CHANCELLOR TELLS **VALUE OF EDUCATION** IN NATIONAL LIFE

Head of McMaster University at Baptist Luncheon.

CRISIS NOW IN COLLEGES

War Is Depleting Many Institutions of Their Students.

About fifty of the Baptist business-men of London met Chancellor Mc-Crimmon of McMaster University at a luncheon last evening in the Sunday of the Talbot Street Baptist Church, The luncheon was presided over by Capt. W. C. Riddiford, chaplain of the 142nd Battalion and president of of the Baptist Ministerial Association of this city. He introduced Rev. G. W. of the Baptist Ministerial roung president-elect of the associathe audience, Mr. Young being elected at a meeting in the afternoon. Rev. James Hamilton was elected secretary-treasurer.

Chancellor McCrimmon delivered an inspiring address on the subject of "Education, its relation and value to the national life and the importance of educational institutions in the work of reconstruction after the present war."

He emphasized the value of a Christian education. Unless educational institutions were Christian at heart,

teaching the right ideals and ideas of life, there will be nothing to prevent catastrophes such as the present struggle, which in the beginning was caused wrong ideals McMaster University had given liberally of its students to "This," said the chancellor, "is not to be wondered at, for Baptists have always led in the matter of liberty. Our forefathers bled and died for it, and Baptist sons today should be and are ever ready to defend these liberties.'

He showed the crisis which is now facing educational institutions in the depletion of students and consequently of finances. He called upon Baptist businessmen and churches at large in the denomination to rally around them, seeking students to enter them and assisting to the greatest extent in their Chancellor MacCrimmon, who is one of the leading orators of Canada, will

speak again on Sunday night at the Talbot Street Baptist Church. After the luncheon a short conference was held, at which the problem presented in the speaker's address was

CITIZENS MUST WALK: NO CARS ON SUNDAY.

Street Railway Refuses to Meet Wishes of Board.

CONTROLLERS DECIDE

PAVING TO GO AHEAD

City's Portion To Be Done and Company's Left in

There will be no Sunday cars tomor-That was definitely decided by the board of control at its meeting on Friday afternoon, and as a result, the good citizens of London will have to walk on Sunday.

The refusal of the London Street Railway Company to meet the wishes of the council was read at the meeting of the board. City Solicitor Meredith was present, and advised the board on the legal aspects of the case. Certain discrepancies were pointed out in the document. For instance.

Manager C. B. King stated that the company should give one-half a mile of track for every 2,000 of population. matter of fact, the city is entitled to one mile of track for every Will Go Ahead.

"Let us go ahead with our paving program," said Mayor Stevenson. "We have outlined what we have to do, so let us go ahead with it."

"We should write a letter to the company pointing out the discrepancies are always at the post of duty. in their statement of the case," suggested Controller White. "Mr. Ivey, their solicitor, is not in town, so we can send a communication pointing out these mistakes, and telling the company that we will wait until Mr.

"Does this go for Sunday cars," the board was asked. "Yes, this goes for Sunday cars," answered Mayor Stevenson. "There will be no Sunday cars."

Favors the Course. Controller Gammage asked whether articles that go to their mage-up. or not this was the wisest course to pursue, and after hearing the situation discussed, decided that it was the best thing to do. As a result, those not having cars will walk. There was no discussion as to jitneys, and no of surgical supplies that each depart-

City Engineer Brazier was instructed to go ahead with the paving of the Hamilton road. The city's portion will be paved in any event, and the company's tracks will be left in the air. The same policy will be pursued with regard to Dundas street east.

The board will forward a letter today to the company, informing them ings, etc. The actual measurement and of the decision.

EAT MORE CANADIAN FRUIT. Owing to certain trade restrictions the export trade of Canada in 1916 is expected to be limited. This will mean that there will have to be an increased consumption of fruit in Canada, and the Canadian Government, through the fruit commissioner's office of the department of agriculture, are endeavoring to interest all Canadians to aid one of our most important national indus-The Grand Trunk system, through the medium of their dining cars and hotels are co. operating with the Government to this end, and on June 24 will be started a campaign to educate Canadians to follow the slogan, 'Eat more Canadian fruit," this slogan being shown on all menu cards used by the Grand Trunk on their cars and in their hotels, and by calling attention to the Canadian fruits on these There is a capital of approximately \$140,000,000 invested in the Canadian fruit industry, the Niagara Peninsular, the greatest fruit district Canada produces 95 per cent of the our home grown peaches. Pears, plums, grown extensively. Approximately 3,-750 carloads of Ontario apples were this shipment 65 per cent were car-

ried over the Grand Trunk lines.

WORK OF MANUFACTURING WESTERN "U" HOSPITAL UNIT SUPPLIES GOING ON APACE

St. Andrew's Hall Has Wonder ful Showing of Fast Team Work, But More Worker's Yet Are Needed to Complete All Requirements in Sho rt Time Yet Available.

Hospital Unit is going on apace. The stuck into their appointed places! gymnasium at St. Andrew's Hall has challenged, would probably reply in the never, I will venture to state, been the words of the poet, "'Tis Iser, rolling ground of quite such "fast team work" rapidly," has the bandages under her before. Lady Beck, of course, is care, and many of them are already managing directress, with the active packed. assistance of Mrs. C. R. Somerville. The work that they are both doing The work that they are both doing South, East and West, and the Catholic and supervising pays an eloquent tri- Women's Patriotic Society) are in bute to their powers as organizers.

Money, record books, etc., for this undertaking are being kept entirely separate from the Red Cross work

Money, record books, etc., for this one day each week, in turn. On Saturday, the headquarters branch is in command. That does not mean that the proper, which is going on as usual at workers on those particular days are here is to assist the Daughters of the ceived by it from its directors and Hyman Hall. The Red Cross Society confined to the members of whatever in its charter says that one of the reasons for which it was incorporated workers from each branch are to be was for the "supplementing of govern- found there each day, while the headment supplies." The Red Cross Society supplements

when requested to do so. Supplies to the job.
the value of some twelve thousand dollars are being given to the W. U. H. U. by this branch.
Motor Ambulance, Too.

First of these is the motor ambulance, which is being donated by the tearoom committee from the fund that they raised by their untiring work last But to suddenly add 500 cases to that winter under the convenership of Mrs. George Gunn. They began their work with the tearoom and exhibition at splendid systemized help. Many of the the Western Fair last September, and societies are putting aside their own ac-from the proceeds of the work sent tual work for the moment, to help to fifteen hundred dollars to the General Motor Fund at headquarters, Toronto. By their winter's work they raised sufficient funds for this second purchase. Anyone who has ever tried it will know just what genius it takes to make a motor (of the most approved type) entirely out of tea and cake. Some of the rest of the money is already in hand, a fund of special

donations to the Red Cross work. It is large enough, however, to cover all expenses, and will have to be made up in various ways. We have asked our contributory circles throughout Western Ontario if they do not wish to have a concrete share in this gift to the Western Unit. A wonderful response is already being made, and there are still a very great number to hear power in financing them. He had no from who have yet to lay the matter doubt, he said, that they would liberalthat before the unit goes every one of our three hundred contributory circles will be represented on the list of special donors. A list of these donors will be published when the work has been completed, and a copy of it will be given to the commander of the unit.

Wish to Contribute. Some townspeople have also wished to specially contribute for this purpose, and individual country friends have sent personal donations through that steady friend to Red Cross work, "The Farmers' Advocate."

Mrs. Cooper, assistant treasurer, is in charge of the list, and of the special donations for this purpose. Enormous quantities of extra materials have had to be bought of course. Mrs. Regan, the convener of the buying committee, and her assistants, have been ceaselessly active in examining, sampling, computing, the thousands of yards of materials, the battalions of buttons, the lashions of lampwicks, etc., that are needed. Joseph's brethren, of course, were "some" buyers. But there were nearly a dozen of them! But I don't think that anybody could succeed in con-cealing anything in the purchases of the Red Cross buying committee, that they had no ordered. They know the contents of each parcel to the last

brass pin. No garments at all are being made at St. Andrew's Hall. Three thousand are being cut out at Hyman Hall. The song of the scissors will soon sing a harmonious second to the song of the sword, if the present pressure of work is kept up. Owing to the illness of Mrs. Williams, the energetic convener, she is not able to take charge herself, but he able and steadfast lieutenant, Mrs. J. M. Slater, and a band of indefatigable workers, day, since this work began. No eighthour day for them. Union flannel is the only union that they know.

Distribution Centre. When the garments are ready they are sent to the Red Cross tearcom where the girls of the Sir John Carling Chapter, I. O. D. E., headed by their Miss Jean Waugh, parcel them up, and either give them out to those who apply for them, or deliver them to those who cannot come for them. These young girls are as reliable and ccurate as the older workers, and their books are models. Some of them

The C. W. C. A. are in charge of the knitted goods, socks, bedsocks, etc. Which means that they will be the very best of their kind. They are asking the knitters to make an extra effort to supply kneecaps for this oc-

Mrs. A. T. Edwards and Miss Jeffrey are looking after the preparation of the four hundred kit bags. Mrs. Edwards is seeing to their making, while Miss Jeffrey is filling them with the numerous useful and comforting Wrapped Up in Work.

All the surgical work is being done at St. Andrew's Hall, and only surgical work is being done there, but there are so many different varieties proposition to refund the licenses ment has its own head and its own band of experts. Mrs. A. E. Nott, who was in charge of the pneumonia jackets till they were completed, is now in charge of the gauze. As there are some twenty four thousand yards of it, she may almost be described as being 'wrapped up in her work."

Mrs. Victor Blackwell has charge of cutting of it, are no light task. Wismer, Mrs. Arthur White, and Mrs. oleman with many others, are experts at the surgical work, which takes so much accuracy, and deft manipulation. Mrs. Harley Brown, a kind of Red Cross "Writer to the Signet," is busy narking each individual parcel with her little stamp, as it is wrapped up. Lady Beck and Mrs. Wismer pack them into the special cases, in which they are sterilized. Some of this sterilization is being done here, under the direction of Miss Stanley, some will be done when the unit reaches its destination. Mrs. F. P. Drake is in charge of the packing of sheets, garments, pillowslips, etc., and of the marking of all the boxes, and has had useful helpers in Miss Kath-

erine Cronyn and Miss Marjorie Carruthers. Miss Marion Beck and Miss Gladys Noyes have been "concentrating" on triangular bandages, and have a "cor-

Wonderful Chart, Mrs. Craig is in charge of the record books of this work. She has invented are not so good; currants were ina wonderful chart, which hangs on the Canadian grapes, and 95 per cent of wall, and shows at a glance just what is accomplished each day, how many com- a full crop. cherries and small fruits are also presses, pads, sponges, etc., have been made to date, which articles are completed entirely, and just how rapidly the a crop as the big one of 1914. Owing marketed during the past season; of goal is being reached. She can tell how to the wet weather and scarcity of many yards of wrapping cotton, gauze, absorbent, etc., etc. are already in use | son

The work for the Western University | even how many safety pins are already Miss Dorothy Gunn, who, if suddenly

The five Red Cross Auxiliaries (North, quarters staff (though they have no red bands) are always to be found on

Splendid Systemized Work, Two hundred cases of supplies per month is the average output of this branch of the Red Cross. We hope not to fall below this number for June. Good work all through Western Ontario will (700 in all) is going to tax our powers answer this special call.

Splendid support is being given by the Sir John Carling Chapthe Lord Elgin, Lord Roberts. and Princess Patricia Chapters, and others are taking a virile interest in the work, and turning out quality and quantity of the very highest order. The Personal Service Club, Victoria Hospital Auxiliary, and many other societies too numerous to mention are all doing much helpful work for this special "drive."

Even people who are not members anything (if there are such people in the world today!), but who are just good citizenesses and good workers, are all doing their various bits, shoulder to shoulder round the long tables. And, shoulder to shoulder we will all

have to work if the five hundred cases are to be filled in time Is there anyone who isn't helping, and

who wants to help? If you are a regular worker, you can surely make time for this extra bit of work. All regular workers have a kind of private daylight-saving scheme that enables them when they are doing their itmost, to increase their output in some marvellous way. But if you have never worked before, do enlist in the Cross ranks now. Don't let the unit go away without carrying some of your work with it. You needn't be a Red Cross member to join in this work. All you need is to have an interest in your own district, your own town, your own

KATHLEEN BOWKER,

ST. ANDREW'S W. M. S. HOLDS ANNUAL JUNE TEA No Action Taken on Proposal

Guests Hear Address on "What Chris tianity Has Meant to Women.'

Nearly 150 were present at the an nual June tea of the Women's Missionary Society of St. Andrew's Presbyterian Church, an event for which invi-tations are extended, not only to the women of the congregation, but also to the women's missionary organizations of the Presbyterian churches of the

The feature of the program was an address by Mrs. D. C. MacGregor (Marian Keith). Speaking on the subsubject, "What Christianity Has Meant Women," Mrs. MacGregor contrasted the lot of women before the Chrislashing the steel all day long, every tian era and women in non-Christian lands at the present time, with the status of women in Christian countries, emphasizing the thought that every oman who has enjoyed the inestimable blessings which Christianity has given obligation to take an active interest in missions.

nuch appreciated. Mrs. A. Graham of Chalmers Church

Mrs. W. O. Carson, who is leaving the shortly, was presented with a life membership in St. Andrew's Auxiliary as a token of appreciation of the ser vice she has rendered to the society, and the regret felt at the severing of her connection with the work therein.

This makes the seventh life membership in the St. Andrew's society since January, an exceptional record. Several of the former life memberships were applied to a contribution in April towards the deficit of the general board. which, in addition to regular givings, the society contributed \$311.

At the close of the business and pro gram, afternoon tea was served in the parlor, Mrs. A. E. Silverwood and Mrs. A. E. Cooper presiding over tulips and iris.

FEARS ARE ENTERTAINED OF SLIM POTATO CROP

Report From Lobo Is That Some Seed Has Rotted-Fruit May Do Well.

[Special to The Advertiser.] ILDERTON, June 9.-The farmers the absorbent cotton for all pals, dress- are feeling quite blue over the continued wet weather. Most of the seeding is done, but Wednesday's downpour again flooded the fields, and there is great danger that much of the young grain will perish. Some of the earlysown fields of oats look well, but these are either on light land or land well drained with tile.

There has been such a demand for tile this season that most of the makers are sold out.

Some of the Lobo farmers have planted their corn and potatoes, but many are holding back for dry weather, as they think it not safe to plant In some cases, where potatoes were put in early, the seed has rotted in the ground, and there may be another short potato crop this

Fruit May Do Well. Apples had a heavy bloom, but, owing to the cold, wet weather, some varieties did not "set" well. Some of the earlier varieties, such as Duchess, will be a full crop, but the set of winter apples is not nearly so heavy as 1914

Sour cherries are a full crop; plums jured by frost in some cases; strawberries will be later than usual, but

On the whole the district should be

AUDIT BUREAU OF CIRCULATIONS IS **BLIND SOLDIERS**

Dr. Dixon, the Famous Blind Teacher, Coming Shortly.

IS NOW CARING FOR NINE HELPS ALL ADVERTISERS

Splendid Reports of Work Being Done by D. O. E. Heard at Meeting.

LONDONERS HAVE

GIVEN \$1,750 FOR

Dr. Dixon of Halifax, the famous who lost their sight while serving overseas in the heavy fighting. Dr. Dixon will be accompanied by his secretary, address, which is to be illustrated, on what can be done to teach blind men useful work by which they can help to maintain themselves. There are at the present time nine blind soldiers under Dr. Dixon's care at Halifax. It is stated that there are two men in London who lost their sight overseas. The adcitizens are invited to attend.

At a meeting of the Municipal Chap-

ter of the Daughters of the Empire, held after raising funds for alding the blind ther donation of \$251 when this was announced . The Campbell Becher Chapter will hold a dance a week from yes-terday to aid the blind soldiers' fund. It was announced yesterday that Miss Constance Boulton of Toronto has been secured to give an address in Victoria

Park on Sunday evening at the band All the members of the order will wear royal purple as a token of mourning for Earl Kitchener. Scores of members are working their

Western University Hospital Unit. a committee to arrange for presenting assured by rifles to the best shots in the L. C. I. tion law. Cadets and the Public School Cadets.

COMMITTEE TO FIGHT COUNTY'S SHARE OF CITY GARBAGE TAX

If you have, then, as Paul said: "Come Adjustment of Dispute Left In Its Hands.

FINANCIAL REPORTS

to Tax Transient Oil Dealers.

The county council yesterday afternoon disposed of several items in connection with reports handed down by fact that the practical work the Audit the finance committee in their reports. It was decided to pay for the supplies operative—all interests—publication, adbought by Joseph Dans, division court vertiser and advertising agent, being Jones, Eastman Kodak Co., Rochester, clerk of Dorchester. The bill of \$7.50 equitably served and the Audit Bureau's N. Y.; F. H. Squier, Pabst Brewing Co from the City Hotel against Mrs. Kain findings on its examinations of circu- Milwaukee; A. W. Erickson, The Erickwas ordered paid. An amendment to lations being accepted everywhere as the financial committee's report on this accurate and final. case was necessary, the report asking no action be taken.

Warden Turnbull and County Clerk to adjust with the city officials the garbage tax imposed on the county by tric lamp," Mr. Bruch said. the city authorities.

take no action regarding a fee to be exacted from transient oil dealers. The councillors discussed the question from every angle and finally decided to adopt the committee's report that no solo by Miss Frances Cullis was very would result in discrimination, which they wished to avoid.

A \$100 grant made to the Parkhill ibrary rest room was ordered paid. The report of the equalization com-mittee was adopted. Secretary Finn's report on agriculture

was adopted, and copies of the same confidence and a feeling of security in will be printed for distribution. The usual grant to towns and villages copy, the Bureau would have accomfor good roads purposes, principally plished that part of its mission which the repairing and maintenance of has relations to the advertiser and roads leading to the principal county agent. More money has been spent on

highways, will be paid when the work advertising during the past twelve s finished. The customary rule has been to give the grant previous to the completion there has been less waste in this exof the work. No action on the north and south crease in expediture is in great meas-

Dorchester deputation request re drain ure due to the confidence instilled in was adopted. the mind of the advertiser by the The estimates for the coming year A. B. C. The National Advertiser towill be in the neighborhood of \$270,000, day, in making his appropriations,

AUTO PASSED OVER

Arthur Fidlar Was Knocked Down on Talbot Street.

Arthur Fidlar, a lad residing at 76 Empress avenue, was run over by an auto on Talbot street last evening. He ran into the roadway and was knocked down by the car and both wheels passed over his abdomen. Young Fidlar suffered greatly from shock, but Dr. J. B. Campbell, who attended him, does not think he was seriously hurt.

GLENCOE MINISTER MOVES TO LONDON

Rev. Mr. Howson Has Bought Home or Askin Street-Retires.

GLENCOE, June 9 .-- Rev. Mr. Howson, who has been pastor of the Methodist Church here for the past four years, has retired from active work in the ministry and will move to London in a few days, having bought a home Rev. Mr. Lowe of Lucan, will conduct the service for the Masonic fra-

ternity, to be held in St. John's Church

EXETER LADY BURIED.

here June 18.

EXETER, June 9.-After a long ill-Quance, wife of Wesley ness Nellie Lamport, died Wednesday afternoon. Besides her husband she leaves three small children, two girls and one boy, her mother and two sisters. The funeral, which was private, was held cago, and A. W. Erickson, The Ericktoday at 2 p.m. to the Exeter cemehelp little spraying has been done, and tery. Mrs. Quance was 35 years of York; treasurer, Hopewell L. Rogers,

DOING GREAT WORK

Splendid Reports Received at Annual Meeting in Chicago.

President Bruch Tells Delegates of Splendid Progress of Organization.

The annual convention of the Audit teacher who became blind while study- Bureau of Circulations, of which The ing methods of teaching the blind, is London Advertiser is a member, was coming to London shortly. His mission held in Chicago, and the reports re-Empire in the work they have under- officers showed that the association, taken to aid the blind soldiers, men which is composed of publishers, advertisers and advertising agents, is in a flourishing condition, and its growth who is also blind, and will give an during the last year has been highly satisfactory to the membership. The Audit Bureau of Circulations i an organization to which newspapers

magazines, farm papers and class, trade and technical journals cannot belong unless they are willing to tell their circulation is, and not only to dress of Dr. Dixon will be free, and tell what it is, but to swear to it, and will be given in the Normal School, and swear not only as to the quantity of circulation, but as to how it is dis tributed, how it is obtained, how much is paid, and how much is free, and yesterday afternoon in Cronyn Hall, what proportion of it is in arrears. But Mrs. Allan McLean, regent of the Prin-cess Patricia Chapter, which is looking publications have the circulations they claim. After the publishers have stated soldiers, reported that so far \$1,750 has and sworn to what circulation they been raised here to aid the men. The rafalgar Chapter at once made a fur-want to know, the Audit Bureau through trained expert examiners makes a searching examination to find out if what the publisher states and swears t is correct in all particulars. Important Work. The public is familiar with the

national bank examinations made by the federal government, and is alive to the protection it is assured through federal examination of the bank. The principle involved in the Audit

Bureau of Circulations is the same. The hardest in order to get the supplies advertiser and advertising agent derive ready in time for the departure of the the same security in investing their money in advertising in publications Mrs. Smallman, Mrs. A. A. Campbell examined and certified by the Audit and Mrs. Cl. T. Campbell were named Bureau of Circulations that the public is assured by the federal banks' examina-This is for the protection of adver

tisers and advertising agents against publications that conceal the character misrepresent the quantity of their circulation. It is also for the protecion of the honest publisher who might be put at a disadvantage in competing with one less scrupulous. The Chicago convention just held was

the third since the Audit Bureau was tary, M. F. Harris, Armour & Co. organized in 1914. The meeting was Chicago. attended by nearly three hundred of the publishers, advertisers and agents of the United States and Canada who are members and the membership represented on a call of the roll either in person or by proxy was 691 out of a total membership of 1,175. Almost 60 per cent of the membership was thus Mapes, Cream of Wheat Company, Minrepresented at the meeting. President's Address.

The president of the A. B. C. is Louis Bruch of the American Radiator Com-In his address to the pany, Chicago. convention, Mr. Bruch said the Audit in this country devoted to the betterment of advertising conditions. This rapid growth was due, he said, to the Bureau accomplishes was truly co-

"The old-time method of issuing circulation claims, or partial circulation claims, or partial statements, compared Stewart were empowered by the county with the audit reports of the A. B. C. is like a candle light to the Mazda elec-

"It has been found after 20 months A prolonged discussion arose over the of trial," Mr. Bruch also said, "that ecision of the financial committee to circulation audits are beneficial for the advertisers and the advertising agents, because advertising or circulation-is now being bought and sold as a commodity, both quality and quantity being established by the Audit Bureau of Circulations."

Directors' Report. In the report made to the convention by the board of directors the latter said among others things:

"If the Audit Bureau has done no more than give the National Advertiser the matter of judiciously months than ever before in a like period, and there can be no doubt that penditure than ever before. This inscientifically studies his field with a confidence to which he was a stranger heretofore. Advertisers are more and more relying on A. B. C. service in

placing their business-it has become a necessity." Over 800 Audits. The directors reported that during the year the total audits of publications completed and under way was over 800, and that the Bureau thirty-two examiners making audits of publications all over the United

States and Canada. These men are specially trained in a system which analyzes down to a fine point, paper bills, postoffice receipts, galley lists of subscribers, cash receipts for subscriptions and every other detail needed by advertisers to guide them in judging and weighing circulation.

Live, up-to-date advertisers are thus able to ascertain from statements and audits of publications that are men bers of the A. B. C. the facts they want and depend on A. B. C. service just as the credit men in commercial houses rely on companies making credit reports.

It is estimated that there are nearly a hundred million dollars spent yearly in papers that are members of the Audit Bureaus for advertising and the publications, members of the organization, represent upwards of 60,000,000 'above board" circulation. The board of directors also called the convention's notice to the growth of the A. B. C. in Canada. It stated that all the large dailles in Toronto London. Montreal, Ottawa and Winni-

peg were now members and that the Canadian members of the Audit Bureau numbered nearly 100. The convention re-elected the following officers of the A. B. C.: President, Louis Bruch, American Radiator Company, Chicago; vice-presidents Curtis B. Brady, Woman's World, Chison Co., Inc., advertising agents, New

TVEN though we believe "Zimmerknit" to be the L best Summer Underwear obtainable in Canada, we do not say so, because you would put it down to advertising exaggeration.

Advertising is no good unless it is believed, so let us get down to brass tacks and simply say that "Zimmerknit" is all right and let it go at that.

VELVETRIB Interlock-a new fabric will be here shortly.

HAMILTON ZIMMERKNIT

The SMILE of

A good chew is a comfort --- make it a greater comfort still by chewing King George's Navy

Made from pure, rich tobacco, every ounce of which is carefully selected, then blended according to our process, giving it enough elasticity to keep it together instead of gran-

NAVY PLUG

Has a delicious, non-irritating sweet taste - and it is universally recognized that sweetened tobacco is much more healthful than the old fashion "strong", unsweetened plug. It leaves a long, fingering flavor and guards the teeth from the ravages of "acid mouth",

> "Made in Canada by Expert Canadian Workmen" 10c A Plug Everywhere

ROCK CITY TOBACCO CO., LIMITED

The board of directors of the Audit Bureau as now constituted consists of the following members: F. C. Grandin, Postum Cereal Co., Battle Creek, Mich.; O. C. Harn, National Lead Co., New York; Emery

neapolis, Minn.; S. C. Dobbs, Coca Cola

the cause of nearly all tooth decay.

Co., Atlanta, Ga.; William Wrigley, Jr. William Wrigley, Jr., Co., Chicago; Stanley Clague, Taylor-Critchfield-Clague Advertising Agency, Chicago; Lafayette Young, Jr., Des Moines, Ia., Bureau of Circulations represented the World, Chicago; Frank E. Long, Farmers' Review. The Iron Age, New York; Louis Bruch, American Radiator Co., Chicago; M. E. Harris, Armour & Co., Chicago; W. B. Cherry, Morrell-Soule, Co., Syracuse N. Y.: F. R. Davis. General Electric

> son Co., Inc., New York; Hopewell L Rogers, The Chicago Daily News, Frank C. Hoyt, The Outlook, New York; Charles J. Jenkins, The Farm Journal, Philadelphia, and E. R. Shaw, Practical Engineer, Chicago. Russell R. Whitman was re-elected

managing director of the Brueau WILSON-O'NEIL.

FOREST, June 9 .- The marriage of Miss Winnifred S. O'Neil, daughter of the late Mr. and Mrs. Thomas O'Neil of Warwick, to Richard E. Wilson of Arkona, took place Wednesday at high noon at the home of the bride's sister. Mrs. Chester Hobbs of Thorndale, only mmediate relatives being present. Rev. Wm. L. Hiles officiated.

N. J. GRIFFITH FUNERAL DIRECTOR AND 104 Dundas Street, London.

W. HARRISON

Residence on premises. Phone 459
Private Ambulance Service.
Delaware Branch, W. Acres, Mgr.

FUNERAL DIRECTOR AND PRACTICAL EMBALMER. MODERN EQUIPMENT. Residence on Premises. 671 DUNDAS STREET. Telephone 1150.

J. FERGUSON'S SONS

FUNERAL DIRECTORS. 180 KING STREET. PHONES 543, 373, 2066. OPEN DAY AND NIGHT.

SMITH, SON & CLARKE UNDERTAKERS. 115 DUNDAS ST. PHONE 588.

629 DUNDAS ST. PHONE 678.

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FUNERAL DIRECTOR AND EMBALMER. 418 RICHMOND ST., LONDON.

Residence on Premises.

Phone 1968. Personal Attention.

A CLEANER AND A DISINFECTANT.

DIAMOND



Shoe Polishes Are easy to use - just apply the paste and rub. Liquid is not necessary.

They produce a brilliant lasting shine and are adapted for use by all the family—children as well as grown ups. No acid-will not crack the leather.



THE MARLBOROUGH



Herald Square, Broadway, 36th to 37th Streets, New York City The Hotel nearest to every thing - subways. Elevateds. Railroads, Theatres and Stores. Thousands of dollars spent in improvements and altera-

The borough in the heart of

all New York boroughs, is the Marlborough. Rooms, \$1.00 a day, and up. With bath, \$1.50 a day and up. ELEGANTLY FURNISHED SUITES.

Restaurant 50 per cent lower in prices than its competitors Dancing and Cabaret with Parisian Band every evening in the Rathskeller An ideal location for delegates attending conventions, for which especially attractive rates will be made. Write for booklet.

CHAS. RUHL, J. AMRON, Proprietors. JOHN F. DOWNEY, Manager.

ONCE A FLANDERS GUEST, ALWAYS ONE

HOTEL FLANDERS

47th Street, Just Off Broadway, New York, A Fireproof Hotel, with Every Modern Improvement. 300 Rooms Every Room with Bath \$1.50 per Day Upward This hotel is situated in the most ideal section of the city, surrounded by leading shops, department stores and theatres.

Exceptional orchestra. A booklet gladly sent on application. HORACE R. SHARES, Proprietor.