

WESTERN ONT. EDITORS SEE GREAT PROSPERITY AHEAD; PREPARE FOR IT, THEY URGE

Optimism Prevails Among Newspaper Heads That Period of Transition From War To Peace Will Pass Without Serious Dislocation.

Western Ontario daily newspaper editors, replying to questions asked by The Advertiser, have sent in replies which smack of optimism in the future of the banner district of Ontario. Daily newspapers are the clearing houses of opinion for their communities, and no commercial business is more quick to feel the change in the barometer of business conditions. In that barometer are registered the changing fortunes of the commerce of the soil and of the manufacture, of the retail store and of the financial concern, which constitute the four broad divisions of "business."

SHOULD WEATHER PEACE PERIOD FINE

Courier Editor Believes Western Ontario Will Come Through In Good Shape.

BRANTFORD, Nov. 18.—Western Ontario, with its expansive farming areas and manifold industries, should be able to withstand the aftermath of the war in good shape. There will be dislocation, of course, but with Russia mainly unproductive under Bolshevism, and the shell and trench metal soils of other lands, the farmers of this continent should receive excellent produce prices for a long time to come.

In like manner increased activity of implement and other industrial concerns in order to meet European demands should go far to offset the lessening of munition orders. In addition, the State aid, especially to widows with families, would seem to be a certain development.

Expecta Big Changes. Socially it is not going to be the same world. The industrial classes have borne their share of the war ungrudgingly, and they are going to insist upon the square deal.

Then, too, there is the fact that women have proved their ability to handle jobs hitherto barred to them, and their advent as competitors must be reckoned with. Many regard shorter hours as the probable solution.

The problem to be faced will be onerous, and it is going to take men of great breadth of vision and sympathy to successfully handle them. State aid, especially to widows with families, would seem to be a certain development.

BRANTFORD CITY READY FOR CHANGE

Factories Have Abundant Orders—Great Prosperity Is Expected by Exporter Editor.

BRANTFORD, Nov. 18.—In Brantford, the home of the agricultural implement industry, the war period should be felt, but very little. Most of the city's factories are busy now and have abundant orders in sight. Those plants making munitions have plans for production on a large scale for peace time requirements, and there is every indication that Brantford, after the war, will be bigger and more prosperous than it was before or even during the conflict.

What is true of Brantford is probably true of the rest of the banner district along the Grand River Valley.

"THINK PROSPERITY," URGES THIS EDITOR

Success of Reconstruction Period Will Depend Entirely Upon the People.

CHATHAM, Nov. 18.—The prosperity and success of Western Ontario following the close of the war, rests largely with the people. If there is a general feeling of advancement, success and prosperity, then the banner district will exist, but if there is a fear of the future, then conditions may show a tendency to deteriorate.

Naturally Western Ontario should be prepared for the future.

The Value of An Endorsed Check as a Receipt

When a check, drawn to the order of the person or firm you wish to receive the money, is paid, it is a legal receipt for the amount of the check. Before the check is cashed by our tellers it must bear the correct endorsement.

Every Huron & Erie Savings Account bears interest at

3 1/2% per annum, payable half-yearly.

Money on deposit may be withdrawn by check at any time.

May we open an account in your name?

THE HURON & ERIE MORTGAGE CORPORATION

"Older than the Dominion of Canada."

LONDON WINNIPEG REGINA

ST. G. Meredith, K.C., President.

Hume Cronyn, General Manager.

442 RICHMOND ST. MARKET SQUARE.

27 THOMAS, WINDSOR.

Big Men Wanted.

men, men with big minds and broad

genized from a commercial standpoint, and they will be required to look to foreign countries. Organization seems all that is needed to secure for Canada the increased trade that is bound to result to fill the requirements of war-torn Europe.

Chatham's industries have not been disorganized in the least by war orders, and they were never in a better position to do their full share in continuing prosperity of the past.

G. J. SMITH, Editor Planet.

FUTURE OF W. ONTARIO SHOULD BE BRIGHT

Peninsula Blessed With Tremendous Advantages. Points Out by Mercury Editor.

GUELPH, Nov. 18.—The future of Western Ontario should be bright. It is a favorite geographical location, has a wealth of water power, which should contribute to its industrial and commercial prosperity. Its social and economic conditions are such that it should improve with the extension of modern conveniences calculated to bring the people of the town and country more in contact.

After a little time, when trade has had a chance to adjust itself, there should be a betterment of the position of the masses through the removal of undue advantages hitherto too often given, at public expense, to favored individuals and classes.

Greater attention to education of a practical kind, such as technical training in the towns and cities, and the study of agricultural subjects in the country, will improve the usefulness of our school curriculum.

Don't Preach Blue-Rain. The interest of the whole community may be developed along these lines, and in many other ways, no doubt. It is too much to say there are no problems pointing to immediate consideration of them now confronting us. Whether they have received or are receiving adequate consideration is another question. Newspapers must take a sane view of industrial conditions and the development.

It would require a good deal of optimism to urge that the immediate future of the country will have unbroken prosperity. On the other hand, it certainly would not help to preach blue-rain. Bearing in mind the position of the people of the West, when we once settle down to the permanent normal life of the future we should be able to thrive as well as any people on earth.

EDITOR THE MERCURY.

EXPECTS AN ERA OF UNEXAMPLED PROGRESS

Wise Leadership Needed to Successfully Bridge Transition From War to Peace.

KITCHENER, Nov. 17.—The consummation of peace should be the signal for an era of unexampled progress for Western Ontario and for Canada, and the industrial centres and rich farming districts of Western Ontario should be among the first to reflect the progress. But wise leadership will be needed to successfully bridge the transition period from war to peace.

The people look to the Governments at Ottawa and Toronto to provide the proper distribution of the labor force, and the closing of munition works and Allied war industries and the return of our soldiers from overseas, but the Government should not arrogate to itself the whole responsibility for the future. Both Houses of Parliament should be immediately convened for consultation with the people's representatives who should have a voice in the policies to be promulgated.

Proceed With War's Public Works. Owing to the war, construction on buildings, roads, etc., that is absolutely essential, was held up. This can now be proceeded with, including such new enterprises as the new Toronto-Windsor highway.

Food for the Starving. The supply of food to the starving peoples of the devastated areas of France and Belgium and the resumption of their normal activities will afford opportunity to the agricultural and industrial interests of Ontario, which in turn will benefit the whole of the period of prosperity unparalleled in the history of Western Ontario.

One of the highest of Kitchener's intentions has already begun the execution of plan for doubling its output. The transition period may be difficult, but its difficulties can be successfully overcome if we continue to display in time of peace the same courage, resource and splendid spirit that has characterized our efforts during the past four years of war.

A. BEAN, Kitchener Telegraph.

WE MUST AWAKEN TO FUTURE POSSIBILITIES

Cannot Afford to Sit Back and Wait—This Is Time To Be Alert.

OWEN SOUND, Nov. 18.—Now is the time we must be too busy celebrating victory and buying Victory bonds to give much thought to after-war problems, but the feeling so far as we can gauge it is most optimistic. True, it will without doubt take time for matters to readjust themselves, but business in general reflects a feeling of strong confidence that Ontario, in common with the rest of Canada, is due for a prosperous career. Provided that advantage is taken of the opportunities that will offer for extending trade with other countries.

In this district manufacturers are very much alive to the possibilities, and are actively planning to reach out into new fields as soon as the labor shortage which has been Owen Sound's chief difficulty is relieved.

That expectation of commercial growth is not confined to employers is shown by the interest taken in technical classes. Technical education promises to occupy a much larger place than ever before.

Need Consideration. All plans, however, will take time to work out, and it would seem advisable to provide channels into which the stream of war labor can be directed. Many Government enterprises—Wallingford Canal enlargement, hydro extension, railway and road building—which were held up by the outbreak of war, should be taken up again and work on them hastened.

Problems that will arise demand prompt and thorough consideration. In the consideration appears to have been given to anything beyond demobilization. Parliament, the Legislature should get busy on them at once. While we believe that Canada's future is assured, yet there is such a thing as taking too much for granted. Canada, Ontario and Owen Sound never had a time when the people could not afford to sit back and wait. This is a time to be on the alert to grasp opportunities. This should be emphasized. We all have unbounded faith in Canada and our own section, but faith without works is dead.

MANY PROBLEMS FOR CONSIDERATION

Pull Together and Continue Unbroken Progress, Urges Sarنيا Editor.

SARNIA, Nov. 18.—Western Ontario is the garden of the Dominion of Canada. Western Ontario's industries are great and behind these industries lies a fertile soil, second to none on the continent. The day of reconstruction after the war is at hand, and the side demand immediate consideration if the good name of Western Ontario is to be acknowledged and respected, and if one hundred cents on the dollar is to be realized from the natural and other resources of this great grain-growing, fruit-bearing section of the province. Commercially, Western Ontario holds a place of prominence, but she can loom into greater prominence still. It would seem that thorough organization and co-operation of men and their talents in this new day are the fundamental factors which will count to make Western Ontario a bigger and better commercial centre for the future.

Big Men Wanted.

vision must be called to the fore to nursing and to nursing the forces. Those in the ranks must respect discipline in civilian life as would a soldier respect discipline in his country's army. Unless men to men as brothers be recognized as the place of importance commercially or otherwise; cannot hope to rise to great things in the new era of promised prosperity. Let us not be selfish with that which is ours, either in finance, talent or thought. Let us be honest with ourselves and our fellow-men, and let us be practical in all we say and do.

Let us cultivate modern ideas, modern manners. Perseverance and determination to conquer has been a great factor in the recent triumph over the enemy, Germany.

These things, together with whole-souled effort in the civilian, commercial and other courses of life, will bring about success. There is no good reason why Western Ontario should not have unbroken prosperity in the future.

O'Neill, Editor the Canadian Observer.

EDUCATION ONE OF GREAT NEEDS OF DAY

War Has Shown What We Can Do—What We Must Do.

WOODSTOCK, Nov. 18.—The problems of reconstruction are so many and so difficult that it is perhaps too much to expect that the reconstruction of the country will be a simple matter. But because they are so important, we must expect that they will call into play some of the highest talents and the finest energy of the country.

One of the great needs, of course, is education, and one of the grounds for hope is that there is now at the head of the education department a man who through still further study and at his command both ideas and resources.

It would be a mistake, perhaps, to count too much on uninterrupted prosperity, but it would be a mistake to be pessimistic. There will be trials and disappointments, but we can look forward hopefully to permanent results of a beneficial character from the processes of reconstruction.

The war has shown what we can do when we are united. There are many influences that will tend to put the work of reconstruction on a compulsory basis, too.

EDITOR SENTINEL-REVIEW.

CO-OPERATION NEEDED TO ACHIEVE GREATNESS

Slip-Shod, Easy-Going Methods Thing of Past Era of Expansion Here.

WINDSOR, Nov. 17.—When war threatened to bring into being the economic fabric of the Dominion, the men and manufacturers were united in first in Canada to sternly and successfully tackle a most delicate situation. Because of the sudden revolution from peace to war, the task was stupendous.

Now with the advantage of many experiences the majority of our commercial and industrial executives have long planned for the cessation of hostilities and its inevitable reaction. That their work has been well done is set beyond doubt by the very apparent lack of business chaos obtaining in the latter part of 1918.

Future Never Brighter. But what of the immediate future? It was never brighter. True, the cause of a great deal of artificial prosperity in many branches of industry, but the soundness of the manufacturer and businessman has become immeasurably keener, and it is this reasonableness that will stand them in good stead in transposing artificial real prosperity into real prosperity.

An apt example is to be found in the

Sale of Wallpaper Wednesday

Remnant Bundles and Broken Lots, 5c Roll Up

Tomorrow we will offer about 150 bundles of Wallpaper in quantities from 6 to 16 rolls. Many have borders to match, others wall only, including papers for bedrooms, kitchens, living-rooms, dining-rooms, bath, etc. Among these you will find this season's best selling papers. This you are sure of, or the line would not be broken. All are done up in bundles, the last of the line, and marked at prices for immediate clearance. Be here at 8:30, as these will be quickly sold—150 bundles as follows:

DINING, LIVING ROOM AND HALL Tapestry Papers, in grey, tan and brown colors, grass cloths, blends and oatmeal papers, many of these in 30-inch widths..... 10c, 15c and 20c roll
KITCHEN AND PANTRY Papers in pattern effects, colors brown or tan..... 5c and 10c roll
BEDROOM Chintz, floral and plain bedrooms, grey, yellow, blue, rose colors..... 5c, 10c and 15c roll
BATHROOM Washable Tiles, tans, blue and green shades..... 15c and 20c roll
ODD BORDERS, all colors..... 5c and 10c roll
ROOM MOLDINGS, remnants, in oak and white..... 1c foot
PLATE RAIL, three-inch shelf, oak finish, 6, 8 and 10 foot lengths..... 5c foot

Wallpaper, Paints, Wax, etc., Third Floor, Richmond Street Section.

SMALLMAN & INGRAM

Restaurant License No. 10-308.

NEARLY ALL DISTRICTS OF WESTERN ONTARIO WENT "OVER THE TOP"

TORONTO, Nov. 18.—The following are the details and percentages for Western Ontario canvassing districts in the Victory Loan:

District	Amount	Pct.
Canvassers	\$1,285,300	123.32
Specials	\$430,250	60.00
Total	\$1,715,550	
Canvassers	\$5,810,850	135.12
Specials	\$5,547,100	
Total	\$11,357,950	
Canvassers	\$2,897,850	125.98
Specials	105,000	
Total	\$3,002,850	
Canvassers	\$2,650,000	88.33
Specials	475,000	
Total	\$3,125,000	
Canvassers	\$3,310,900	132.44
Specials	745,000	
Total	\$4,055,900	
Canvassers	\$2,820,100	96.72
Specials	125,000	
Total	\$2,945,100	
Canvassers	\$3,407,750	127.95
Specials	1,407,750	
Total	\$4,815,500	

LEADS OXFORD COUNTY.

INGERSOLL, Nov. 18.—The leadership which Ingersoll established in the county race in the Victory Bond campaign, was maintained at the finish. This town's subscriptions totalled \$1,106,750, which is a record that is viewed with pardonable pride. The council at a meeting this evening passed a resolution of appreciation of the untiring efforts of the Victory Bond team in giving their time entirely without remuneration to campaign work. The team was composed of J. E. Gayer, T. N. Dunn, George Naylor, C. N. Horton, E. A. Skinner, and John J. McLeod.

THE CHRISTMAS SPIRIT OF A WONDERFUL EMPIRE

For the past four years our Christmas enthusiasm has been checked by the unprecedented conditions brought into our lives by war. It disturbed all currents, upset our customs and changed our habits for four long years, and the greatest Christmas Box the world has ever received was when the Dove of Peace descended from Heaven upon the nations so furiously engaged in this great struggle.

A New Christmas Spirit Has Been Born

It is part of our being, of our civilization—sacred with its mission of happiness and youth, friendship and fireside, and it has already burst forth with the energy of a new-born nation. The old Christmas, which has been under restraint for the past four years, has been revived, the load has been lifted, and now it is fitting that we make this at least a real old-time Christmas season.

YOUR CHRISTMAS STORE IS READY.

Western Ontario's Mail Order House

Brighten the Home for Christmas :: and the Boys' Homecoming ::

Even in the most strenuous times the comfort of the home should not be neglected. The spirit of Christmas is a beneficent inspiration to the fire-side—there at least peace and good cheer should reign, for in the home originate these ideals that sustain the nation. Prepare the home for a cheerful reception when the boys return.

Axminster Rugs, Specially Priced

A full assortment of sizes and patterns in Dominion Axminster. These rugs are made in Canada. They were purchased by us before the advance in prices, but because of the shortage of labor the mill was unable to make delivery until now. The prices are away below their present value. Come and see.

Dominion Axminster Rugs, 4 ft. 6 in. x 7 ft. 6 in.	Price.....	\$14.00
Dominion Axminster Rugs, 6 ft 9 in. x 9 ft. Price.....		\$29.00
Dominion Axminster Rugs, 9x9 ft. Price.....		\$40.00
Dominion Axminster Rugs, 9 ft x 10 ft. 6 in. Price.....		\$43.00
Dominion Axminster Rugs, 9x12 feet. Price.....		\$47.50
Dominion Axminster Rugs, 11 ft. 3 in. x 12 ft. Price.....		\$65.00
Dominion Axminster Rugs, 6 ft. 9 in. x 10 ft. 6 in. Price.....		\$38.00
Ardley Seamless Axminsters, 9x12 feet size, only seven at this price		\$40.00 each

Third Floor.

Special Sale of Bungalow Nets

500 yards Bungalow Nets, with scalloped edges both sides, in a variety of designs, lattice, block, conventional and allover designs, in white, ivory and ecru color, 40 inches wide. Special sale price..... 33c yard

SPECIAL SALE OF CRETONNES AND CHINTZES, ONE-QUARTER OFF REGULAR PRICES.

These are some odd lines and short ends that have accumulated from this season's selling, in a variety of color combinations in blue, brown, green, rose, pink and yellow, suitable for bedrooms, living-rooms, dens, dining-rooms, etc., and all washable goods; many of these also suitable for slip coverings on furniture, very serviceable fabrics; these are money-savers, and very special values; one-quarter off..... 30c to \$1.13 yard

SPECIAL VALUES IN VOILE AND MARQUETTE CURTAINS AT \$3.00 A PAIR.

250 pairs Voile and Marquette Curtains that are extra special value at \$3.00 pair, made with serviceable lace edge and hemstitched band, others with lace edge and insertion, in ivory and ecru; a very low price for curtains of this kind, with quality considered..... \$3.00 pair

SPECIAL SALE FLAT EXTENSION RODS, 45c EACH.

216 Flat Extension Rods, heavy quality, extends to 66 inches, with curved ends, has very simple bracket attachment and will not sag. These are specially priced for a few days only. Secure yours at once..... 45c each

Fourth Floor.

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ESPECIALLY GOOD AT THIS TIME

Hood's Sarsaparilla—Best Medicine To Build Up the System.

After influenza, grip, fevers, blood-poisoning and prostrating diseases, that leave poor appetite, weakness, that tired feeling and other ailments, Hood's Sarsaparilla has benefited thousands by purifying and enriching the blood, curing skin diseases, stomach, liver and kidney troubles.

Its record of cures of scrofula, salt-rheum, psoriasis, pimples, eruptions, catarrh, dyspepsia and rheumatism, proves its superlative merit.

In cases where a laxative is needed Hood's Pills—they are genuine and thorough. Get these medicines today.

RELINCE Garage

Service Station

Developing, Printing, Enlarging.

We make Blue Prints by Electric Light—quick service.

J. H. Back & Co., 210 Dundas St.

RELINCE Garage

Service Station