

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**

SUITS and OVERCOATS

No More **\$15.00** No Less

SCOTLAND WOOLEN MILLS
199 DUNDAS STREET.

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.,

96-8-100 Carling Street.

DEPT. A,

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

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.

WHEN THE WAR IS OVER

Will people still live in houses? If you think they will in London, then you're safe in buying real estate. Anyone who stops to think must realize that real estate is the real safe investment. We have good buys in best-growing parts of city. Fair visitors should call and see us.

ARGYLE LAND CO.,

173 Dundas Street.
LONDON.

London-Made Soaps

BEEHIVE, MAGIC NAPTHA, 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 thousands who stayed at home to look after the women and children who will have to face a hard Canadian winter.

OUR



ENSURES

STRENGTH
SIZE
SERVICE
TABILITY

Best thread, lock-stitched, roomy and well cut; only good material; always dependable, yesterday, today and tomorrow.

Sold All Over--Over All

CANADA OVERALL CO., London, Ont.

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 4304

Hundred Years Since Great Stephenson "Pulled 'er Wide Open" and Sped Away

It will be just 100 years ago some day this month since George Stephenson hounded the cab of the first successful locomotive, "pulled 'er wide open" and pre-down the track at the appalling rate of thirteen miles an hour. This is not quite accurate, for Stephenson's engine had no cab and the success of his locomotive was a matter of debate for a number of years both in England and in America. In addition to being the father of the modern locomotive, Stephenson on that day was his own fireman and engineer, and he proceeded to his work with no vision of the gigantic mogul that should eat up space at the rate of 50 to 100 miles in hour, while whirling in its wake is a train of palatial coaches affording all the comforts of the modern hotel. So, Stephenson, if he had any picture of the future in his mind's eye, saw only some sort of lumbering apparatus that should outdo a team of mules in getting coal out of a mine.

The application of steam to locomotion was not original with Stephenson. Indeed, the principle was fairly well worked out and a great deal of the crude experimentation had been accomplished several years before. It will probably surprise most readers to know that the first efforts in the construction of a tractor or car that should propel itself by steam power were put forth with the idea of hauling loads over the common highways. The automobile, or automobile truck is, therefore, the forerunner of the locomotive. No one thought of the mile-a-minute machine. The primary idea was to supersede the horse as a draft animal with some kind of engine that should be more reliable, economical and efficient.

And yet, the rail as an economic advantage in traction was not unknown. The Romans had discovered that their carts were drawn more easily over grooved stones laid in parallel rows, and more than half a century before in common use in many of the collieries of Great Britain. Of course these were slight and crude affairs designed to guide the cars of horse-drawing capacity, but they were sufficient to keep alive the principle which was to develop into the mighty transcontinental network of our day.

As the demand for more efficient

LONDON-MADE CORSETS Paris Lady Corset Manufacturing Co. Factory Corset Sale Now On. Any Pair for 79 Cents

When you buy Corsets ask for "Paris Lady." They come in many styles, many models, low and medium bust. You will be sure to get the style you prefer. The hose supporters are six twill elastic, and the Corsets are silk embroidery trimmed.

Paris Lady Corset Manufacturing Co.
92 CARLING STREET.

completed and spiked to the wooden rails and were so great an improvement that they were never taken up. From that time metal rails had come to stay.

With the way cleared for the practical operation of the road engine, the development of the idea might have been expected to follow rapidly. But there was one other very real difficulty. The form of the engine boiler had not been sufficiently perfected to make efficient railroading possible. The early engine boilers were big kettles. They

were deficient in two very important particulars: they could not make steam enough to keep their engines running at a fair rate of speed, and when crowded had an unpleasant way of bursting and killing their inventors and attendants.

As has been frequently the case, the art of war called forth one of the very earliest inventions for using steam for transportation. A Frenchman named Cugnot got the idea that heavy ordnance could be moved with greater facility by the use of steam than by

the teams of horses. "Horses," said he, "are always getting killed just when one wants to bring up the guns or drag them away." So Cugnot arranged a three-wheeled platform on which was a boiler and a vertical engine that could be coupled up for traction. The first model of his invention was tried out in 1763, and later a larger one was ordered made by the military authorities.

The device seemed to have been more efficient than even its inventor expected. It was able to go at such speed that it broke away from restraint, and, setting an example too frequently followed by its descendant, the modern automobile, it plunged into a brick wall and came to a standstill only after being badly wrecked. After this misfortune Cugnot was not discouraged. "The thing is all right if only we can make it go right," said he. Then he made another which was even more powerful, for the first had been able to keep under steam not more than fifteen minutes. The second shared the fate of the first, for it also ran away and tipped over. The authorities concluded that Cugnot's invention for moving the guns would be more destructive to Frenchmen than the enemy's bullets, and forbade a renewal of the attempt. Thereupon, Cugnot, who seems to have been of a rather violent temperament, made such a fuss that he was locked up as insane.

But, though the inventor languished, his idea was perfectly free, and it ran out to England and America, where other men, not yet locked up as insane,

continued the effort to construct a locomotive. Early in the nineteenth century many men were giving thought to the problem. The man who advanced the cause most was Richard Trevithick, a Cornish inventor. Trevithick lit upon several schemes which were the very starting-points for the real development of the modern locomotive. He was the first to turn the exhaust steam from the cylinders into the smokestack. This was a blunder, pure and simple, on the part of Trevithick. He had no idea of increasing the draft on his furnace and thereby improving the steam-producing power of his engine. He simply thought to use the smokestack as a muffler. He didn't like the sound of the escaping steam. But, like the placing of the strap iron on the track, the device was never discarded. Then Trevithick experimented with a tubular boiler and did away with the numerous unfortunate explosions. Up to that time the locomotive was looked upon by the public as a very dangerous sort of experiment, very much as the public now regards the aeroplane. The position of the average man of the time might have been expressed thus: "You inventors may go ahead and play with your deadly steam engines all you like but keep at a safe distance from decent people who have to do the world's work. Then, if you blow up your infernal machines, you will be working out was that of using smooth wheels upon smooth rails. At the beginning no one had any confidence that an engine could pull a

load unless it had some way of "sticking its toes in." Therefore all kinds of clumsy devices were tried out for holding the locomotive to the rails. The favorite was some form of toothed wheel similar to that still used upon mountain-climbing locomotives.

Stephenson's machine was the result of the study and experience of many inventors carefully and wisely worked out by Stephenson's own consummate genius. It had discarded the greater number of the freak ideas and had settled upon many of those which have proved practical for locomotive construction to the present time. It obtained sufficient power by the friction of wheels upon smooth rails. It had developed a boiler that generated sufficient steam for running at an even speed. Stephenson had early observed that this was the prime point of failure of his fellow-inventors. Bearing this in mind, then he increased the size of his boiler and made use of the forced draft idea through exhausting the steam into the smokestack.

Stephenson's locomotive of 1814 was declared a success, but his invention did not receive general recognition until 1825. In that year the great inventor drove and fired his own locomotive on the new Stockton and Darlington Railroad. The engine drew a coal car that was equipped with seats for some of the officials of the road. The train pulled out in fine style and was a source of wonder to all who beheld it. As a measure of precaution a man was sent ahead on a horse to warn pedestrians to keep off the track.