

TOWNPLANNERS ASKED TO QUIT BY ALDERMEN

Appointment of New Committee Authorized—Cleanliness Notices in Restaurants Asked.

TO GET ADVICE RE GAS

Will Call For Tenders For Paving Plant—Money By-laws Passed.

Town planning affairs took a sudden and somewhat unexpected turn, when the city council last night unanimously approved a resolution calling on the whole committee to resign, and authorizing the appointment of another committee.

It was anticipated that some inquiries would be made regarding the dispute between John Cottam and City Clerk Baker at the last meeting of the committee, but it was not thought that such drastic action as calling for the resignation of the whole committee would be taken. The motion was made by Ald. Watkinson and seconded by Ald. Drake. There was no discussion.

Ald. Ashton, seconded by Ald. W. A. Wilson, brought in a motion, which was approved, asking the board of health to submit regulations for governing restaurants, and also putting notices in each one as to their state of cleanliness. They stated in their motion that there was still some doubt in the mind of the public as to the efficiency of the clean-up made by the board.

Wanted Goods Dated. Ald. Watkinson approved this, but said it did not go far enough. He wanted to introduce a motion by which local cold storages would be required to mark on all goods the date on which they were received and not to keep them longer than one month. No one seconded the motion, which Ald. Little said the council had no power in that matter, and that it would have to be dealt with by provincial authorities. Ald. Watkinson said he would take it up with the local members of the board.

City Engineer H. A. Brazier was authorized to call for tenders on a new paving plant, it was estimated that the cost will be in the neighborhood of \$40,000. Ald. Moorhead and Seabrook were in favor of deferring action to 1921. Mr. Brazier stated that the present plant, which cost about \$15,000, had saved \$10,000 to the ratepayers in four years. It was now obsolete and only producing half its proper output owing to frequent breakdowns. Often it was necessary for seven or eight men to work Sunday to repair it. It was necessary to place the order now, in order to have it in time for the spring work. Ald. Brazier said he had been opposed to the expenditure at first, but was convinced now that it was wise. Ald. Cunningham pointed out that it was not a direct expenditure, but a loan to the paving plant, which would be charged up against it not against the general tax rate.

Mayor's Request. At the request of Mayor Little the recommendation of the special street railway committee was referred back to No. 1 committee.

The matter of a grant for the construction of the new institute to be held here this month also was referred back to see if it could be increased.

League asked the council for the contribution of \$300 to the fund of \$1,000 which is being raised to conduct "Safety Week" here. The request was granted on condition that the auditors would state there were funds available.

By-laws to borrow \$50,000 and \$40,000 pending the sale of \$85,000 debentures for waterworks purchased were passed.

Ald. Watkinson inquired what was the matter with the city fire engine at the Belmont fire. Chief Atken said that the 45-minute trip over rough roads shook the valves out of it and made it useless at that time. It was in good condition when it left London.

Not Water Pressure. In reference to the collegiate fire, Ald. Cunningham stated that it was not the city water pressure which was at fault. He produced the chart from the Central Fire Hall gauge on the night of the fire to show that the water was at 80 pounds pressure throughout practically the whole fire.

He then read a statement of the chief fire marshal that the friction of the hose will reduce pressure from 14 to 15 pounds in every 100 feet. When it was considered that the lines of hose at the collegiate fire were 200 feet in length it was not so remarkable that the pressure was weak, he said.

To prevent a recurrence of such event a motor pump should be purchased, he added. Ald. Drake said if that was so the present steam engine should be sold, as it was apparently useless.

Ald. Moorhead, seconded by Ald. Seabrook, was responsible for a motion by which the special gas committee will reopen negotiations with the City Gas Company in regard to service charges. They believe that some more equitable arrangement can be made.

Ald. Cameron Wilson, chairman of the committee, was given power to obtain legal advice from City Solicitor T. G. Meredith.



WONDERFUL NEW TEA WAREHOUSE.

The magnificent building shown above, and situated at the corner of St. Lawrence Boulevard and La Royer Streets, Montreal, will be occupied by the SALADA TEA COMPANY about February 1st next. The building at present occupied by SALADA, at the corner of St. Paul and St. Sulpice Streets, Montreal, was erected by them eleven years ago, but for some time has proved inadequate for their business.

Other SALADA warehouses are situated at TORONTO and BOSTON.

ONLY ONE OF THREE MYSTERIES SOLVED AT AD CLUB DINNER

Advertising Rock On Which Business Built, Says Rev. Mr. Leichter.

NEWSPAPER A COLLEGE

Vigilance Committee Is To Watch For Exaggeration or Untruths in Ads.

Deep mystery shrouded a dinner and meeting of the London Advertising Club held in the Indian Room of the Tecumseh House last evening. Three mysteries were propounded by President John Cottam at the opening of the evening's program, and they were left to the members of the organization to be solved. As there was no one present, however, who would pass as a private detective, two of the mysteries are still mysteries. The third was explained by the president himself.

The first, concerning the newspaper, was presented as "Who advertises merchandise in the Methodist Church services? Is it ethical? Is it effective?" Before the close of the program Mr. Cottam explained that fans had been placed in the book-racks of the Askew Street Methodist Church, presumably by Mr. Chadwick. The fans advertised stores and the value of advertising and on the value of the newspaper.

Advertising, he said, was the strategic rock upon which the business of the world was built. It must stand on the basis of "Truth." When Christ said to his disciples, "Go ye," He gave advice which applies to the modern

business man. The merchant of today must seek by soliciting and advertising, and cannot sit and wait, for he will fail.

Advertising an Art. Advertising, Mr. Leichter said, was an art. It was an instinct born in men. A school cannot create a great advertiser; it can only develop him. An advertiser must have the ability to present things in a new light. Advertising was essential, and it had long ago passed through the experimental stage. He gave advertising the benefit of his own experience, and said that the church had long ago fallen from its pedestal. It must be on the same level as the business world, because men must feel at home when within its walls.

The task of advertising is to create demand more than to accelerate production. It must create capital. Not that represented by money, but the capital of increased confidence in the government which issues the currency.

Modern College. The newspaper, according to Mr. Leichter, was the modern college. Without doubt it stood side by side with religion. People, he said, did not realize the brain power and money necessary to produce a paper on a solid footing. The public did not realize what it means to operate a moving university with many departments and many students.

It was fully expected that a "rough house" would develop when criticism was passed on certain systems of advertising used by different firms in this city. No one was even slightly injured, however, despite the fact that many ads to which exceptions were taken by the vigilance committee, headed by G. L. Spry, were not only untruthful but also exaggerated and alleged untruthfulness upon which the club has declared war.

Should Be Watched. Much discussion took place regarding a motion made by one of the members of the association. The motion was defeated, as it was felt by the majority that all advertising should be watched, inasmuch that it affected fellow-businessmen and probably the members of the club.

John B. Hay urged that every member of the society consider himself a member of the vigilance committee. He must watch every ad, in the paper, and if any untruthfulness was noted it should be clipped and forwarded to Mr. Spry, who would interview the advertiser. Even outside firms are to be criticized by the club.

John Cottam urged the learning of the proper use of good English as a way and means to effective advertising. He attacked the boresome and cheap bravado of some of the advertisements, and said that it was his own end, for it carried with it obvious untruthfulness.

Eulogizes London. Malcolm Davis of the Alexander Hamilton Institution, one of the new members, eulogized London as the best residential city he has ever lived in, although he has resided in many of the largest cities in the United States.

Other new members who spoke briefly were H. H. Nash of the London Advertiser, Fred Christian, D. H. Ewan of the Federal Advertising Agency; Fred Weir, Mr. Clark and Mr. Slater.

An illuminating address was presented to T. H. Yull, the retiring secretary of the club, in making the presentation Mr. Cottam said that the Advertising Club in London owed its existence to the untiring work of Mr. Yull. Besides acting as secretary for five years he was the founder of the club. In reply Mr. Yull voiced his great belief in the value of the club to the men of the city.

"We have the greatest town in Canada," he said, "I can say this after living for many years in all the great cities in the country." He believed that the club could reach a membership of 500.

It was announced that Elbert Hubbard II. would address the next meeting of the club.

bers, eulogized London as the best residential city he has ever lived in, although he has resided in many of the largest cities in the United States. Other new members who spoke briefly were H. H. Nash of the London Advertiser, Fred Christian, D. H. Ewan of the Federal Advertising Agency; Fred Weir, Mr. Clark and Mr. Slater.

LACK OF CARE USUAL CAUSE OF ACCIDENTS

Can Be Prevented by Exercise of a Little Caution.

When we look in our dictionaries for a definition of the word "accident" we find that an accident is "an unexpected event, a mishap." Accidents today are not accidents in that remote accepted meaning of the word. Accidents do not happen, they are caused and caused largely by lack of caution. Accidents are not "bound to happen"; they are not part of an established plan and can be prevented by the exercise of reasonable care and caution. The safety movement, like modern medicine, pushes prevention.

The pedestrian who crosses a busy thoroughfare, reading his daily paper, invites an injury. The motorist who drives recklessly and without consideration for others will some day injure someone.

The factory worker who forgets he is operating a powerful piece of machinery is almost sure to injure himself and others. The worker in the factory, who takes a chance around moving machinery, is almost sure to be hurt and the factory manager who fails to provide adequate safeguards for his machines and employees is exposed both to a serious risk.

Accident prevention is largely a habit of mind. Train your mind to "think safety."

Next week is "safety week."

COLLEGIATE PLANS LEFT TO DECISION OF SCHOOL BOARD

Twenty-Six Room Building Thought Most Suitable—Provincial Approval Needed.

Proposed plans for the new collegiate institute were discussed at a special meeting of the board of education, on Monday afternoon. It was decided that the 26-room two-story building, with elevated basement, would be the most suitable. With this style of building, 20,000 sq. ft. of space will be put at the disposal of the board at a meeting today.

Trustee Mrs. Ronald Harris and Trustee Thomas A. South immediately and, therefore, a central school of too large a design would be found unnecessary. It would only be a matter of time before there would be high schools in the north, south and east of the city.

The collegiate on its present site as the school board has decided to build there are only about twelve buildings remaining in the vicinity of the school that is not suitable for too large a building.

The committee decided not to commit itself to any special design, but left it for the board to decide. From the latter body the plans will be sent to the provincial board for approval before building operations can proceed.

TRAVELING GOODS. Club Bags, Trunks and Suitcases. In the Basement.

SMALLMAN & INGRAM LIMITED

"FIX THEM NOW" IS
ALD. BRIGHTON'S PLAN

Urges Prompt Attention to Road Work To Save Trouble Later.

Ald. B. F. Brighton drew the attention of the city council last night to the fact that while paving is receiving consideration at this time, there are some gravel roads in the city which also are in need of repair. He pointed out that if these roads were not repaired now it would save a great deal of work next spring, when the roads were filled with mud.

Now it was a matter referred to the 2 committee.

In reply to an inquiry from Ald. Seabrook City Engineer H. A. Brazier stated that he expected to complete the surface work on all concrete bases. As the material used in the heating of the concrete is used in the coldest weather and there will be no need to halt operations before the first snow.

MACSWINEY ON 54TH DAY OF HUNGER STRIKE

London, Oct. 5.—Lord Mayor MacSwiney, who this morning began the fifty-fourth day of his hunger strike, passed a fairly good night at Brixton Prison, according to a bulletin issued this afternoon by the Self-Denial and Minution League. From 5 o'clock last night until 6 o'clock this morning he was very quiet and restful, it is said, but it is impossible to say whether he slept all that time. The bulletin added that the lord mayor was much weaker this morning.

MacSwiney, himself, stating that he felt very weak, has suffered no pain, the bulletin says.

Cork, Oct. 5.—Sinn Feiners incarcerated in prison here are continuing their hunger strike and reports last night stated their condition was without change.

DEAN OF MONTREAL DIES.

Montreal, Oct. 5.—(Canadian Press.)—Rev. Dr. D. C. L. dean of Montreal and rector of St. Stephen's Church, Westmount, died last night at the rectory, after an illness of a little over a day.

DERWENT DEDICATORY SERVICES.

Belmont, Oct. 5.—The new Salem Methodist Church at Derwent was crowded to capacity in connection with the twelfth dedicatory service. The original place of worship was established in 1855 by the late Rev. Dr. William Savage. Special sermons were delivered morning and evening by Rev. James E. Hunter of Lambeth. At the conclusion of the evening service he expressed the warm appreciation of the congregation to the St. Lawrence Quartet of London, and to Lloyd W. Holland, formerly of Walkerville, and now of London, for the splendid service of sacred song rendered, assisting the church choir. The harvest home thank offering surpassed those of the previous year.

Have You Seen the Beautiful San Toy Fine Dress Materials

There can be but one best of anything, and in announcing the arrival of these beautiful fabrics for smart dress wear we do so knowing them to be of the best in San Toy weaves—the choice of British makes by Priestley, and French manufacturers' products are now ready at the Dress Goods Section.

SAN TOY IN BLACK ONLY, \$3.00 YARD.

Silk and wool make of very fine texture, in extra rich finish for the prevailing modes in dresses, suitable for draping or pleating or the smart one-piece style, 38 inches. Only \$3.00 yard

SAN TOY IN THE NEW COLORS—THIS QUALITY ONLY \$4.00 YARD

Pure wool, British make, specially made for fine dress wear, suitable for all-year wear, in the new colors—rail grey, tansut, canard blue, nigger brown, sage green, Belgian rose, Alice blue, also black; 40 inches wide. Only \$4.00 yard

SAN TOY, PRIESTLEY'S MAKE, IN COLORS, \$5.00 YARD.

(No Tax.)

Priestley's of England—a manufacturer of highest quality goods. No matter what material you may buy of Priestley's, it's guaranteed right in quality. Here is the best price seen for some time of this quality—San Toy dress goods; a pure wool of selected quality, carefully dyed in the newest colors—rail grey, taupe, nigger brown, sand, also black; 40 inches wide \$5.00 yard



SAN TOY CREPE DRESS MATERIAL, \$4.50 YARD.

(No Tax)

The striking appearance of the heavy crepe weave is particularly becoming to many of the new fall styles, and this much heavier weave than usual has a silk-like finish when draped or made up. The quantities in each of the following colors is limited—midnight blue, walnut brown, quail or fawn, sand and taupe; 38 inches wide \$4.50 yard

SAN TOY GLORIA DRESS FABRICS, \$4.25 YARD.

(No Tax.)

Something new in weave and colors. The fabric is quite light in weight, plain taffeta-like weave, silky in finish, made in France; colors, burnt orange, nut brown, dark moss green, American Beauty; 36 inches wide \$4.25 yard

EXTRA SPECIAL SILK AND WOOL POPLINS ONLY \$2.50 YD.

We advise all interested to buy early. The quantities are imported fine grades, rich in finish; the quantities are limited in each color; olive and fir tree green, light navy, champagne and rail grey; 40 inches wide. Special \$2.50

The Newest in Black Suitings

This week the Black Dress Goods Section will offer a large collection of the new and most highly favored black materials. This range will meet every taste and need in weave and quality, and the prices we are sure will meet every purse. Take advantage not only of the entire season's wear, but also of a choice selection and most reasonable prices. There is nothing quite so smart for your new suit as all black.

Serges, Tricotines, Gabardines, Cheviots, Hopsacks, Broadcloths, etc., in medium and heavy texture for the tailored suit or pleated skirt, all pure wool material and of beautiful rich blacks.

Serges, all wool, British manufacture, men's wear weight, 50 to 60 inches wide. Prices, per yard, \$6.50 to \$12.00

Cheviot, all wool, medium twill, heavy texture for suits or separate coats, 54 inches wide. Price, per yard \$4.50

Tricotines, all wool, in various twills, 48 to 54 inches wide. Prices, per yard \$4.50 to \$7.50

Gabardines, all wool, for tailored suits and skirts, 50 to 54 inches wide. Prices, per yard \$4.50 to \$7.50

Broadcloths, all wool, 48 to 54 inches wide. Prices, per yard \$4.00 to \$6.50

Jersey, all wool, circular, beautiful rich black, 54 inches wide. Price, per yard \$7.50

Samples Mailed on Request to Out-of-Town Customers.

FOUND DEAD IN HIS HOME NEAR CAMLACHIE

Camlachie, Oct. 5.—The funeral took place today of John Sproule, who was found dead in his home on the sixth concession on Saturday evening. Death was due to heart failure. Mr. Sproule was found by Oswald Nichol.

S. S. No. 13 and Matlock school, Plympton, held a fair at the township hall. The exhibits of fruits, vegetables, home-made candy, and animals, were of the best quality, and a big crowd enjoyed seeing them. Races and other sports were also a feature. The children were congratulated on their splendid exhibits.

Knox Sunday school held its rally day service on Sunday evening. Superintendent R. S. Jardine presided, and addresses were given by Messrs. William Allan and Alvin Salisbury. Appropriate remarks were made by the pastor and the children took part by reciting and singing. The choir rendered a number of selections, and short speeches were made by Messrs. Hird and Elwood of Mandamin, who were in attendance.

SCHOONERS LOST IN STORM.

Quebec, Oct. 5.—The schooners Sea Star and St. Charles were lost in the big windstorm on the St. Lawrence River on October 1. The first founded between Godbout and Traverses, while the latter sank off Goose Island. The fate of the crews has not yet been ascertained, but it is known positively that a sailor named Boucher on the Sea Star was drowned.

Wingham, Oct. 5.—By a vote of 236 for and 12 against, Wingham ratepayers approved a bylaw, granting a loan of \$10,000 for ten years and a fixed assessment to the Wingham Gun Company of Saginaw, which recently purchased the Walker & Clegg factory, and purposes to manufacture gramophones and cabinets here. The firm will employ 100 hands.

JOINT SCHOOL FAIR.

DELAWARE, Oct. 4.—Judged by the number of entries being made, the joint school fair, to be held here tomorrow by the Tempo and S. S. No. 6 schools, promises to be the most successful ever held. There is much enthusiasm amongst the juvenile exhibitors and their parents and friends and a large attendance is anticipated.

DR. FARMER UNCHANGED.

The condition of Dr. Roy Farmer, who has been in St. Joseph's Hospital for the past few weeks suffering from two bullet wounds near the heart, was reported as being unchanged last night.

SELLING CREAM

and feeding the skim milk will build up your farm and build up your pocketbook. To get the most profit you must get all the cream your milk contains, and the only way to do that is to skim it with a

De Laval Cream Separator

It is the cheapest, as well as the best, when time, labor, wear and quality of product are considered.

Look well to service when you buy a cream separator. That means more than anything else. That should include not only a good working and reliable machine, but the right sort of attention and interest on the part of the seller, not only at the time the machine is set up, but as long as you continue to use it. De Laval service is well known. You can depend upon it.

Value depends upon the amount and quality of service the separator gives you—what you get out of it. You get more value for your money when you buy a De Laval, because it will give you more and better service than any other separator.

Call on the nearest De Laval agent, or write our office.

THE DE LAVAL CO., LIMITED
PETERBORO, ONT.
Oct. 9.

That Wholesome Table Drink POSTUM CEREAL

gains new friends right along because of its pleasing taste, healthfulness, and saving in cost.

Postum Cereal is delicious when properly made: boil fully fifteen minutes after boiling begins. The more you boil Postum Cereal the better it is. When ordering be sure to get the original Postum Cereal A 50-cup package usually sells for 25 cents.

Made by Canadian Postum Cereal Co. Ltd.
Windsor, Ontario.

