Mondon Advertiser

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U. S. REPRESENTATIVES.

W York—
S. H Eddy Co., Fifth Ave. Bldg. Chicago-nas, E. Eddy Co., Peoples' Gas Bldg.

as. H. Eddy Co., Old South Bldg. he London Advertiser Company,

LONDON, SATURDAY, FEB. 20.

IDLE ACRES.

THY should hundreds of acres in members he will have the solid phalanx this city be idle? Why should of the Liberals. He can do for moral such a strip of land as that lying be- reform all that Mr. Rowell attempted, tween the city and Springbank be left and much more. Will he do it? uncultivated and permitted to blossom The conditions that exist today are (That makes two of us.) with every weed in the botand " cata- more favorable for stringent liquor leglogue? Talk about public of ship! islation than they have ever been in The putting to work of the tile acres the past. The war has turned the of London would be of more benefit to attention of all people to the ill efthe people of the city than all the would fects of intemperance to a greater deschemes that have been proc or adopted. Thousands of Lies of nations engaged in the conflict recog- to sow about Britain to distinguish vegetables could be grown the nize the value of sobrlety for soldler the Stars and Stripes? homes, and there are hundreds wen and civilian alike. Russia stops the with and without an adequate comcharge of an acre or more.

The agitation for cultivation of the soil within the city limits has so far taken place along broad general les. It is difficult to bring a moveent such as this to anything unless here is leadership and organization. he board of trade and the industrial ommission have devoted much time to legislation. It would be accepted with estigation as the one now under dis- lem is in his hands; its solution is comussion. In many American cities the paratively easy. What will he do with plan has been adopted with a measure it? of success. Of course, most American tres usually feel and are now feeling per cent of New York's people on the German naval dispatches in which aparity list. Detroit boasts that only pear the threats against Britain and below this, and for that reason there enemy, there is truth enough in the ay not be the necessity for using the charge that the skull and cross bones and from a philanthropic standpoint, against a solid background is none too But for the sake of stopping wastage sinister a label for the German navy. and conservation of our resources and What do these brigands of the sea hrift that may be more practiced as propose to do? Boldly they tell the he war continues, we should use this world that Britain is closed against

deleness in the land is an economic destruction, without an attempt be-shell.

THEN AND NOW.

hange wrought in German national dier was not trained to kill the help-neutral ships, nor has she done any- Japanese peril. less, nor to look upon those who de- thing that could be construed as a ferided their homes as felons, to be hostile act against any flags but those A man interested in the paper trade effective from February 18. This anshet with their backs to a wall.

The letter says: In 1870, after the French forces had been driven back from Germany into France, the then Crown rince of Prussia, Friedrich-Wil-leim, father of the present "War ord," addressed his coldiers in the

"Soldiers of the 2nd Army:
"You enter upon the soil of rance. The Emperor Napoleon France. The Emperor Napoleon has, without any reason, declared war upon Gérmany, and his army are our enemies. The French people has not been asked if it wished to carry on a bloody war with its German neighbors. A reason for enmity is not to be found. Meet the feeling of the peaceable inhabitants. tante of France with a like sen-liment; show them that, in our country, two civilized people do not orget their humanity even in warthe with each other. Bear always in mind how your fathers would have felt if an enemy—which God Show the French that the Ger-chan people confronting its enemy not only great and brave, but also well controlled and noble-

As the correspondent remarks, "the paranolae son of this great man has stered all this." The spark of "world law and were the common objects of ower" mania has made the Kaiser al- punishment from all nations, so is Gerogether a madman. He had tried his many today the outcast. And she has not hand at all the arts of peace, but even proved that she possesses the could not believe his people had dem- same prowess at her piratical venture netrated their virility until they had as the sea robbers of old. To the eyes cleaned the hated British from the of all fair nations appears the Death's earth, trampling the hearts of other Head at the mast of the Kaiser's fleet. nations in their path. He has nothing And the latest deviltry seems to be left now. Peace would turn him from about the last shot in the locker. her door; victory would deny him her He is a terrible monster, soner of the minds of his subjects. Tike the opium eater who drags his Like the optum eater who drags his family down with him, this terrible O NE curious feature of German Kulturis the careful distinction made father has tainted his race with his by every German between themselves staughter lust and debased both his and other men. They regard non-

WHAT WILL HE DO WITH

tario. He has so large a followford to be independent of old theories "Massas" used to talk about niggers, side; another was seen ahead; and short. and old associations. One of the most whose soul was a matter of doubt.

that the great majority of the people but any third party as well. If they own supply ship, the red lights eviof Ontario want this business curtailed could win the victory they would want dently being their recognition signals.

The captair put on full speed and Ontario want this business curtailed could win the victory they would want dently being their recognition signals. The captair put on full speed and steered about in a semicircle in the hope the last election the majority did not of vivisection, on the theory that any of ramming one of the submarines, but support the party that proposed to foreign life is of no higher value than without success. Every minute we exclose all the bars. But if we are to to serve for experiments to save or pected to get a 'tin fish' into the side of our ships, but fortunately they failed to believe many of those who voted prolong the lives of German men and torpedo us. Word was signalled to the MEET ADVERSITY and out of the Hall, Thursday evening. An address against Mr. Rowell and his colleagues, women. It is the savage who hates other destroyers in our division and a careful watch was kept up until dawn; IN TWO PROVINCES. Austrian provmade the presentation. The trooper, is it was not because they were opposed and despises the foreigner as such. Any to his policy. They say they want wild boar considers its own friends and but nothing more was seen of the enhis policy. They say they want wild boar considers its own friends and emy."

the most stringent legislation pos- relations as more important than other sible. But they had their doubts breeds. No wonder the races of men whether the Liberals were sincere in unite against the wild boar of Brandtheir avowed policy. They did not enburg. want the temperance question mixed with politics. They thought the Gov-

bly for any prohibitory legislation that

may be submitted. Mr. Hearst can

close all the bars in the province just

as easily as the Czar of Russia could

stop the sale of spirits. It is true,

Mr. Hearst has not the arbitrary power

of the Czar, but he can command the

gree than in any previous war. The

sale of vodka. France stops the sale

days ago, will adopt still more dras-

the minimum of opposition. Will Mr.

THE JOLLY ROGER.

the world, and that any ship approach-

ing made to rescue passengers or

United States. Only the German or

were anathema to her, and when these

British lives were risked to save drown-

ing German sailors on more than one

There is no law, no custom, no ex-

in these words she confesses herself

HATING THE "FOREIGN

DEVILS."

from the outside world.

occasion.

support of three-fourths of the pro-

SIZZLING!

ernment of Sir James Whitney would eventually do more for temperance E LBERT HUBBARD writes a pamber phlet to answer his own question than the Liberals would do and so on. -Who has lifted the lid off of hell? How far these Conservative temper- The prophet of East Aurora describes ance people are sincere; how far they the guilty devil to be the megomaniac, believe their own excuses; how far they mastoid degenerate with a shrunken are prepared to go in favor of any hand and a running ear-William moral reform if it means an injury to Hohenzollern-whose pestilential egotism the Conservative party; these are ques- had opened a larger river of blood than tions they can best answer themselves. this old earth had ever witnessed before But there is no ground for any such and beside whose flendishness that of excuses now. Mr. Rowell offers the Caligula and Nero seems kindness in support of the Liberals in the assem- comparison.

EDITORIAL NOTES.

The Toronto Star has picked the right word-"scareoplanes."

Lent is with us. The fox trot will be very foxy for a period.

"Made in Canada" goods and "Britvincial assembly for any prohibitory ish goods" should go hand-in-hand.

laws he may introduce. Perhaps more; Napoleon wasn't so strong on girth, for if he loses a few Conservative after all, but he had the stuff that lies under the girth

> Have you written your "Reply to the Chant of Hate" yet? Neither have we.

The Windsor Record puts the accent on the "in" when the Kaiser boasts of how many men he has IN the field.

are the mines the Germans propose Admiral Bechnike tells us that Ger-

petence who would be willing to take of absinthe, and if we are to judge many must make peace or starve, or GERMANY PLAYS rebellion owing these operations, and military critics in from the vote in the Legislature a few blockade Britain. Germany may yet HER LAST CARD

tic measures. Sentiment in England A picture in The Advertiser reveal-

worthy of consideration and in- Hearst rise to the occasion? The probabilities fournal like the Farmer's Advocate call ized. him a marked copy.

The newspapers "bit" at the Belleville "air raid." And they will bite domination was a matter of only a forgotten that after each previous vic-The Mail and Empire cleverly again, because in this world crisis any-thing is liable to happen. Any old again, because in this world crisis any- short time. Then they were obliged town may get on the map.

ublic charity roll. London's is much be taken as a sharp stab at the Your "Chant of Hate" is just "bally-

ment, has been christened George

crew. They tell the United States and In aerial warfare Britain seems to be acc other neutrals to keep their ships out have superseded Germany. The raid of in treal Evening News sends to that sponsible for their safety. In other judge by precedent, more dangerous under the guarantee that it was for of a change.

haracter during the last 40 years, but did not Great Britain declare the Even in the war of 1870, when the North Sea closed to shipping? The ar-Even in the war of 1870, when the North Sea closed to shipping? The ar- and they were seeing Spanish bombardblood and iron" policy of Bismarck gument will not hold, however, for ment along the Atlantic coast a few Then Germany played her was being advanced, the German sol- Great Britain at no time threatened years ago, and a few still see the by announcing a blockade of all the

> she fights. Great Britain's attitude to writes the Toronto World to say that the commerce of the percent world has the new tariff will not be say that dry when negotiations were opened to the commerce of the peaceful world has the new tariff will not be revenuebeen protective, motherly, if the word producing, but merely protective. There raise her embargo on Germany's food is permitted. She alone has kept the will be some more wild scrambling be- supply. Britain refused and is at week has been the capture of two on Monday. He did not come, but there ways of ocean commerce open to the fore deficits are met.

the Austrian or the Turkish flags this sensible thing: "And so much appended. pears in print that one may naturally harbor the suspicion that it cannot all be gospel." The public has to exerwere rescued and well cared for. Also, be gospel." The public has to exercise a certain discrimination, with some reckon, not only with Great Britain, to France from England, it has been newspapers more than others.

says she must blockade or starve, and ing and evening papers. London does not worry about such matters. All the were asked to keep their merchant in the House during the week. He beaten, for the cutting off of contra- Guelph Mercury cares is that the vessels out of the prohibited waters at band supplies is part of the game she Globe shall not again tell people that their own peril. The dose did not

well lost all her soldiers as struck at Referring to the valentine which The Advertiser received from some rabid rest upon her. None of them so far over, that Germany had called out her an enemy who was powerful enough to bottle up her fleet and cut her off German at Ashland, Wis., in which dire has shown a disposition to change the threats of destruction and several Just as the pirates of old knew no "Chants of Hate" were contained, the whose ships would be most endangered. Brantford Expositor says: V "The Expositor congratulates the

Tiser on the enemy it has made. Its Canadian contemporaries have reason to reproach themselves that they have not been equally successful in drawing forth German 'Chants of Hate.' "

Yes; even in Ontario there are some papers that are trying to face both at once. It is believed in England ways on the war for fear they will of that a general blockade of the German BRITISH AIRMEN on Zeebrugge, fend German-Canadians. But it is an coast will be ordered. insult to suggest that German-Canadians should be offended by denuncia-

DESTROYER AND SUBMARINE.

(Daily Newc.) A seaman serving in a British deown monarchy and the intelligent Germans as a sort of lower animals— stroyer writes: "You ask me to give you democracy that was thriving in spite the British as the lowest—and while the Our job is patrolling up and down the a little insight into what we are doing. rest of the civilized world has been ad- east coast. It was the first week in vancing towards an ideal of cosmopolit-an humanity, they quite openly declare an ideal night for an attack by these that, as a matter of course, a whole that, as a matter of course, a whole village of Belgians should be shot on No man is allowed to turn in his hamsuspicion, to save or to avenge one mock on such a night. At about his gathered, built especially for mine-lay- are well equipped for aerial warfare, ing in the Legislature that he can afford to be independent of old theories "Massas" used to talk about to avenge one out sighted a red light on the starboard out sight of the starboard out sigh ly afterwards another was reported on important problems—perhaps the most important—his Government has to deal with is the liquor traffic, and the liquor habit. What will the premier do with it?

Just lately, German newspapers have the prisoners will been warning us that the prisoners will be the first to be starved. Now they liquor habit. What will the premier do with it?

Just lately, German newspapers have the prisoners will been warning us that the prisoners will be the first to be starved. Now they liquor habit. What will the premier do with it?

Just lately, German newspapers have the prisoners will been warning us that the prisoners will be the first light and then threw the rays of our searchlight on it. Instantly it was revealed as a submation of the many must disregard not only the lives destroyed by the storm of the many must disregard not only the lives of the merchant sailors of her enemies of the most important problems—perhaps the most of the first light and then threw the rays of our searchlight on it. Instantly it was revealed as a submation in the most of the most of the most o mportant problems—perhaps the most mortant—his Government has to deal with is the liquor traffic, and the been warning us that the prisoners will be the first to be starved. Now then There would seem to be little doubt of the merchant sailors of her enemies marine had mistaken our ship for their



Cold weather uniform. Find another English and a German soldier ANSWER TO YESTERDAY'S PUZ ZLE-Right side down in skirt. Upside

THE WEEK IN REVIEW

week have had to do with Ger- named province amounted to 150,000 men, and that in Bukowina they were many's last effort to keep her people also very heavy. Petrograd has not from rising in enlightened the world on the results of

hey have told their people that their constantly pointed out that German

to take over the food supply of the back." country and hand it out in small quantitles, limiting the amount of wheat time is the fact that the people of and rye flour which bakers might use Russian Poland have become so alarmed We are now beginning to use the one per cent of her people are on a the rest of the world. While it may But we hate you not, we love you not, and otherwise conserving the food of the country. It has even been said that the supply is now so limited that These lines from a Winnipeg poet's in parts of Bavaria people are starving, as many as four hundred women and children entering a village in one day

> So the British pressure has been a A Whitby, England, baby, born just serious thing for the war lords. How at the time of the German bombard- were they to make the people believe they were victorious in the war against uplished at once.

The first attempt was in the charter-True, as your pro-German will say, "They are seeing things in Canada," sued a decree taking over all the food after the German Government had is- lin has been led to believe.

> waters around Great Britain and Ireland, including the English Channel, cancel the blockade if Britain would present waiting to see what Germany miles of trenches at one point, and is going to do. In the meantime she some important gains in Alsace and

The Toronto papers are in a con- TAKE WELL 10 powers to whom at any troversy over the merits of the morn- GERMAN PLAN. she has sent

plays so poorly. She might have as they can heat their homes with ashes. Germany that if she destroyed property belonging to them or the lives of route of their shipping or to make any cancellations, except Holland, At that, however, the day after the blockade was announced to go into effect ten Dutch steamers, laden with foodstuffs, started for England across

the North Sea. Great Britain has not made public her plans to meet the enemy's proposals, but Winston Churchill stated in a over German positions was acthe House of Commons that retaliatory measures would be put into operation

T SEEMS that the Kaiser is personally to direct the arrangements for the blockade. He is reported to

these submarines in operation along the British coasts, if she can. The

the past six days. Her troops were

RUSSIAN ARMS

to lack of food. London are disposed to look upon them have a touch of Belgium's experience. WITH A BLOCKADE. For weeks it claimed in Berlin. They point out has been ap- that the Russian armies by evacuating is growing strongly in the same directing hundreds of dead German soldiers, parent that the British mastery of the Prussia are falling back on fortified tion. Ontario is still "joined to its following the attack on Wilhelm's seas has had a serious effect on the of their own territory to a battle arena idols," but it need not be. There is birthday, was a masterpiece of ghastly recent days the statement has been advantages. It is also pointed out made that this shortage was much that if the Germans continue their purgreater than the outside world, or even suit east and south of the Mazurian the German people themselves, real-lakes region they will be in danger of The Prussian officials did not being cut off in case of an early thaw count on a war of the magnitude or and will be at the mercy of the Rusfierceness of the conflict in which they sians. Moreover this is the third time ond the motion, and would like to send involved Europe and were not as well that Germany celebrated a great vicprepared, it seems, as they supposed. tory over the Russians in this district, and although the kaiser himself is arms were victorious everywhere and authority for the statement that this time the victory is complete it is not

> What appears the more serious this are fleeing to the interior for safety. The Teuton advance is said to be aimed at cutting off Warsaw from supplies, and unless the Russian reinforcements now on the way, reach the that this may be accomplished.

Shrapnel. And we warrant he'll do food into the country to supply the been compelled to abandon their foot-Edleness in the individual is bad. But a certain zone will be in danger of as much screeching as any German demand? There was danger of the hold in Bukowina is more important hands wherever they are to be found. German people losing faith in their from a moral standpoint, probably, and bringing them back again, "In past rulers unless something effective could than from any other. Their advance there was said to have had a great well-known public worker, "I have had more than a score of airships is, to a cargo of grain from the United States lieved that there is little probability treal Evening News sends to that sponsible for their safety. In other words, they declare all ships that do than the encroachment of one or more civilian population. This guarantee pathian passes, and it may be that the Caradian papers of our words to be a letter, the contents of which words, they declare all ships that do the civilian population. This guarantee in the Caradian papers of our words to be a letter, the contents of which words, they declare all ships that do the civilian population. This guarantee in the Caradian papers of our words a fair thing to do, we would advertise pathian passes, and it may be that the Caradian papers of our words. had little effect on the British officials they are not so badly beaten as Ber- to come back to us, and pay them to

Then Germany played her last card paign in the west has been one of

The most notable during the past Saturday at 45s. He was to turn up The Woodstock Sentinel-Review says has announced that snipping between the article thing: "And so much appended."

has announced that snipping between borraine. At other points ing has been chiefly between the articlery, in which official reports show that the British guns are superior to

stated, among these the members of but also with the first Canadian contingent, who NEUTRALS DO NOT the neutral may take their place on the firing line

The fact that the Allies have not yet commenced the war in full force was warnings. They shown by Lloyd George in his statement said that not more than one-third of Britain's fighting force was at the front taste well and the neutrals notified and that it was proposed to spend ten billion dollars during this year in equipping and sending the rest into the last man and was now at the height of her fighting ability. This was further emphasized in a statement sent out on Thursday from Hanover that an order had been issued on January 28 for the last of the landsturm to go to the front. These are men up to fortyfive years of age, and constitute the last reserves of the German army.

> THE second great British air raid complished this week when 40 aviators ARE AGAIN ACTIVE Ostend, Middle-OVER BELGIUM. kerke and Bruges, caus-

ing considerable damage. This raid have returned was undoubtedly designed to destroy ZEPPELIN FLEET from East Prus- positions which the enemy had prepared along the coast as bases for AND SUBMARINES sia to Berlin and submarines, and perhaps was made in anticipation of the submarine blockade. mediately with It may prove to be a forerunner of Admiral Von Tirpitz and other mem
great air battle between British and Germans, for if the enemy proposes to bers of his staff for Heligoland and use his Zeppelins in an attempt to in-Wilhelmshaven, the naval bases on the force his blockade, the British air fleet North Sea. Here it is stated a great will undoubtedly go out to meet them. submarine fleet of 120 vessels has been The two air raids show that the Allies

new role by hovering over a Dutch steamer and demanding her identity.

No. 12, due in Dollar only, not from Chatham only, not from Steamer and demanding her identity.

Windsor as heretofor.

LOBO TROOPER HONORED ILDERTON, Feb. 19.-Nearly 100 of driven out of "Dunc" Calvin, trooper, C. M. Riffes, East Prussia 18th Battalion, London, met in Lobo ince of Bukmade the presentation. The trooper, in response, said he hoped to eat sausages owina. Germany claims that the Czar's in Germany before very long.

BRITISH INDUSTRIES ARE PROFITING BY THE WAR

article, dealing with conditions gener- offered 47s." is to the following purpose:

Birmingham, Jan. 10. Birmingham is experiencing a famine -a famine of workers.

Government orders for supplies for quantities that it is impossible to keep pace with them. Manufacturers by the hundreds have transformed their plants work; twelve months' work guaranteed to serve the nation. One famous penmaker has abandoned for the moment takes a big space to advertise its dethe making of steel pens to produce 12,000,000 magazine cartridge Button-makers are hurrying the completion of 72,000,000 brass army butits great purchase of hides on the day with the rush," said a machinery the war broke out, and every leather signer. are being made by the half-million; We simply must have them." ammunition in such quantievery house outside the jewelery trade I shall be able to scrap the plant if is working on Government orders at the necessary, which will have been paid

highest possible pressure. Badges for the New Army. The Government recently asked for that in order to produce the badges reself exclusively to it for the next six- more than 15 per cent, the remainder-

tent with a twenty-hour day, double shifts. Others, finding it impossible to supply them. If people decide to puncan, Apl. 17 years and Ap obtain more labor, start early and finish late.

The real difficulty is labor. "At the outset we lost a number of our best men, who joined the army," said one manufacturer to me. "We filled up their places as well as we could. every available man was used we called in women and girls. Today old men and lads are doing able-bodied men's tory the Russians were able to "come work and receiving the same rates of pay as able-bodied men. Girls and women have taken over what was formerly men's work on a very large scale. armed man and the one-eyed man. Labor we must have. Old Trades Reviving. Old trades are being revived. Bir-

mingham sword-making, once an im-

portant affair, almost disappeared under

the stress of cheap German competition. Many of the workers were disprevious occasions the German ad- banded, some of them went to the vance was directed at capturing the workhouse, some to the grave, and one or two went mad, victims of industrial years." said a large manufacturer and a sit on relief committees come back. We need them all." Wages have gone up, and have gone WHILE Russia has been obliged to give way in the east the camrates seem to show. The wage of the laborer, for example, has risen from 23s to 26s or 27s a week. The rate of continuous successes for the formally raised a few days ago from WITH THE ALLIES Allies, although 38s to 40s. But the employer who tried to obtain men at 40s would today go away empty-handed. One man gave me have been small. his experience. "I engaged a fitter last

arrived a note from him saying that he

A well-written and very timely | had gone somewhere else where he was exhausted. ally in the home country at the present against employer for skilled men, but Not only is local employer bidding time, and which was taken from a other towns have come in. Newcastle British paper, is worthy of perusal. It and Greenock, Wolverhampton and Cov-

entry are all holding out tempting offers to Birmingham mechanics. need only look down the list of advertisements in the local papers. The offer of a bonus on output is common a firm of tinsmiths offering £3-£4 a week. A Wolverhampton house the army and navy have come in such offers mechanics is an hour and "quarter time and bonus paid to all first class skilled workmen; night and day shifts; quarter time extra paid for night

to all good men." Still another house

mands for three hundred men. Haste in the Air. There is haste in the air. "We cantons. The brassfounders have turned not produce our machines fast enough," from the making of ornamental brass said one manufacturer of stamping for furniture to the production of brass machinery to me. "Everyone wants tubes for shrapnel. One leather house presses, and everyone wants them at is reported to have made a fortune by once," "My hair is being turned grey "The manufacturers almost liv manufacturer is striving early and late on my doorstep worrying me for deto supply a part of the belts and pouches and straps demanded. Rifles say, 'the seriousness of our position. no use my telling them that I and every ties that figures fail; while bedstead one of my men are working to the last manufacturers are busy on hospital beds ounce of our strength to supply them." for the army. The tinsmiths are mak- "I've had an order offered to me." said ing soldiers' canteens. The aluminum a third manufacturer, "that will pay me workers are vainly trying to manufac- to put down £5,000 worth of new mature enough water bottles. Practically chinery. When the order is completed

for and a 20 per cent profit earned." Few cities have felt German competition more keenly than here. bids for the production of badges for after trade, once considered by Birthe new army. On expert calculated mingham its own, was taken from it. Take, for example, the manufacture of quired in the manner stated by the war buttons. Forty years ago Birmingham office every firm that could touch this made 80 per cent of the buttons of the class of work would have to devote it- world. Before the war she made not coming from Germany and Austria. To-Some establishments are working day Birmingham sees many industries three shifts a day seven days a week, their machines never resting from midnight until midnight. Others are conhave its buttons from Birmingham, for the first their machines are conhave its buttons from Birmingham, for the first their will not be able to the context of the first their will not be able to the context of the first three first three

abandon buttons for hooks and eyes, then they must go for their hooks and eves to Birmingham also. So soon as there comes a pause from the rush of Government orders Birmingham has a South America and Australia, the Far East and the Far West are raising a daily louder cry for Birmingham goods. Their continental stocks are becoming

Commercial Optimism.

I find in all quarters here the greatest optimism about our commercial future. We are going to have such a time as a manufacturing nation as we never had pefore." I find equally a realization of the fact that if we are to capture the trade now waiting for ur something must be done promptly to train a fresh generation of skilled workers.

No wonder that there are signs of a new era of factory building setting in ous Birmingham houses, is today erecting an enormous extension of its premises. Work is maintained on the building day and night, and it is said that complete. Many manufacturers are at the present time considering plans for

Then there are fresh fields awaiting conquest. Birmingham, for example, has only nibbled so far at the aluminum trade, and enormous possibilities are presented here.

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For every \$100 of liability to its policyholders, The Imperial Life Assurance Co. of Canada provides security of over \$140.

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The reserves to provide for the carrying out of Imperial policy contracts are more than \$600,000. in excess of the Government standard and are calculated on a stronger basis than those of any other Canadian life assurance company.

Our new booklet entitled "A Few Facts" outlines many other distinguishing features of The Imperial Life-features which result in absolute security and liberal profits for Imperial policyholders. We'll gladly send you a free copy if you ask for it. Address-

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