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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Wednesday, October 11.

RIGHT WELCOME ARE LONDON'S GUESTS.

stations and beliefs.

Sir Wilfrid's life in more than outstanding in his province. one respect. He has health Other Liberal leaders who through the conservation of his come to the city, including Hon. physical resources in greater Mr. Graham and Mr. Jacobs. degree than ever before. He has make the occasion a notable one years of service ahead of him at a for the city of London and time when Canada's opportunity Western Ontario. Right wel- order to keep production up to the and difficulties may come upon come are these great servants of standard. One businessman stated to her more than at any time their country. in her history, and when the country needs his calm, fairminded and competent guidance.

Sir Wilfrid's visit to London will no doubt be marked by a to Canada's problems and what should be done to cope with them. While it will not be poprobably be a keynote speech mounting necessities of the hour. and embracing constructive movements such as have brought Canada into possession of the twentieth century as her own.

Sir Wilfrid's record for a broad, all-embracing policy of offend some party friends by shutting to aid in the fostering of the British spirit by contributions of flesh and blood, with a prements in favor of British goods, with our naval responsibilities taken upon our own shoulders, and with the cementing influand with the cementing influance of the demands in these days of human service of the demands in these days of human service of the however, the hot tar almost melted her money.

WAR IS NOT NATURAL.

an efficiency that will make the Candred adian manufacturer fight to the last ditch for trade—and perhaps for the home trade that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated the size of the Middle West, and drew ditch for trade—and perhaps for the home trade that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored when it should have been protected and treated that was ignored. As her train sped acros ference in our tariff arrangegood-will among the component parts of the federation, will make him stand forward as the fore
that the human race should be engaged deency as personal service.

There is nothing in Nature to suggest that mankind should go forward who are "playing the game" with the same measure of loyalty and decency as personal service.

Those manufacturers who are guilty—and The Advertiser knows of many who are "playing the game" with the line suits preceded her.

"Is she as lovely as her home?" asked Marjorie, and the sarcasm in her voice made Roger wince. His reply was curt.

"She is lovelier than many suppose who are "playing the game" with the line suits preceded her." most exponent in the Dominions by conquest. The system of the who are "playing the game" with the ed linen suits preceded her. ism, which, while embracing all earth, and that the sons of man should parties, guides the empire as she par ity rights respected, whether Protestant, Catholic, Englishspeaking or French, has been the and rush not into her typhoons when Laurier creed. From the depths of a heavy depression he lifted Canada to a prosperity unprecedented in the history of colonization, establishing as he developed his native land, free in- | will to men." stitutions and broad liberty of action for all men; he seized upon such men as Cartwright, HE OLD trade be damned; we no one else will take them. Fielding, Mowat, Mulock, Fish-

ment of Liberalism.

Liberalism in the home of graftintrenched Toryism and swept into victory. Today he is premier of Manitoba, and he comes to Ontario and to London as the spokesman of the great militant force that has swept the prairies and the mountains to the coast for Liberalism, ridding the country of the twin horrors, liquor and leechery, and establishing a wide field for the development of statecraft on a scale not before known to Can-

Another of the division commanders of the Liberal party accompanies the-Liberal chieftain in the person of Newton W. Rowell, K.C., who a short two years ago predicted that he MAN WHO won his way would fight the liquor evil to the unaided from comparative end. Today he may say obscurity and dragging that from his lead has come ill-health to the highest position a better state of affairs not and honors in the gift of his only for his home province, but countrymen for a period of for many other parts of Canada. fifteen years, Sir Wilfrid On the 30th of April, 1917, every Laurier is regarded by most bar and liquor store in Canada. thinking Canadians of either Quebec excepted, will be closed, party as the greatest statesman and at the time of writing there in the Dominion. His coming to are only three provinces in this city today in what may be which the sale of liquor by retruly described as the golden tail stores and bars is legal. All season of his life is an occasion of the others have gone "dry," for congratulation to the Liber- except Prince Edward Island. al Club Federation of Ontario, which took the pledge in 1901, that virile young organization since Mr. Rowell launched his which has for its object the Abolish the Bar campaign. His stimulation of interest in nation- work has been mighty in the al questions among men of all cause of temperance and social reform, and his devoted service Today is the golden season of to war time problems has been

W. R. HEARST BRANDED.

B RITAIN HAS TAKEN the action statement broadly sketched as and news-gatherers from the British Isles. Will Ottawa please take ex-

Although it has been proved that these Hearst papers and news serlitical in the narrow sense it will vice were pro-German in the extreme and utterly unreliable, some even boast of it, while the Governmen has withstood the requests of patriotic citizens of both parties and refused to close the mails to the papers.

Britain has branded Hearst and all empire, with the colonies at hand off this "special service," but the duty lies clear. To fail now is to lay those responsible open to a charge of dis-

WAR IS NOT NATURAL.

pended on to bring the seasons. Obey pected. her laws and sleep over none of her volcanoes when the rumble is heard, the sky is black, and she will not harm | -obtained over neutral shipping.

This world was created for peace. conceived a world in the hands of the inet. monster, Sin. The Allies fight for the restoration of "Peace on earth; good-

A DANGEROUS GAME.

have other business now." able, and while he was master made possible by the trade of Cana- viable. made possible by the trade of Canadian purchasers, wholesale and retail?

The German Crown Prince should bat in his hand. Almost simultaneously there came a familiar voice in her marry is a brick."

"The very one, same the standing near ner, with his hand. Almost simultaneously there came a familiar voice in her marry is a brick." of his cabinet, he encouraged vision and the peculiar genius of dealers in more than one line of trade vision. The German Crown Prince should make a speech soon to show he still extend the peculiar genius of dealers in more than one line of trade vision. vision and the peculiar genius of his cabinet lieutenants. Never an autocrat, he prepared his case for presentation to the Canadian for present are practically ignoring the dealers who up to the present have formed the virtual back-

ing down in the most inspired city assert that business is being ser- vital issue? city assert that business is being seriously hampered by the refusal of manufacturers, who have gained their

Mayor Harold Hatcher of Walkerville gray at his temples and at the smilling for her money," with quick emphasis.

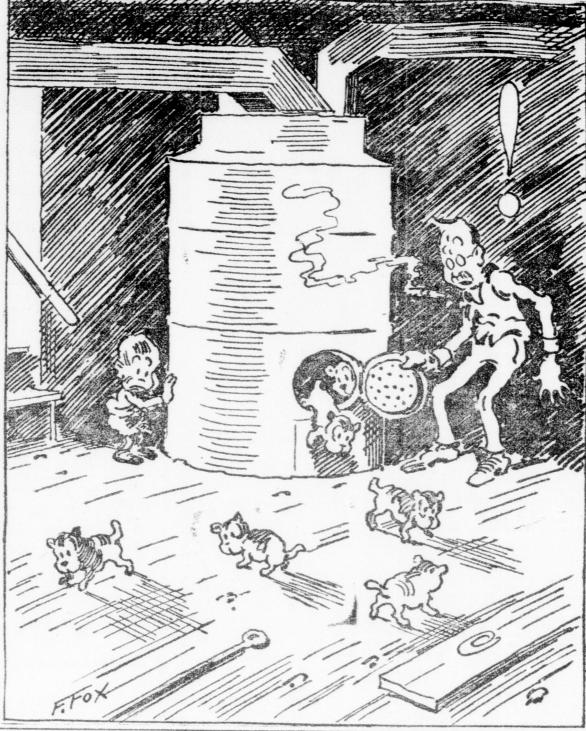
"You ought to know that I'm going frankness of his eyes." said Roger, and only to marry no girl for money, and only moment of his career, he chose lously hampered by the refusal of manufacturers, who have gained their great strength by reason of the fat and has gone to protest to Sir Sam Hughes frankness of his eyes. to marry no one for love," to fight on for the re-establishgreat strength by reason of the lat and almost free pulp lands of this country, against the removal of the Scottish.

The sun had only set when its dealer with protection as "high as together with

came into the range of the nation's vision. He struck for the stru Went to See If the Furnace Was in Shape To Be Started.

BY FONTAINE FOX.

Some of the lightness of his heart seemed lent to his feet, for he sprang easily from the rapidly moving train, have taken comprehensive measures leasily from the rapidly moving train, have taken comprehensive measures leasily from the rapidly moving train, have taken comprehensive measures to comprehensive



being crippled at the present time for lack of material with which to work. because of the attitude of the paper

The banks of Canada since war beproper security, pronounced sound by decided to stop even a few hours there taining before the war.

awakened competitors, speeded up to an efficiency that will make the Can-

EDITORIAL NOTES.

Germany can boast of one real victor

News item for 2000 A.D.-Greece has

The time has arrived when the ques-

Is this the Vanderbiltean attitude of If Germany should murder any

people on principle, and when present have formed the virtual back-bone of Canadian trade.

| Tourteen people caned the Advertiser office by 'phone to learn the result of the Boston-Brooklyn baseball game; | "You're remarkably unchanged," he caught the eagerness of her and took her hand in his. Outs he might have retired after going down in the most inspired

the Boston-Brooklyn baseball game; the Boston-Brooklyn baseball game; the Boston-Brooklyn baseball game; two called for war news. Which is the deep voice called "All aboard!"

the Boston-Brooklyn baseball game; which is the deep voice called "All aboard!"

the Boston-Brooklyn baseball game; which is the deep voice called "All aboard!"

and took her hand in his. Outside a deep voice called "All aboard!"

The sun had only set when its rim again came over the horizon.

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The sun had only set when its rim again came over the horizon.

The Advertiser's Daily Short Story (Copyright, 1916, by McClure Newspaper Syndicate) Marjorie's Night Letter

first of all Canadian institutions. So that any institution that could furnish as street paving. She regretted having that any institution that could furnish as street paving. She regretted having the come with me and I'll show you the -and as far as possible, at rates ob- Roger Davis, her first sweetheart, had here?"

gone to this city five years before to taining before the war.

It is apparent that the banks have not been emulated by all manufacturers. Greed is drawing the eyes of many to the fat markets cores. The fat markets cores the second of the core of th markets. But the day will come when the York produced so many attractions that the distant Roger was entered they will again be competitors—re-

ence of mutual tolerance and Creator of all things did not intend demands in these days of human ser- however, the hot tar almost melted her money, good-will among the component that the human race should be engaged vice the same measure of loyalty and sentiment about the city. She went

of the English school of Liberal- spheres is that narmony should pre- wail, that growth should cover the men who are shedding their blood—will away among the elms," said one girl, It was so, then, thought Marjorie. He

those girls for having jarred in upon her reminiscences with the intimation that he had to take chances with a

Von Bernstorff says Germany always to have a traveler's check cashed. As Marjorie when he had seen her seated keeps her promises. If so, it is because she stood in a line of several waiting in her section of the sleeper. A headpatrons she made a mental note of line on the outside page caught Marthat bank's similarity to so many jorie's eye. others in the preciseness of its rows of "Is that er, Sifton, Paterson and Scott, gave short shrift to the incapmoney, she became conscious that a eagerly for Roger's reply.

man was standing near her, with his "The very one," said

Marjorie looked at the firm lines "That you are going to marry her

wondering what luck has will be hurt getting off."

"Until 8 o'clock this evening.

Britain has branded Hearst and all that belongs to him. There was not the same need there as in Canada.

Premier Borden's cabinet may have to Professional mettle. The promise had been easy, but a gay social season and border and the attitude of "the old places the next summer dimmed the memory of Roger, and her letters gave professional mettle. The promise had been easy, but a gay social season and at trip to Paris and European watering places the next summer dimmed the memory of Roger, and her letters gave professional mettle. The promise had been easy, but a gay social season and professional mettle. The promise had been easy, but a gay social season and the curb they entered his dark border and the attitude of "the old trade be damned" is becoming places the next summer dimmed the memory of Roger, and her letters gave professional mettle. The promise had been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been easy, but a gay social season and the curb they entered his dark been ea marked.

Russia, Sweden, Great Britain,
France, Belgium and other European countries are now shut out of many

memory of Roger, and her letters gave him so much evidence of her growing indifference that he refrained from pressing his suit; lest the indifference change to dislike. But that was where he erred, for the following winter in he erred, for the following winter in he erred, for the following winter in he memory of Roger, and her letters gave a country roadway for many miles.

Marjorie forgot the heat of the city and she forgot the disagreeable words she had heard in the department store elevator until reminded of them by

spheres is that harmony should presame splendid spirit that animates the beside that lovely country place tucked knowing of her sterling traits."

fights on to victory. ConcentratShe is not cruel toward man, but ar
Nature may be robust and mysterious. She is not cruel toward man, but ar
Nature may be robust and mysterious. Starved to death. Free trade sentiment family lawyer for two years, with every termined to invite no further confictions. She is not cruel toward man, but ar
Nature may be robust and mysterious. She is not cruel toward man, but ar
Nature may be robust and mysterious. She is not cruel toward man, but ar
Nature may be robust and mysterious. She is not cruel toward man, but ar
Nature may be robust and mysterious. She is not cruel toward man, but ar
Nature may be robust and mysterious. She is not cruel toward man, but ared, constructive Canadianism ranges orderliness and a chance to live first, ast and always, with minor-life to its full. Nature can be depended on to bring the constructive of the practice continues, and in those the only daughter. It's no wonder if they wed." The speaker was obvious-life to its full. Nature can be depended on to bring the constructive of the practice continues, and in those they wed." The speaker was obvious-life to its full. Nature can be depended on to bring the constructive of the practice continues, and in those they wed." The speaker was obvious-life to its full. Nature can be depended on to bring the constructive of the practice continues, and in those they wed." The speaker was obvious-life to its full. Nature can be depended on to bring the constructive of the practice continues, and in those they wed." The speaker was obvious-life to its full. Nature can be depended on to bring the constructive of the practice continues, and in those they wed." The speaker was obvious-life to its full. Nature can be depended on to bring the constructive of the practice continues, and in those they wed." The speaker was obvious-life to its full. Nature can be depended on the bring the continues are proposed on the practice continues, and in those the only daughter. It's no wonder if they wed." The speaker was obvious-life to its full. Nature can be depended on the bring the continues are proposed on the practice continues, and in those they well as the continues are proposed on the practice continues, and in those they well as the continues are proposed on the practice continues, and in those the continues are proposed on the practice continues are proposed on the practice continues. "Mew!" said the first girl, with a sanely jealous of the girl who made that impossible, and felt stinging repretty grimace. "But aren't we catty about this little romance?"

that impossible, and left stinging remorse for her own part in breaking up that friendship. But she recovered to about this little romance?"

"Aren't we, really?" agreed her companion. "But a good salad and some ice tea will set us purring. Let's get that table by the window."

morse for her own part in breaking up that friendship. But she resolved to make the most of her last hour with him and be a royal loser. During the remainder of their drive and during The speakers passed on, but Marjorie their dinner on the Country Club not war. The kaiser in his bloody mind conceived a world in the hands of the inet.

The speakers passed on, but Marjorie speakers passed on, but Marjorie plazza she was so gay and charming that Roger seemed to forget any ties

tion must be asked: Have you put 'em attractive girl for her money.

Leaving the department store, she secured the evening papers from pay.

Leaving the department store, she secured the evening papers from pay. that Roger was about to wed some un- motor cop to make Marjorie's train. As they hurried through the station Roger rossed the street and entered a bank alert newsboy. He gave the papers to

"I'll not hurry until you tell me

and called back to Marjorie:
"Th say the rest, or part of it, in 'Til say the rest, or part of it, in a izing their for night letter that will reach you at modern lines.

GREAT FOREST FIRES OF HIS-TORY.

The Northern Ontario forest fire of July 29 last takes rank as the third most serious fire catastrophe in the history of this continent. The Hinckley fire in Minnesota, 1894, was responsible for 418 lives and the burning of 160,000 acres. The famous Peshtigo are in Wisconsin, 1871, killed 1,500 and devasted 1,200,000 acres of timber. In 1825 occurred the Mirimichi fire of New Brunswick and Maine, with a loss of 160 lives, 6 towns, 1,000 head of cattle, and damage of 3,000,000 acres of forest. The Clay Belt fire in Ontario with 262

AND HANDS world favorites because so effective in restorbeauty of the skin. Sample of each free with 32-page skin book. Address Cuticura, Boston, U. S. A.

Traction Company

EFFECTIVE SEPTEMBER 17. To St. Thomas and Port Staney-7:30 a.m., *9:30, *11:30, *1:30 p.m., *3:30, *5:30, *7:30, *9:15 p.m.

To Tempo, 4:30. To St. Thomas, 6:15 p.m. and 11:15 Sunday cars marked with a star.

LONDON AND PORT

EFFECTIVE OCTOBER 1. To St. Thomas: *5:20, *6:20, 7:20, 8:20, 9:20, 10:20, 11:20 a.m., 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 21:20, p.m.

CANADIAN SERVICE. MONTREAL TO LONDON

(Via Falmouth.)
From London. From Montreal.
SEPT. 23 ... AUSONIA ... OCT, 12 et. 14 Ascania 14 Oct. 31 CABIN AND THIRD-CLASS.

MONTREAL TO BRISTOL (Avonmouth Dock.) From Bristol. From Montreal. SEPT. 26 FELTRIA OCT. 17

Oct. 3 Folia Oct. 24

CABIN PASSENGERS ONLY. For Information apply Local Ticket Agent, or The Robert Reford Company, Limited, General Agents, 50 King street east. Toronto. Oct. 31



Lv. Liverpool. Lv. Montreal. Sept. 27 Scandinavian Oct. 12 Corsican Scandinavian .. Nov. 11 Grampian Oct. 7 .. Corinthian Oct. 25 . Significan Oct. 7. Corinthian . Oct. 25 Oct. 25 . Sicilian . Nov. 11 Lv. Glasgow Lv. Montreal. Oct. 14 . Scotian . Nov. 20 Nov. 4. Pretorian . Nov. 20 Nov. 3. Pretorian . Nov. 19

Nov. 11.... Scotian Nov. 25 CANADIAN PACIFIC LINES. CANADIAN
Lv. Liverpool. Lv. Montreal.
Sept. 29 . Metagama ...
Oct. 13 Lake Manitoba Oct. 29
Missanabie .. Nov. 4 Oct. 20 .. Missanabie .. Nov. 4 Nov. 3 .. Metagama .. Nov. 18 ALLAN LINES. 95 King St. West, Toronto. I. E. SUCKLING,

King St. East, Toronto forms furnished

It is noteworthy that Wisconsin, her forest-guarding system. to prevent further disasters by organ-

The Porcupine fire in 1911 its two most recent fire call

What's the Value of Your Life?

Every man's life has a certain definite commercial value based upon the income he is able to earn.

What is the value of your life? Let us assume it to be \$15,000. This amount at 6% will produce a yearly income of \$900. So you see \$15,000 is not an excessive valuation.

Now, if you owned a building worth \$15,000, would you insure it to indemnify yourself against its loss by fire? Of corrse, you would. And yet the building But have you taken the same precaution to protect

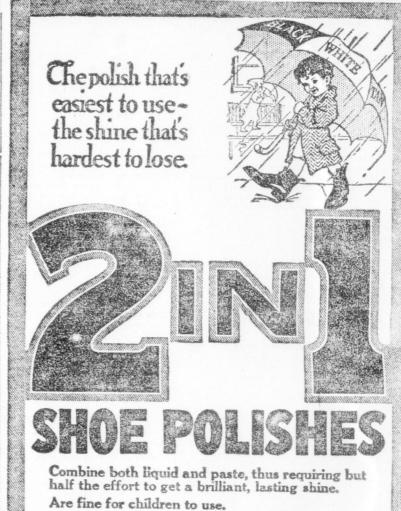
your dependents against the loss they would sustain in the cutting off of your life by death? And sooner or later that is sure to happen.

If your life is not insured for the value you place upon it, write to-day for our free booklet "The Creation of an Estate." Tomorrow you may be uninsurable. THE IMPERIAL LIFE

Assurance Company of Canada Head Office, Toronto

Israel Taylor, Branch Mgr., London, Ont.

A useful 76 page memorandum book will be sent free is



They contain no acid and will not crack the leather.

They preserve the leather and thus increase the

Black

White

Tan



life of your shoes.

KeepYour

F. F. Dalley Co. of Canada,

Telephone Courtesy is Growing in Favor.

Newspapers and periodicals, which reflect so well the trend of public opinion, are continually urging the practice of telephone courtesy.

Progressive merchants are studying its relation to their sales. Employees are being trained to treat telephone callers with the same degree of courtesy and consideration that obtains in a face-to-face conversation.

And the result for those who practice telephone courtesy faithfully is a constantly growing volume of telephone trade and good-will. The encouragement you give to your employees in developing pleasing telephone manners will bear fruit in the promotion of good-will amongst your

The Bell Telephone Co. OF CANADA.