

# To the Public:

We call the attention of our customers to the office window of the Toronto Daily Star, in which are exhibited a number of meat products bought in Davies' Stores, and compared to meat products bought in Buffalo. The object of the exhibit is to show that prices are cheaper in Buffalo than in Toronto.

We ask the public to see this exhibit and to note the difference in quality of the Canadian and American products. The Star has not only not compared similar Cuts of Meat, but has placed our finest English Wiltshire Cure in competition with inferior American cured meats. The Star has compared the finest cuts of Davies Wiltshire Bacon known as the "Coffee House Cut" with a piece of cheap heavy fat American Breakfast Bacon; a Davies Lean Wiltshire Gammon is compared to a fat American Ham of inferior quality; a Davies' Boneless Skinned Cooked Ham is compared to an American Cooked Ham, with the bone in and the rind on.

The Star draws comparison between finest Canadian Hams and Bacon and inferior American product, which is manifestly unfair to Canadian intelligence and industry. The only true basis of comparison is finest Canadian with finest American, such as Swift's "Premium" brand, Armour's "Star," and Cudahy's "Rex." Even in Sausages and Bolognas the comparisons are inaccurate and the prices attached wrong. Davies' Ham Bologna is compared to American Beef Bologna. Why did not the Star purchase Canadian Beef Bologna which is competitive in price with American of the same quality?

We invite the public to an exhibit of William Davies Co. products and prices as well as Buffalo products and prices in the windows of their main store at 24 Queen Street West, on Saturday and the first two days of next week, and ask the public to compare them with the quality of American products as exhibited in the Star window.

## The Wm. Davies Co., Limited

September 15, 1911

### LIGHTNING DOES DAMAGE IN VICINITY OF CHATHAM

Barns and Residences Struck and Power Wires Put Out of Business.

CHATHAM, Ont., Sept. 15.—(Special)—A terrific thunder and lightning storm passed over this city at midnight. It lasted for a full two hours and the rainfall was the greatest it has been this year.

Lightning burned out the Bell Telephone Company's cable on Park-avenue and cut off all long distance communication east and west, as well as burning out fuses and private phones. The Chatham Gas & Electric Company's wires, leading to North Chatham, were burned in two and citizens on that side of the river had no lights. A bolt hit a barn on the premises of R. J. Dunlop, Richmond-street, and tore a portion of the roof off, driving the lining into the hay, but did not set the building on fire. A new dwelling being erected by Albert Tomlinson on Eberne-avenue was also struck. There it tore a chimney to pieces and splintered a chicken coop beneath into splinters.

Reports from various parts of the county are to the effect that heavy frosts have done much damage to the tobacco crop, which is a very heavy one. On many West Kent farms growers of tobacco will realize \$400 to \$500 an acre for the week. One young city man who rented four acres of land just outside the limit has cleared over \$800 on his tobacco, after paying all expenses for hired help, etc. This is a quick return for three months of his city.

### NEWS OF MANY CURES

From the Golden State  
SANTA MONICA, Cal., Sept. 15.—The drug trade here are having such enormous demand for "Catarhazone" they find difficulty in keeping it in stock. Wonderful cures are effected almost daily.  
Mr. A. H. Calkins says: "If anything will cure bronchitis and catarrh I am sure Catarhazone will; it soothes the membranes of the lungs, throat and nasal passages, relieves quickly and always cures the most stubborn cases." The people of many nations use Catarhazone, which has no equal for thorough cures; two months' treatment guaranteed to permanently cure costs one dollar; the sample size costs twenty-five cents at all dealers in medicine. Get Catarhazone to-day.

### WHY ELECTRIC WIRES ARE COVERED.

If you ask the ordinary individual why the electric light wires are always covered he will mutter something about "insulation" and hurry away on a very important errand.  
To insulate is to separate, to isolate an object so it can have no communication with any other part or body. Therefore, a wire is said to be insulated when it is covered or wrapped with material to prevent the leakage of the electric current. Electricity is always in a hurry, it is always seeking a short cut to complete its cycle. It would not travel miles and miles through small wires, stopping here to light a house, there to illuminate a street or a factory, again to turn the wheels of a loaded car, or to drive countless machines, if it could help it. It would be only too pleased to jump off the wire if it could and avoid this enormous work by hurrying back thru the earth, which is a good conductor.

Electricity lights our homes, drives our cars, turns out wheels, cooks our food, and does a thousand other tasks. This is work of the hardest kind and the electricians in charge have to be continually on the watch to see that the rascal does this work as he passes along and does not sneak out and take a short cut home.

Dry air is the best insulating material, next ranks glass, mica, porcelain, rubber, lava, oils and fats, and cloth in their order. The wires used about ordinary buildings are insulated with rubber, oils and dry cloth, this combination being lasting, flexible and very durable. Some of the smaller wires, designed to carry weak charges of electricity, such as those for electric door bells, burglar alarms, etc., are merely insulated with a covering of closely woven linen or silk thread.

For the larger sizes, usually a number of small wires twisted into a cable, ranging all the way from the size of a lead pencil to as big as a man's upper arm, more protection is necessary. In most cases the wire or cable is first passed thru a peculiar machine which winds a strip of paraffin or waxed paper its entire length. From this machine it passes to another, which covers it with sheets of rubber composition. This would effectually insulate it, but this insulation has to be protected from wear and tear. First it needs a strong covering of closely woven linen cord. This is put on by a special loom, which weaves a tight fitting cover over the wire. If it is a small cable or merely a heavy wire it is then smeared into some insulating solution and dried, being then ready for use. The larger wires are "armored" either with a lead sheath or a cover of sheet steel cut into strips and woven over the entire length of the wire by a large knitting machine, which covers the wire with this protective covering at a surprising rate. The lead armor is spun on while in a

molten condition, much the same way as a spider spins her web.

A horizontal section of a large electric cable, such as is used to transmit heavy currents of electricity, would show an inner core of twisted copper wires which carries the current. Around this appear alternate layers of insulation, usually consisting of waxed paper, rubber composition, linen threads impregnated with oils and a final covering of lead. This is the most effective insulation known to the industry. Not only is the cable flexible and easily handled, but the electric current is absolutely prevented from jumping off the wires. The lead armor prevents the insulating material from abrasion and injury and keeps out the moisture.

Glass, porcelain, lava, mica, etc., not being flexible to any great extent, are used only where the work is adapted to these peculiarities. Glass and

porcelain can be readily molded into any form or shape, and therefore most of the common insulators designed to keep bare wires away from conductive bodies, are made of these materials. It is good practice to suspend the electric wires on poles or towers where they are effectively and perfectly insulated by the surrounding dry air except for the contact points where the wires are suspended. At these points glass and porcelain insulators are used with the best of results.

With all this work to insulate a small wire it is wonderful that it can be sold so cheaply. The low cost of insulating wire is entirely due to the fact that most all of the insulating work is now done by high-speed machinery. The bare wire is fed into a machine from a large reel and it emerges from the other side covered with the insulating material, ready for shipment, and

the workmanship is far better than the most skillful hands could do it.

Wants \$1000 From City.  
A. J. Reid, 96 Denison-avenue, has made a claim for \$1000 damages from the city hydro-electric system on the ground that they damaged his property by erecting an anchor post in front of his door.

Dear Park W. C. T. U.  
The Deer Park W.C.T.U. met on Wednesday afternoon in Yonge-street Methodist Church. The annual statements from the various departments reported a very prosperous year.

Bail Jumper in Court.  
J. W. Taylor, charged with theft of \$100, who jumped \$3000 bail, only to be re-arrested after a trip to Boston, was remanded a week in police court yesterday morning.

### FALSIFIED THE BOOKS.

MONTREAL, Sept. 15.—Adelard Duval was sentenced to three years in the St. Vincent De Paul Penitentiary by Magistrate Lanctot to-day. The accused had pleaded guilty to stealing \$200 from the Laing Packing and Provision Company, but the evidence showed that the accused had stolen the sum of \$1800 in eighteen months, and after his arrest, he returned to the officials of the company the sum of \$1300, but refused to make any statement regarding the balance. The accused had been the manager of a store and by falsifying the books from day to day, he managed to steal the money.

Steamer Olcott Makes Last Trip of the Season on Sunday, 17th.  
Leaving Yonge-street Wharf at 7.30 a.m. and 2.30 p.m.

### DYNAMITED BRIDGE.

BILBAO, Spain, Sept. 15.—The situation here growing out of the general strike continues exceedingly grave. Street fighting between troops and the strikers continued thruout today and the strikers blew up with dynamite the Amoralla Railroad Bridge.

Two More Shoplifters.  
Mrs. Mary Parker and Mrs. Mary Garner were convicted before Judge Winchester yesterday in the court of general sessions of having stolen from the T. Eaton Co., a silver bag, two rings and two bracelets. They were remanded for sentence.

# "CEETEE" UNDERWEAR

## Makes You Feel Well Dressed

The basis of all good dressing is in the underclothing wear. You cannot either look or feel well dressed if your underwear is ill-fitting and uncomfortable. Your outer clothing will not sit well nor hang properly unless your underclothing "fits" properly. People who recognize the value of being properly dressed appreciate the necessity of "CEETEE" Underclothing. The success of "CEETEE" underclothing is chiefly the result of the great care taken in its making and that it is the kind of underwear the people want.

**We guarantee every "CEETEE" garment to be absolutely unshrinkable.**

Every garment is made to FIT THE BODY, the material being shaped to the natural curves of the human form in the actual process of knitting. It is all made with selvedge edges—the edges being all carefully knitted (not sewn) together. Only the very finest of Australian Merino Wool is used in the making. It is so soft and clean that a baby could wear it without injury to its tender skin. Made in all sizes and weights for Ladies, Gentlemen and Children.

MANUFACTURED BY  
**The C. TURNBULL CO. OF GALT, Limited**  
GALT ONTARIO

Worn by the Best People—Sold by the Best Dealers. Always ask for "CEETEE."





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