

# Every Time You Go Into a Store Ask For Canadian-Made Goods

BY INSISTING UPON

## KELLOGG'S TOASTED CORN FLAKES

you are helping to keep a number of London men and women employed. You'll also be a gainer, because they make a delicious wholesome meal at a small cost. **MADE IN LONDON**

## The Baldwin 4-in-1 House Dress

MADE-IN-LONDON.

Sold by leading dealers in nearly every important town. The only garment made without buttons or hooks and eyes. Two snaps at back hold entire garment in place. Has been advertised in all leading Canadian and American magazines.

Send for particulars. We will send samples, catalogue and name of your nearest dealer. **THOUSANDS BEING WORN IN LONDON.**  
BALDWIN GARMENT CO., DEPT. A,  
96-8-100 Carling Street. 28k London, Ont.

## When You Order Flour, Say DEXTER'S "SNOWWHITE"

IT IS MADE IN LONDON BY LONDONERS and is of the finest wheat that can be purchased. It costs no more than other flours, but you should use it on account of its excellent qualities.

If your dealer does not keep it notify us. We will tell you one who does.  
**T. DEXTER & SON Phone 119**

## SUITS and OVERCOATS

No More **\$15.00** No Less

## SCOTLAND WOOLEN MILLS

199 DUNDAS STREET.

## Patronize The PARISIAN

By sending your laundry to the Parisian Laundry you are helping to keep many London citizens in work, besides being assured of first-class work.

**PHONE 558-559 For a Wagon**

## Demand Keystone Bedding and Mattresses

They are made in London, by Londoners, and are the best that can be bought. If your dealer does not handle them send us his name.

**Keystone Bedding Co., Grey St.**

## Brantford (Red Bird) Bicycles

MADE IN CANADA. BY CANADIAN MECHANICS.

FOR CANADIAN RIDERS.

Sold in London by a Canadian concern, that has given you an up-to-date Bicycle service. Let us show you the many advantages a Brantford has over the cheap job bicycle.

**Bicycle and Motor Sales Co.**  
397 Clarence Street. The Service Store.

## ONE LESSON FROM THE WAR

is that no matter what may happen to stocks or other investments, money put in **LAND** is absolutely safe. HOME-OWNERS today have that comfortable feeling.

Moreover, land values are steady, and as London is better off than most cities of Canada land values here are better than "steady"—the tendency is upward.

A few people, of course, must sell, and here is your opportunity. Buy now! Come in anyway and we'll tell you what can be had in various parts of London.

**ARGYLE LAND CO.,** Owners of "Argyle Park,"  
171 Dundas Street.

## London-Made Soaps

BEEHIVE, MAGIC NAPHA, GENUINE CASTILE, BATH FLOATING CASTILE, LAUNDRY, TEXTILE and TOILET SOAPS.

If your grocer does not keep them, phone us or drop a card.

**London Soap Co., City**

## To the People of Western Ontario

In order to keep our mechanics working full time we will continue to make a full line of high-grade harness at a closer margin.

We also keep in stock a large assortment of Leather Goods, Trunks, Suitcases, Club Bags, Ladies' Hand Bags, etc., at reasonable prices.

## Jas. McCormick

395 Talbot Street,  
LONDON.  
Phone 2038.

## LAWRASON'S Snowflake Ammonia

Is made in Canada, by a Canadian company. Sold by grocers only. There will be no change in price. Be sure and ask for "Snowflake."

**S. F. LAWRASON & CO.**  
LONDON, ONT.

## Loyalty To London-Made Goods and To London Store- keepers--What Is Needed

London stood by nobly when the call came for soldiers for the front to help fight the battles of the Mother Country. Husbands, fathers, sons, sole supports of families, marched away with never a murmur about the hardships which they knew those left behind would suffer.

There are thousands in London and Western Ontario who would gladly have gone to the front had they been able to do so. There are also the usands who stayed at home to look after the women and children who will have to face a hard Canadian winter.

## BULLDOG Overalls & Coats

MADE BY THE

CANADA

Overall Co., Limited, London



The greatest Overalls and Coats under the British flag.

Established in London, 1843.

## J. Darch & Sons

Darch's Harness, Trunks and Bags have been made in London for over 70 years. They aim to give their customers the greatest possible value for their money in goods that are honestly made by men of London.

## J. Darch & Sons

377, 379, 381, 383 Talbot St.  
LONDON, ONT.  
Phone 542.

The people of London and vicinity can do much to help those women and children along. They can provide more work for the men left behind; work for the women who are now in some instances the sole support of their homes by a very simple method. It will not cost them anything other than a little insistence and determination on their part.

# See To It That Every Cent You Spend From Now Until the Time the War Ends Is Spent On Goods Manufactured In London and Western Ontario or Sold By London Merchants

That is not a very hard task. It does not entail any sacrifices. London manufacturers and merchants are known to be amongst the foremost in the country, and by patronizing them you are helping to provide work for the people of London and assuring them of a place of shelter and of food during the winter months.

The manufacturers and merchants advertising on this page are amongst the foremost in London. They are doing all in their power to help London in these strenuous times, and it is now up to the people of London to give them their loyal support.

## USE McCORMICK'S BISCUITS

**JERSEY CREAM SODAS**  
Are a Staple Food

## Build With BRICK Specify "CAR-BEX"

**London Pressed Brick & Tile Co.**  
London . . . . . Ont.

## PERRINS' BISCUITS MADE IN LONDON

Equalled by few. Excelled by none. Guaranteed satisfactory. A wise type of patriotism is to use home products and keep home factories busy.

## AUTOMOBILE SUPPLIES

By buying them at the Central Garage and sending there for your repairs you help to provide work for a number of men. You are also assured of maximum service at minimum cost.

TRY US ONCE.

**Central Garage, 78-80 York St.**  
PHONE 43

## HEART FOUND IN JAR MAY BE MADERO'S

Arrests Follow Gruesome Discovery in Mexico City.

[Canadian Press.] MEXICO CITY, Sept. 4.—The military branch of the Constitutional authorities today discovered a human heart, preserved in alcohol, in a glass jar, in a private residence in Mexico City. Several arrests in connection with this discovery were made, but the authorities refuse to divulge the names of those taken into custody. Other arrests are expected shortly. Bloodstained clothing which belonged to President Madero and Vice-President Pino Suarez, who were killed in Mexico City in February of 1913, also has been found, together with a watch which belonged to the president and a pin which was the property of his brother Gustavo Madero. These pieces of jewelry will be placed in the national museum.

General Joaquin Jimenez Castro, one of the Federal commanders, was arrested today. The charge against him was not made public. Foreigners in the Mexican capital are experiencing difficulty as a result of the decree forbidding all persons to leave the capital unless supplied with

## IMMIGRATION FELL OFF DURING SECOND QUARTER

Decrease of 58 Per Cent in May, June and July.

OTTAWA, Sept. 4.—The department of interior tonight issued the following statement: The total immigration to Canada during April, May, June and July, 1914, was 105,631, made up of 32,312 British, 34,930 American and 38,389 from all other countries. During the corresponding months of 1913 the total number was 250,906 composed of 99,144 British, 54,040 American and 79,752 from all other countries. The decrease is 58 per cent.

**NO CIVIL SERVANTS' CORPS.** OTTAWA, Sept. 4.—At a meeting of the Civil Service Association of Canada held tonight, it was unanimously decided that each civil servant should contribute on day's pay to the National Patriotic Fund. This will amount to about \$20,000. A proposal that a regiment be recruited from among civil service employees was rejected.

## KITCHENER WILL SOON HAVE HALF-MILLION

The Events in North France Stimulate Recruiting—Athletes Volunteer.

[Canadian Press.] LONDON, Sept. 4.—The events in northern France and the

## Businessmen, Attention!

Manufacturers or merchants of London or Western Ontario desiring space under this heading, which will be run each Saturday for some time, should apply to The Advertising Department of The Advertiser, or phone 3670.

campaign started by Premier Asquith and other leaders have given immense impetus to recruiting, and it is confidently predicted in official circles that Lord Kitchener will soon have the half million volunteers he desires. Cricketers, football players and other athletes who at the beginning of the war were inclined to keep their engagements, have now cancelled all their games and are flocking to the colors. The association of Rugby Football

organizations has cancelled all its matches, most of the players having joined the forces. Every player in last year's international team is either in service in the army or navy or in training for service. Every Salvation Army corps in the country has contributed its quota of men to the army or navy, and other members of the organization have volunteered for Red Cross work.

**RUN OVER BY AUTO.** [Special to The Advertiser.] TILSONBURG, Sept. 4.—The little son of Harrison Millard was run over and very painfully hurt by an auto while at play this evening. It will not be known for a day or so just how badly the child is injured.

**MINARD'S LINIMENT, LUMBER MAN'S FRIEND.**

## BRITAIN TO FREE CAPTURED CARGOES

Even Vessels Carrying Some Contraband To Be Liberated To Encourage Trading.

[Canadian Press.] WASHINGTON, D.C., Sept. 4.—Sir Cecil Spring Rice, the British ambassador, conferred at the state department today on the subject of the United States buying ships from belligerent powers. He said the question was progressing satisfactorily. At the embassy out more fully Britain's attitude toward American shipping. The statement follows: "In order to prevent loss to subjects of neutral powers and to encourage continuance of trade, the steps to set free have been taken without reference to prize court, as many cargoes as possible, even though in some cases

cargoes may be liable in law to condemnation as a prize. An executive committee with full powers to deal with such cases has been appointed."

## Why They Quit

[Special to The Advertiser.] WOODSTOCK, Sept. 4.—That the problem of the unemployed in Woodstock, cannot be as acute as was pictured by many was demonstrated today, when six of the 32 men, who were given work by the council quit because the city is only paying \$1.50 per day.

## ON TO PARIS

Continued from page thirteen.

they give you blankets enough? How is your linen?" Under the ruckings of that enormous bonnet I could feel the long look of love which wrapped the guardaman from head to foot. Then a rain of kisses of tears of little smiles, three months' arrears of maternal tenderness which she was trying to pay all at once. The father was also very much moved, but he did not wish to appear so. He understood that we were watching them and glanced at us

from time to time as though saying: "Excuse her—she is a woman." A bugle call smote suddenly on this scene of joy. "There's the call. I must go!" the son exclaimed. "What, you won't breakfast with us?" "Little mother, I can't. I am on duty for twenty-four hours at the top of the fort!" "Oh!" sighed the poor woman; and she could say no more. They remained standing for a moment, staring at each other with an air of consternation. Then the father spoke: "At least you will take the box of good things," he said, in a heart-broken voice, with a touching yet comical expression of self-sacrificing gluttony. But in the trouble and emotion of their farewells the precious box has been lost! And it was pitiful to see those feeble and feverish hands move, search everywhere to hear those voices muffled by tears calling, "The box—where is the box?" unashamed of mixing this petty domestic detail with their great sorrow. But the box is at last recovered. The father was in the same spot, their old eyes still glued to the postern wherein their boy had just disappeared. At last the man shook himself, turned half-way round, coughed two or three times with a brave air and said in a loud, assured voice: "Come, mother, let us go now." Then he made us a deep bow and

took his wife by the arm. I follow them with my eye till the road turned. The father seemed to be furious. He brandished his old carpet bag with gestures of despair. The mother appeared more calm. She walked along at his side with bowed head, her arms hanging limp. But from time to time I thought saw a convulsive movement of the lean shoulders under that shabby shawl.

## CANADIAN ENLISTMENT EIGHT TIMES REQUES

Col. Hughes Dilates on Patriotic Sp

at C. N. E. Luncheon.

[Canadian Press.] TORONTO, Sept. 4.—At the Enlistment luncheon today, the Minister of Militia, speaking of the enrollment of Canadian volunteers for active service, declared, amid applause, that about 200,000 men offered themselves. "The British Government had requested Canada to send an army division which consisted of 22,600 men. Today there were in camp at Valcartier 32,000 men. In a few days 1,000 were garrisoning the forts at Halifax, St. John, Quebec, Esquimaux and in all, Canada would have shown 41,000 on active service in different parts of the empire."

**MINARD'S LINIMENT RELIEVES NEURALGIA.**