, Vice-President of Alberta Portland Cement Company, Limited; Shawinigan Water and Power Company, Limited; E. M. YOUNG, Allentown, Pa., Vice-President of the Lehigh Portland Cement Company; HONORABLE GEORGE A. COX, Toronto, Senator, Director Grand Trunk Pacific Railway 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 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 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; The Canadian Portland Cement Company, Limited, Marlbank, Ontario; The Canadian Portland Cement Company, Limited, Port Colborne, Ontario.

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

Table with columns: NET EARNINGS, FIXED CHARGES. Includes interest on \$5,000,000 of First Mortgage Bonds, Sinking Fund payment on bonds, and Preferred Dividend of 7 per cent. per annum on \$10,500,000 Preference Shares.

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, or less than 3,495,961 barrels were manufactured in Canada.

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:—

Table with columns: Calendar Year, Canadian Manufactured, Consumed, Foreign Imported into Canada, Consumed in Canada. Data for years 1908, 1907, 1906, 1905, 1904.

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 large quantities of the manufactured products of the new Company.

Objects of the Merger

According to the returns made to the Dominion Government by the cement manufacturers, the average price at their works obtained 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.

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

righteous. It is as unfair to paint Merry England by the Whitechapel of London, or Bonnie Scotland by the Groggery of Edinburgh, as it would be to picture Canadian life by the "backtown" of the reverend Globe's own Toronto. "Clear out of here, ye saasy little brat!" shouted the cook, thumping the table with a rolling-pin. The little girl gave the cook a haughty look. "I never allow anyone but my mother to speak to me like that!" she said.—Washington Star. Wisdom, like flowers, requires cultivation.