

SOME PEOPLE
YOU KNOW

is our aim to make this column interesting. If you are going away or have friends visiting you, drop us a line or phone 395 or 396.

ev. Father Fehrenbach of St. Catharines was in town today.

Mr. George Watters of London is a business visitor here.

Mr. C. B. Clare, of Toronto, is in town is a business visitor in the city.

Mr. Rose Buchanan, of Niagara Falls, has returned home after spending several weeks the guest of local friends.

Friends will be glad to hear that Mr. B. Stasburger, who underwent a long operation at the hospital a few days ago, is progressing nicely.

Mr. H. J. McBain is in attendance at the Dominion Conference of the Methodist Church in Hamilton, also Mr. T. Hilliard, of Waterloo, representing the district.

ADVICE

Get out of a fight with a smaller man and never run from a stronger one.

Get up as long as you can, and when you are down, get up again.

Get up like the Devil when once you're down.

Get up the captured crook and other by Pat. Farrell.

Ultimatum To Germany

MINING OF CAMBRAI AND ST. QUENTIN SHOULD BE NOTED

Washington Oct. 3.—An ultimatum to Germany regarding the ruthless mining of cities and private property in northern France and Belgium is being urged on the allies.

The burning of Cambrai and St. Quentin and the devastation of one of the most populous regions of Europe has aroused indignation and it was said in diplomatic circles today that Germany should be warned soon that if she allows work of destruction to continue, reprisals will follow.

It is suggested that the cities of the north should be marked for destruction and the Berlin Government told to stop every French and Belgian town from being mined without military reason.

A equally important and valuable material and materially will be waste.

GE QUANTITY OF BOOTY CAPTURED BY ADVANCING SAMMIES.

WASHINGTON, Oct. 2.—General's communique to-day says a partial count of the material captured during the last week by the Canadian troops advancing between the Meuse and Argonne rivers shows 100 machine guns, 750 trench guns, 300 machine guns, 100 heavy guns, thousands of artillery and hundreds of thousands of small arm ammunition.

oo Late to Classify

ale—Tan Leather Collapsible Cart, 96 S. Queen Street. 10-3-36.

nd—A driver for milk route; wages, steady work. Apply Smokers' Dairy, 96 Church St. 10-2-41.

ale of household effects between 9 a.m. and 10 a.m., 9 Betzner Apartments, North Street. 10-3-21.

hinn and Lippert

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OLD SIZE CHAMBERLAIN CIGARS, Box of 25 for \$1.50
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Extra - Saturday, Oct. 5th Only - Extra
DUKE OF ORMOND CIGARS ON SALE, Box of 25
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Many Towns and
Villages May Go
Short of Coal

THOSE WHO NEGLECTED TO MAKE RETURNS NOT CONSIDERED IN ALLOTMENTS.

According to the Fuel Controller's original estimate sent out from Ottawa, Ontario consumers of coal will receive 70 per cent. of their anticipated requirements this year. Investigation by the Ontario Fuel Administrator, Mr. R. Home Smith and his assistant, Mr. E.L. Cousins, goes to show, however, that there is a possibility that a large number of Ontario municipalities may be 100 per cent. short.

Some months ago letters were sent out from the office of the Ontario Fuel Administrator requesting every municipality to appoint a local fuel administrator. Approximately 900 of these circulars were despatched, but so far only about 100 communities have responded, or only about 18 per cent. of the total. Previous to the sending out of the circular asking for the appointment of a local fuel administrator, circulars were sent to coal dealers in the various municipalities asking that figures be returned of their requirements based on the 1916 consumption in order that in the readjustment of coal distribution their municipalities might be cared for. In quite a few cases these dealers ignored the request, of them showing a cynical disregard of the fuel regulations. As a result the people of these places will awaken shortly to a realization of the fact that the Fuel Controller in his negotiations with Washington, not being acquainted with their requirements, did not take the possible consumption in their communities into his calculations when asking for the Canadian allotment. It is just possible these communities may have to go entirely without coal this winter. Certainly they will have to take a much larger proportion of their requirements than other communities where dealers have made an effort to co-operate with the Fuel Administrator. The fact remains so far as the Ontario Fuel Administrator is concerned, no coal is being routed their way at present.

Many Places May Suffer.
Generally speaking the towns and villages are the chief delinquents at the present in the matter of failure to appoint fuel controllers, and at least one case is known where the mayor of a fairly large city west of Toronto has emphatically declined to appoint one. As a result the situation locally is complicated, and a number of citizens who are clamoring for coal have been forced to ask Mr. Smith and Mr. Cousins to take in edict action.

It is imperative that municipalities which have not yet appointed their local fuel controller take immediate action if their best interests are to be served, the intention of the Ontario Fuel Administrator being that an early date yet to be fixed he will refuse to consider a request for relief unless they come through the local Fuel Controller. So far scores of letters have been received daily by Mr. Smith and Mr. Cousins sounding only one note—a demand for more coal.

In the allotment originally made to Ontario, there was a shortage as compared with last year of approximately 400,000 tons of anthracite. With the coming of cold weather and prospective transportation congestion, there is a possibility that this shortage will reach one-half million tons of anthracite, and the municipalities that are organized for the stabilization and distribution of their local fuel supply, will almost without doubt witness infinitely less hardship and suffering than the careless community that has failed to comply with the regulations.

OPEN WARFARE ON LARGE
SCALE SEEMS NEAR

WITH THE BRITISH ARMY IN FRANCE, Oct. 1.—This was another day of victory for the fighting British armies. The Belgians also continued their forward movement.

Gains of the greatest importance were made by the Australians between Cambrai and St. Quentin and it seems that they have crossed the canal everywhere.

Long lines of enemy transports are fleeing east and northeastward from this region as well as other regions.

The day was an ideal one for flying and the British aviators who had not been busy for several days again came into their own. The planes flew low over the enemy masses and poured bullets by tens of thousands into them while at the same time bombers picked massed troops as targets and often loosed projectiles on the transport columns in full flight, inflicting terrible damage. The better visibility also enabled the British gunners to do more accurate work.

Once more casualties of great proportions have been inflicted on the Germans, who are now fighting with the greatest desperation.



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True there has been again the hardest of close fighting astride and in the Hindenburg system, but back of here there is open country. Joncourt now is well behind the British lines after brisk fighting. The lines are some distance east of Leveugies. Estrees was won and then lost in a counterattack but has now been taken again by storm. The Australians smashed well eastward of it, making sure of maintaining their gain.

From here the battle line curves back northwestward, passing about 1,500 yards southwest of Gouy, which also has been reached by the allied troops but at present moment is in German hands.

GUNS ACTIVE IN ITALY

Rome Oct. 1.—Artillery duels which at times became intense were prevalent yesterday on the entire front in the Pasubio area, the Asiago plateau and in the Montello region of northern Italy says the official statement issued to-day by the Italian war office. South of Mori hostile parties attempting to approach the Italian lines were dispersed.

The crisp, clean fun "IT PAYS TO ADVERTISE," the farce which will be produced at the Roma Theatre, is the magnet which is drawing immense audiences all over the country. Incident ally, the piece is an irresistible argument in favor of big advertising with an accompanying lesson in the art that will do more to create an optimistic feeling and boom big business than all the laws that will be enacted in a hundred years. If you've got a big scheme to unload on someone, buy him a good dinner, and then take him to see "IT PAYS TO ADVERTISE." After that, he'll fall for your proposition like a peal of thunder.

"CARRY ON"
No phrase born of the war is so terse or full of meaning as the two words "Carry On!" They mean "Do your duty!" They mean everything that makes for earnest effort in the individual and the nation. They are a mandate for you, the civilian at home, as well as for the soldier. Our army cannot "Carry On" unless the home folks "Carry On" also. The way to do it is to save. That is your part in the present war; and it will still be your part, after peace is declared. Save that you may lend—lend for Victory. Canada expects that duty and at least that degree of sacrifice of you. It is the sole condition, under which she can "Carry On." Your duty is as plain as that of the soldier in the trenches. If you don't save you are refusing to serve. Don't be slackers. You'll regret it when slacker times come.

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