

THE WEATHER:
NORTHWEST WINDS, COOLER.
SUNDAY—COOLER AND CLOUDY.

London Evening Advertiser

4 PAGES OF ROTOGRAVURE,
8 COLORED COMICS, MAGAZINE SECTION
EVERY SATURDAY.

THREE CENTS.

62ND YEAR. NO. 24409

LONDON, ONTARIO, SATURDAY, OCTOBER 17, 1925. THIRTY-SIX PAGES.

SEEK MAN IN LONDON TO SAVE LIFE OF FRIEND

Locarno Conference Ends :: 12 Hurt In Kentucky Tornado

POLICE HUNTING FOR MAN

Only the Blood of Max Miller
Can Save Life of Friend
in Detroit.

HUNT THROUGH NIGHT

Call From Hospital Sends London
Police on Frantic
Search Against Time.

Only the blood of Max Miller, offered in transfusion, will save the life of his friend, now confined in the Henry Ford hospital of Detroit, and police of this city are making a diligent search against time for his whereabouts.

An urgent despatch, received at police headquarters last night from Dr. C. Mitchell of the Ford hospital, told of Miller's presence in London, and of the imperative necessity of locating him at once. Chief of Police Robert Birrell worked until 4 o'clock this morning in an effort to find the man. Miller is a resident of Kingswood, he left for London last Wednesday, however, and, according to Dr. Mitchell, it is almost a certainty that he is in the city.

On a previous occasion Miller gave his blood in transfusion for his friend at the Detroit hospital. The exchange of blood was apparently satisfactory and a second transfusion of the same blood is now the only manner in which the life can be saved.

"Miller may be found around hotels," the despatch to Chief Birrell states. The chief has wired for more information so that Miller may be immediately sought. Every effort is being extended by local police to locate Miller before it is too late.

ASSESSOR PREPARING JURY LISTS FOR NEXT YEAR

Assessor Commissioner Harry Bennett is already at work on the annual job of picking 100 citizens to act as jurors for 1926.

This is a rather arduous job as it entails the gathering of 700 names on slips which are placed in a basket and jugged by the assessment commissioner. One-third of the slips are picked at random and discarded. There is then the elimination contest and the balance of the names on the "lucky" slips are gathered together and citizens notified that they have been picked as jurors.

TO BEGIN WORK MONDAY ON NEW \$6,000,000 MILL

Canadian Press Despatch.

Ottawa, Oct. 17.—Initial construction work in connection with the proposed erection by the International Paper Company at Chelsea of a large newsprint mill and power plant to cost in the neighborhood of \$6,000,000 is expected to be started on Monday.

Engineers for the company are already in the city and it is understood that at least 200 men will be placed there to begin the excavations for the foundations, so as to have them completed before winter sets in.

The Weather

FORECASTS.
Today—Northwest winds; cooler.
Sunday—Strong west and south-west winds; partly cloudy and cool.

The depression which was in the southwestern states yesterday has moved with extraordinary velocity to the St. Lawrence valley, causing rain during the night in Southern Ontario.

The weather continues cold in the western provinces, and snow is falling in Manitoba.

Temperatures.
The highest and lowest temperatures during the 24 hours previous to 8 a.m. today were:

Stations	High	Low	Weather
Victoria	44	42	Cloudy
Calgary	46	34	Cloudy
Winnipeg	36	28	Snow
Port Arthur	38	30	Cloudy
Toronto	44	36	Cloudy
Kingsford	36	28	Rain
Ottawa	44	36	Rain
Montreal	46	38	Rain
Quebec	36	28	Rain
Father Point	48	38	Rain
St. John's	38	30	Cloudy
Halifax	42	34	Cloudy

LOCAL TEMPERATURES.
The highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night were: Highest, 63; lowest, 41.

The official temperatures for the 12 hours previous to 8 a.m. today were: Highest, 49; lowest, 41.

Sun rises at 6:34 a.m., and sets at 6:32 p.m.

Barometric Readings.
Friday—3 p.m., 29.87.
Today—8 a.m., 29.90.

With the Prime Minister

Painted Paragraphs From Last Night's Great Speeches—the Premier, E. S. Little, Dr. W. J. Stevenson, Hon. C. S. Hyman, Col. Clifford Reason, Very Rev. Dean Tucker—Complete Reports on Pages 6 and 7.

Last night saw a remarkable demonstration of Liberalism in London. Four thousand people greeted the Liberal prime minister at the Arena—the greatest public gathering in the whole history of the city. In the afternoon the prime minister was given a similar reception at Strathroy. Complete reports of these two great meetings, with speeches by the premier, E. S. Little, J. C. Elliott, K. C. How, C. S. Hyman, Dr. W. J. Stevenson and Col. Clifford H. Reason, are on pages 6 and 7 of this edition.

CLOSER UNITY OR BROKEN CONFEDERATION.
"This election will determine whether the country is to be bound in closer unity or the work of confederation largely undone."—The Prime Minister.

"MY HEART IS IN LONDON."
"I have ever been ready to give any service which has been demanded of me in the interests of the city of London. My heart is in the city of London and my principles are the principles of Liberalism."—E. S. Little, Liberal candidate.

STEVENSON'S APPEAL TO LABOR.
"There has never been a premier better fitted to look after the labor party. I take this opportunity to tell labor in this city and elsewhere that they can well afford to rest their case with him."—Dr. W. J. Stevenson, introducing the premier.

IMMIGRATION FOR NATURAL RESOURCES.
"We have an immigration policy not to swell the labor market in the cities but to get help for the development of natural resources."—The Prime Minister.

MUST SEND RIGHT SUPPORTERS.
"We must send him (the premier) the right supporters and the people of London should see that Mr. Little heads the polls."—Col. Clifford H. Reason, introducing Mr. Little.

HIGH TARIFF MEANS HIGH PRICES.
"We can't have an all-around increase in protection without an all-around increase in the cost of living."—The Prime Minister.

CANADA NEEDS MANHOOD LIKE KING.
"Canada today needs, not protection nor free trade, nor policies, but manhood. Canada needs men with the principles and righteousness of a man like the Rt. Hon. Mackenzie King."—Very Rev. Dean Norman L. Tucker of St. Paul's cathedral, at Lord Roberts school.

FOR THOSE WHO FOUGHT.
"The last place we will seek to economize will be in our obligations to those who have fought for Canada during the war, or their dependents."—The Prime Minister.

TURNED DEFICIT TO SURPLUS.
"In the first year the Liberals returned to power the railway deficit aggregated \$11,000,000, while Hon. Mr. Graham tells us that this deficit has been turned into an aggregate surplus of \$40,000,000."—Hon. Charles S. Hyman.

PROMINENT MUSICIANS
LAUD KIWANIS CLUB

Commend Local Organization
For Bringing Edward Johnson
to London.

Prominent London musicians were unanimous this morning in voicing their commendation of the Kiwanis club in bringing Edward Johnson, celebrated tenor of Metropolitan opera company, New York, to London for a popular concert in the Arena on Monday night next.

Charles E. Wheeler, organist of St. Andrew's church, past president of the Canadian College of Organists, and W. A. Bluetner, president of the musicians union, view with each other in lauding the Kiwanis club for its public spirit in securing Mr. Johnson for such a musical event.

J. B. Hay, in charge of the sale of tickets on behalf of the Kiwanis club, stated this morning that while the sale is going nicely, there are still a number of first-class seats left at all prices.

Mr. Hay pointed to the fact that the Arena will accommodate 6,000 people, in one performance as they will be for the concert, and added that the club is hoping for the accommodation to be taxed to the limit. Seats can be secured at Hamilton & Co.'s, 242 Dundas street, at any time today or on Monday.

"Only good things can be said of the Kiwanis club," declared Mr. Wheeler, "and I heartily congratulate them upon bringing Mr. Johnson to the city at very popular prices for such a distinguished artist. To my mind their effort is a wonderful one, and should be duly appreciated by the citizens of London."

ESKIMOS OF GREENLAND
HIGHLY ADVANCED RACE

Canadian Press Despatch.
Montreal, Oct. 16.—Capt. J. E. Bernier, commander of the Canadian government steamer Arctic and one of the oldest sea captains in the world, still on duty, being nearly 74, today told a gathering of radio men at luncheon that the Eskimos of Greenland are 500 years ahead of other Eskimos, having their own parliament and newspapers. It will be a very long time, he said, before Canadian Eskimos reach this advanced stage.

Captain Bernier said he believes the magnetic pole is wobbling, owing to the changing of the earth's center. He explained that millions and millions of tons of ice were constantly changing position, and the world being a ball, he did not see how it could fail to affect the poles.

HUNDRED SACKS OF MAIL
BOUND FOR U. S. BURNS

French Postal Authorities Save \$1,000,000 From Debris.

Associated Press Despatch.
Rouen, France, Oct. 17.—One hundred sacks of mail bound for the United States were completely destroyed early this morning in a fire which burned the mail car in which they were conveyed from Havre to Cherbourg. Fifty other sacks were taken from the debris by postal experts, rushed to the scene from Paris. From these \$1,000,000 in 500-dollar bills were saved.

It is believed that the contents of the one hundred sacks destroyed embraced money and valuables of various kinds worth several million francs.

Reports from the employment service of Canada, according to the statement, showed a decided increase in the volume of business transacted in August, compared with the records of the previous month, and also with those of August of last year.

NEW ERA
OF PEACE
IN EUROPE

Locarno Conference Closes After Bringing Harmony Among Former Warring Nations.

OBSTACLES SURMOUNTED
Britain, Germany and France to Co-operate in Putting Into Effect New Pact.

Associated Press Despatch.
Locarno, Switzerland, Oct. 17.—Europe's security conference ended early this morning literally in a blaze of glory. Throughout the night there were fireworks, music and dancing to commemorate the initiating of the pact which the allied and German statesmen have formulated with the idea of a new Europe arising from the old slough of discord.

Not alone the people, but all the delegates have shown their belief that real friendship and co-operation and the burial of past dissensions easily can be achieved by continuing the good spirit which was given birth in Locarno. All the statesmen are unanimous that results attained in the security conference exceeded their secret expectations.

Rt. Hon. Austen Chamberlain, the British foreign secretary, to whose energies were due in great measure the success of the conference, came to Locarno half expecting definite results and ready to favor the holding of a series of conferences if pitfalls apparently insurmountable appeared in the pathway of the delegates. That harmony was achieved on such a broad basis in the construction of all the treaties, even the delicate Polish-German convention, came as a surprise to all the participants in the deliberations.

Marks New Era.
"We were carried off our feet and seemed pushed forward to success by some mysterious constructive force," was the way one of the delegates described the situation. Stresemann, the German foreign minister, joined M. Briand, France's foreign minister, in declaring that Locarno must mark the beginning of a new era in the peaceful development of the lives of nations, based on mutual confidence and good will.

Particularly felicitous were the speeches of the leading delegates at the final conference last night, when the remaining details of the compact had been agreed to and adjournment was taken with the understanding that the treaties would be signed in London on December 1.

"A new Europe must arise from Continued on Page 20, Column 7.

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TORNADO SWEEPS
KENTUCKY TOWNS

Twelve Persons Injured When 80-Mile-an-Hour Storm Hits Center of State.

Associated Press Despatch.
Louisville, Ky., Oct. 17.—Twelve persons were severely injured, one perhaps fatally, houses unroofed, barn and farm buildings destroyed, trees uprooted and telephone lines torn down when a tornado travelling at an 80-mile-an-hour rate swept the south central part of Kentucky late yesterday.

The stricken region was virtually isolated. It is expected that the casualty list will mount to 25 and the property damage to tens of thousands of dollars. At least 1,500 persons were hit by the storm which swept over four counties.

COST OF LIVING SHOWS
DECREASE IN CANADA

Canadian Press Despatch.
Ottawa, Oct. 17.—The average cost of a weekly family budget of 25 staple foods, according to a statement of the department of labor, was \$10.81 at the beginning of September, as compared with \$10.84 for August, \$10.23 for September, 1924, \$15.95 for September, 1920; \$16.92 for June, 1920, and \$7.83 for September, 1914.

Going further, Mr. Wolf declared that the tide is turning the other way. During the past summer, he says, a surprisingly large number of American women came to Canada to purchase clothes. Tourists also know that woollens are considerably cheaper in Canada and when the best quality is desired they invariably purchase apparel on this side of the border.

"The claim of Canadian retailers that Canada sells better women's clothes, equal in smartness to American styles, for less money is a logical one. Canadian designers come from American style revues with the latest fashion ideas and they effect those ideas on cloths which for quality are

Wholesale Firm Notices
Better Trade Conditions

THE wholesale grocery trade is a sure barometer of the purchasing power of the community. A wholesale establishment reaches out into an area that is far greater than the retail store in which it may be located, and it feels at once the prosperity or depression of people in a wide range of vocations.

Mr. J. Watson Young, president of Elliott, Marr & Co., wholesale grocers, London, finds that business conditions have improved, and he says that the greater class of goods is more in demand and collections also show an improvement that is becoming more marked. Mr. Young's opinion is:

"You may argue that people must eat and that they eat as much in bad times as in good times, but such is not the case. There is probably no more accurate gauge of a people's prosperity than the volume of sales of food-stuffs and necessities. The quantity and quality of these goods sold is an absolute index to the amount of money that the consumer earns."

"During 1921 and 1922 the earning capacity of Canadians was greatly reduced and as a result the sales of groceries dropped with a thud. No government could have averted that crash, but it took wise leadership to keep our people from becoming panicky."

The Liberal government was able to do so and gradually to lead us into better times.

"The improvement began in 1923 and since then has steadily increased. The improvement in sales both in respect to quantity and in regard to the quality of merchandise sold has been much more marked during the past six months than at any other time of the period."

"We believe that even better times are ahead of us if the present government is returned and allowed to continue its present policies. That is one reason I am supporting Mr. E. S. Little, the Liberal candidate. A second strong reason lies in the fact that I have confidence that Mr. Little has not only the ability but the desire to be of the greatest usefulness to London, and at this particular time our city has need of strong representation at the capital."

"J. WATSON YOUNG,"
President, Elliott, Marr & Co., Limited.

CARDIN ISSUES CHALLENGE
TO MEIGHEN OR PATENAUD

Canadian Press Despatch.
Hull, Quebec, Oct. 17.—Addressing a gathering of 4,000 voters on behalf of Dr. J. E. Fontaine, the Liberal candidate in Hull county, Hon. P. J. A. Cardin, minister of marine and fisheries, last night defied Hon. Arthur Meighen or Hon. E. L. Patenaud to publicly commit themselves to the abolition of the British preferential tariff if elected.

BETTER QUALITY GOODS
INDICATE BETTER TIMES

Artistic Ladies' Wear and Thomas Furniture Company Report London Gives Many Signs of Return of General Prosperity—People Are Buying More and Better Goods.

TRADE TAKEN AS SURE BAROMETER OF CONDITIONS

Pointing to the records of his own firm, which is now enjoying the biggest fall business in the history of the store, Bernard Wolf, of the Artistic Ladies' Wear Co., is certain that the spending power of the Canadian people has arrived at a point which totally disproves any claim that business is bad.

"There is not the slightest doubt that the post-war depression has been safely passed and that the dominion is now on the road to a period of progress which I challenge any country to duplicate," Mr. Wolf declared enthusiastically. The advertiser in telling of the big increase in the demand for women's apparel, "Our own trade has grown so rapidly, especially in the past year, that I sometimes think the increase is phenomenal. But when I consider the fact that all industries are making splendid progress, and when I survey the healthy mental attitude of every class of people, aided no doubt by Canada's bumper crops in the past two years, I come to the conclusion that it is but a sign that all Canada is progressing as she has never done before."

Buying Without Extravagance.
Women are buying more clothes now than they ever did before because they have more money, Mr. Wolf asserts. By this, he does not mean that extravagance is being practiced. On the contrary, he states that quality is becoming more and more the primary essential in any feminine garment.

The style craze is over, Mr. Wolf affirms, and Canadian women are now demanding quality in goods, knowing that Canada can furnish them as accurate and smart a mode as any American establishment.

"I find that the number of Canadian women who used to go to Detroit and Buffalo for their clothes is dwindling at such a rapid rate that in a year or two the women's trade here in Canada will be a negligible factor in the business."

Asked for the reason of this change, Mr. Wolf explained that Canadians have found through experience, and through expense to themselves, that Canada is easily plying the U. S. in styles, and, above that, offers better quality in clothes.

Americans Buy Here.

More and better draperies are being sold today than at any period in the nine years he has made a study of this home furnishings. As an indication of the present prosperity in this territory, Mr. Sutton stated that in his department alone last year sales amounted to \$25,000,000, while the amount of money spent on cosmetics reached the stupendous total of \$60,000,000. And automobile sales totaled \$20,000,000.

Proof that the artistic sense of the Canadian people is progressing all the time is furnished by F. G. Sutton, interior decorator and chairman of the Thomas draperies department.

Sell More Draperies.

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