## REPORT HEAVY NAVAL 'CUTS' TO GENEVA PARLEY

Many Nations Also Reduce Land Forces by Large Figures.

HAITI MAKES PROTEST

Jelegate Bellegarde Asks Probe of South African Killing of Hottentots.

GENEVA, Sept. 8 .- Reports presented by the council of the

In land armaments Great Britain under arms and shortening of the Sweden also reported cutting her the period of service and suppressed battalions of infantry. reduced her army of a million men to but failed to give figures. Switzerland reduced from 70 per cent to 55 per cent the proportion of

Delegate Bellegarde of Haiti took the floor today and made the most eloquent speech of the session. eviewed the work of the council and demanded an investigation of perations of a punitive expedition the South African government ome time ago against the natives of southwest African territory.

which South Africa has the mandate. based on the charge that the South African authorities sent 350 men against some Hottentots who had resisted the payment of a heavy tax on dogs. As dogs are an important are engaged in sheep raising, the natives were declared to have been obliged to sell their stock to pay the

According to an official report received by the league of nations, the punitive expedition killed 49 natives, several of whom were children. The report did not mention any South African losses

## PIONEER RESIDENT OF

Miss Ann Coleman, 85 Years Old. Prominent Church Worker,

Passes. Special to London Advertiser. TARA, Sept. 8 .- Miss Ann Coleman, 85 years old, one of the few remaining pioneers of the township of Arran, James M. Coleman, near Invermay

The late Miss Coleman was born in 1837, the daughter of the late Mr. M. Donnely, Mr. and Mrs. C. Hackand Mrs. James Coleman, who emi- ing. grated to Canada from Ireland in

in Owen Sound prior to removing to Arran Township in 1854, where Miss FRUIT FESTA AFFORDED Coleman resided up to the time of her

She was a member of the Invermay Anglican Church and for many years a Sunday School teacher. One prother and one sister survive: James M. Coleman, Arran, and Mrs. Margaret Craig of Paisley

## ORDERS WALLACEBURG

Special to London Advertiser. WALLACEBURG, Sept. 8 .- Peter Letour and Arthur Stevens, recently which circled the city, and found arrested for burglary from the store Thomas Yazbeck on Wallace or trial before Magistrate Carscal-

Stevens was discharged, and Letour was allowed to go on suspendsentence upon payment of costs, and also making restitution of the

The prosecution was conducted by Col. H. D. Smith, crown attorney, and the prisoners were defended by G. Richards of Chatham.

## **GOING FAST**

High yielding bonds, backed by assured earning power, are rapidly disappearing markets. from

### INVESTORS

are eagerly taking the issues of substantial companies, yield-

7 to 8% Let us give you full

#### particulars. Jones, Easton, McCallum Co.

INVESTMENT BROKERS. 391 Richmond St. Phones 213-294. London, Ont.

#### Besiege Reichsbank, But Fail To Get Cash.

BERLIN, Sept. 8.—Crowds again today beseiged the Reichsbank to obtain cash. Many persons waited for hours in line and then were disappointed, as they only received a fraction of what they were entitled to on the Reichsbank.

### HEAD OF C. N. R. TO BE NAMED SOON

Ottawa Reports Support Rumor That Government Has Chosen Railway

President.

| Fear of a strip of road running from East Main street to the Galt-Hamilton highway to its control, and that body lost no time in having this last connecting link between Galt and the highway built to suit the highways, head for the Canadian National Rail-work having been started to regrade work having been started to regrade to the Canadian National Rail-work having been started to regrade to the Canadian National Rail-work having been started to regrade to the Galt-Hamilton highway to its control, and that body lost no time in having this last connecting link between Galt and the highways, highway built to suit the highways, work having been started to regrade to the Galt-Hamilton highway to its control, and that body lost no time in having this last continue Grain, per Cwt.—S1 40 Buckwneat, per cwt.—1 40 Buckwneat, per cwt.—1 40 Grain, per Bushel—1 40 Grain, per Cwt.—1 40 Buckwneat, per cwt.—1 40 Grain, per Bushel—1 40 Grain, per Cwt.—1 40 Grain, per Bushel—1 40 Grain, per Gwt.—1 40 Grain, per Gwt. The government, it is under-

It is not the intention of the ment of the entire board for some time to come. It is proposed that on which is being rushed, with only canteloupe, each...

Elderberries, box...

Peaches, 11 qts.... choice of the executive, thus dissipating the impression that the appoint. ments would be political in charac- chased by the civic fuel committee

the various parts of the country will annual purchase early in the year. be taken into account when making

divisions" and of appointing mana- completed. gers and officials be proceeded with. The executive will make a careful So far as the government is con- hibits of fruit, vegetables and flowerned its "interference" may be said ers, and large attendances. to pretty well cease as soon as a nev

# thich South Africa has the mandate. Delegate Bellegarde's speech was

adjunct to the Hottentots because all Mr. and Mrs. John Hacking of Listowel Honored by Friends.

> Special to London Advertiser. LISTOWEL, Sept. 8 .- Fifty years

ago Thursday ex-Reeve John Hacking and Miss Elizabeth Flaherty This were married in Listowel. evening they were surprised by about 50 of their friends who called This Magistrate Maxwell refused to at their home to offer congratulations upon their golden wedding an-

handsome gold pin was presented to Mrs. Hacking by Mrs. Tabbener on behalf of the guests, while F. W. Hay, M. P. P., Liberal leader, asked Mr. Hacking to accept a pair of gold cuff links from his friends. Beautiful bouquets tied with large bows of golden ribbon accompanied the gifts. Among those present tonight were some guests at the wedding, namely, Mrs. Kidd, who was bridesmaid; John Livingstone, Mrs.

Mr. and Mrs. Hacking have three ne year 1824.

The family resided for a few years over, and Lester of this town.

# MEN FROM WESTMINSTER

Soldiers Guests of Kiwanis Club at Springbank Farm.

wanis Club Friday night, in a motor ride, which wound up with a visit He told me in a nice way, and I MAN TO RETURN MONEY to Kiwanian Ernie Moore's fruit arm near Springbank.

Thirty cars, manned by Kiwanians, commodated the crowd on a drive ts way to Mr. Moore's farm, by way of a tour of Springbank and Byron

The melon season was on, fruit in plenty for everybody was provided by the host, an impromtu concert by soldiers and Kiwanians formed the

vening's program. Kiwanian Morris Abbot convened committee in charge of the out-

#### CREDITMEN FIND STEADY BUSINESS IMPROVEMENT

WINNIPEC, Sept. 8 .- (By Canadian Press.)-This week's trade report of the Creditmen's Trust Association is n substance as follows:

Manufacturers and wholesalers in the east are finding a steady improvement in business and there has been more activity in the retail than for some little time past, owing, no doubt, to the end of the holiday season. There is quite a lot of building going on in both Montreal and Toronto, perhaps more pronounced in Toronto, and the unemployment question is getting to be much less serious, the larger centers reporting little un-

Conditions west of the lakes have been somewhat interfered with by rain which has delayed the threshing operations. Wholesale business s keeping steady, retail business eaves a good deal to be desired. though in certain lines more business

is being done. Collections are somewhat on the slow side which, however, is to be expected just at this period.

PINK AND SILVER. Pink evening frocks are going to be very popular this season, not only for debutantes, but for matrons as well. Pink combines beautifully with silver, and silver is the rage Pink combines beautifully

## PRESTON-GALT ROAD STARTED MANY BUYERS ON

Continuous Pavement Will Soon Be Available To Hamilton Highway.

Suburban Roads Commission Takes Over Short Strip As Connecting Link.

Special to London Advertiser.

GALT, Sept. 7.—Things have moved rapidly in roadway projects here this week. The Preston-Galt highway was undertaken yesterday, and the local suburban roads commission has been advised of the transfer of a strip of road running from East Main street to the Galt-Hamilton highway on account of the Western Fair

ork having been stated or prior to being paved.

When this link and a short strip Oats, new, per bu...

Doats, new, per bu...

do, new, per bu...

Wheat, old, per bu...

Wheat, old, per bu... days. The government, it is under-stood, has a man in view and is on Dundas street, for which the city wheat, do no fairly well assured that he will accept council will have a bylaw presented to it, are completed, there will be ister, however, to make an announce ment of the entire board for some Galt to the Hamilton highway, work

> The first carload of the wood pur arrived today.

Galt's schools are well supplied Watern experience in conditions throughout with coal, the board having made its In a building fund contest conthe choice it is not regarded as at all ducted during the past three months. It is the Ladies' Aid of the Preston will weigh in the selection. It is Methodist Church raised the sub-Celery, per doz.... roposed to secure the best men irsepset to secure the best men Not until the main executive has been appointed will the task of dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building, which is about Cucumbets, per dividing the national system into "grand day school building the nati ing the national system into "grand day school building, which is about

The Hespeler Horticultural So ciety's annual exhibition was held Peppers, sweet, canvass of the whole situation and their recommendations will prevail. very successful event, with large ex-

#### MAGISTRATE ORDERS DOG TO BE DESTROYED

Special to London Advertiser. ST. THOMAS, Sept. 8 .- Although ne admitted that the animal had torn the necktie off a drayman and had bitten a boy on the hand besides severely injuring Mrs. William Brown whose complaint led to the mass prosecution under the new bylaw. Albert Lee, of the Wilson avenue district declared to magistrate Friday do, dairy, lb. 36 do, crocks, lb. 32 whose complaint led to the first morning that his dog was only un-

lestroyed as dangerous to the pub- Chickens,

Mr. Lee also asked that he be allowed to send the dog to a farmer friend who would keep it as a pet.

Mr. Lee also asked that he be allowed to send the dog to a farmer Chickens, per lb... do, old, per lb...

OWING TO THE FACT Western
Fair will hold sway in London all next week, and the city fathers will be busily engaged at Queen's Park, meetings of No. 1 and No. 2 committees of the city council, which, according to routine, are to be staged cording to routine, are to be staged to the city council, which, according to routine, are to be staged cording to routine, are to be staged to the city council, which, according to routine, are to be staged cording to routine, are to be staged to the cordinate of the city council, which are to be committed to the cordinate of the city council to cording to routine, are to be staged on Wednesday and Tuesday evenings, respectively, of next week, will be held simultaneously in the city hall next Tuesday night. The action in changing the day of No. 1 committee's meeting was taken by Ald. H. J. Childs, chairman, in order to leave the day of No. 1 committee's meeting was taken by Ald. H. J. Childs, chairman, in order to leave the day of No. 1 committee's do, hinds, lb. do, fronts, lb. Hides—Cow hides. No. Childs, chairman, in order to leave Wednesday of Fair week free for the Cow hides. No. 1.

COMMENDING THE ACTION of Gordon Philip, managing secretary of the Chamber of Commerce, in forthe Chamber of Commerce, in forwarding to the press an explanation why industries have not come to London in abundance, Ald. John Ashton, do, fine, per lb....do, medium, lb....do, medium, lb....do, medium, lb....do, ouncil Tuesday night, stated Satur day morning that he is now satisfied "That was very good of Mr. Philip." declared Ald. Ashton. "It was a fai: enough explanation. All I wanted to Soldiers from the Westminster know was what was the matter that Hospital were the guests of the Ki- we were not getting new industries London, and who was to blame. thank Mr. Philip for the information."

THE OLD HOME TOWN.

# FINANCIAL AND COMMERCIAL

Good Demand for Chickens at 25 to 30 Cents Per Pound.

MARKET SATURDAY

There was an exceptionally large at-tendance at the local market on Satur-

Beans, butter, 11 qts. Bects, per doz.....

do, 15 lbs.
Honey, Wholesa:eoney, 5-lb pails...
do, strained, lb....
du. comb, lb.... creamery, lb.

riendly to strangers.

The magistrate ordered the dog Eggs, doz. basket do. crate, doz.

16 to 16 14 to 15 7 00 to 17 50 5 00 to 25 00 27 to 27 18 to 18 100 to Choice, 100 to
Ibs, cwt......13 00
hinds, lb....... 25
fronts, lb...... 20 

do, No. 2.
Horse hides, each.
Kip, No. 1. per lb...
do, No. 2.
Lamb skins, each...

IN CANADIAN ELEVATORS Ottawa, Sept. 9.—According to returns received at the Dominion bureau of statistics for the week ending Sept. 2, 1922, the quantity of grain in store at the different elevators shows a decrease of 863,250 bushels, wheat, oats, barley and flax showing decreases of 460,146, 716,345, 240,464 and 15,298 bush-

FLOUR

## Pacific Oil. Pan-American Pacific Oil. Pan-American Pa

Tennessee Copper Transcontinental. Tobacco Products Texas Oil... Texas Oil.
Union Pacific.
United Food.
Utah Copper.
U S. Steel.
do, pfd.
Vanadium Steel. weets, 25@30c. Celery—Dozen, 50@60c. Eggplant—Basket, 25c. Peas—Basket, 30@40c. Peppers—Green, basket, 30@40c; red, asket, 50c.

WALL STREET REVIEW

professional selling pressure weakened technical position. Mexican oil shares encountered another ishking spell during the week on further reports of decreased production, and the publication in a Standard Oil organ of a statement that American companies operating in that country were prepared to write off a loss of one-half on their half billion dollar intestment.

estment.
Eastern industrial centers report a hortage of skilled labor, including nechanics and employees of the building trades. Adoption of the plans of he German industrial baron. Hugo stinnes, for the rebuilding of the French levastated districts with material hipped from Germany, was interpreted a procedure of the procedure breaks, and a small rally from insi figures followed. After starting to 11% off, the corn market rallied casting a downward revision in repara

NEW YORK STOCKS Reported by Jones, Easton, McCallum Company for The Advertiser.) American Car. American Hide Am Sumatra 40% 41 40% 41 Agr. Chemical 40 Am. Locomotive 123% 126 128% 126 Alton 41 American Sugar 83% Am. Smelters 65% 65% 64% 64% Am. Smelters 65% 65% 64% 64% 65% Atlantic Gulf. 32½ 32½ 32½ 32½
Atchison. com 104½ 104½ 103¾ 104½
Anaconda Copper. 55% 55½ 55 55½
Baltimore & Ohio. 58¼ 58% 57% 58½
Brooklyn Transit. 25½
Baldwin Loco. 133¾ 136 132½ 136
Bethlehem. B. 76 76¼ 76 76½ 766
Canadian Pacific. 149¼ 149¾ 148¾ 148¾
Ches. & Ohio. 77¼ 77% 76% 766% 766½
Consolidated Gas. 143½ 143% 142 142
Chandler Motor. 64% 64% 63¾ 63¼ 64½
Coca-Cola. 69¾ 70½ 69¾ 70½
Controllated Gas. 143½ 143% 142 142
Chandler Motor. 149¼ 143% 142 142
Chandler Motor. 64% 64% 63¼ 64¼ 63½ 64½
Coca-Cola. 69¾ 70½ 69¾ 70½
Controllated Herri. 12 42½ 41½ 42
Controllated Herri. 12 42½ 41½ 42
Controllated Herri. 12 42½ 41½ 42
Cotor Products. 119¾ 120¾ 119 119
Cal. Packing. 82½ 84 82½ 84
Polumbia Gas. 105½ 105½ 105½ 105½
Cuban Cane. 137% 137% 133½ 133½
Crucible Steel. 967% 967% 95 95½
Cosden Company. 49½ 437% 487% 493%
Dome Mines. 39¼ 39¾ 39¼ 39¼
Erie Railway. 16¼ 16½ 16½ 16%
Famous Players. 102 102½ 102 102½
Fisk Tire. 12½
Creat. Northern. 95

951/4 948/4 948/4

BY STANLEY

HOLD'ER . AREARIN' MEAT MARKET MISTER WALKER! AH THINK THAT MYSTERIOUS STRANGER AM GOING TO SKIP OUT HE DONE ASKED ME WHAT TIME OOM DE FOUR OCLOCK TRAIN GO OUT! NO-NO-1 SAY YOU SAY WITH ITS NOT YOUR PRACTICE MOVE :: YOU'LL IMPROVE

TE PORTER FROM THE CENTRAL HOTEL MAKES A

ONCERNING THE MOVEMENTS OF THE HOTEL

EPORT TO TOWN MARSHAL OTEY WALKER.

Harvester. Nickel.... nter. Nickel.... ce Securities... MONTREAL. Sept. 8.—Flour, though steady in demand, was unchanged, and rolled oats was active, remaining un-

ur-Man. spring wheat patents, nrsts, \$6.80.
Rolled oats—Bag, 90 lbs., \$2.90@3.
TORONTO, Sept. 8.—Good feed flour,
per bag, \$1.70@1.80.
Millfeed—Bran, per ton, \$21; shorts,
per ton, \$23. per ton. \$23. MINNEAPOLIS, Sept. 8.—Flour. 15c nigher: family patents, \$6.55@6.75; shipments, 69,224 barrels. Bran—\$15.

Flums—Eleven quarts, 30@40c; 6 quarts, 20@30c.

Peaches—Eleven quarts, 40@30c; 6 quarts, 30@50c

Blueberrles—Basket, 31 50@2.

Apples—Basket, 25@40c.

Cabbage—Dozen, 40c.

Lettuce—Case, 50c.

Tomatoes—Basket, 20@25c.

Peas—Basket, 75c.

Beans—Basket, 25@35c.

Gren Corn—Dozen, 8@10c.

Canteloupe—Basket, 40@50c; sugarswetts, 25@30c. Stromberg Studebaker Sinclair Oil

Grapes-Basket, 40@50c.

New York, Sept. 2.—The Canadian dollar is quoted today at ½ of 1 per cent discount.

New York, Sept. 9.—Overcoming a mporary weakness, which was induced by processed against a weakened technical position prices of stocks again moved to new high levels in this week's trading. Virtually all classes of shares participated in the advance, but the largest pated in the advance, but the largest pated in the advance but the largest pated in the advance. pated in the advance, but the largest gains were made by selected stocks of companies whose financial status and prospects encouraged bull operations.

Current news on developments on the whole appeared to be favorable, but had little influence on the price movement. However, the continuance of relatively easy money rates, settlement of the anthracite strike, resumption of normal production of bituminous coal, increased car loadings, employment of additional railroad shop forces, decreasof the antiractic strike, testinghoods increased car loadings, employment of additional railroad shop forces, decreased commercial failures, and indications of progress in the solution of the German reparations question, all contributed to the more cheerful sentiment. Commodity prices, especially of basic iron and steel products, continued to move to higher ground, also some recessions were noted in quoted values of cotton, sugar and grain products. Further increases in steel products are expected during the next week. Steel production showed a slight increase. Mexican oil shares encountered another sinking spell during the week on fur-

Foreign exchange rates were irregu-Stocks, Bonds, Mortgages and Agree. ments Bought and Sold on Commission,

1 941,2 1 97 1 931,4 1 931,4 1 811,4 1 841,2 1 79% 1 79% Winnipeg. Sept. 9.—Futures opened: Wheat—Oct., ½c to ½c lower at 37@ 985%c; Nov., ½c lower at 97c; Dec., %c to %c lower at 91; 03sc lower at \$1 004.
Oats—Oct., ½c lower at 41c; Dec. unchanged at 38½c; May, ½c lower at 42c. CANADIAN EGG REVIEW

15<sup>1</sup>/<sub>4</sub> 15 15 87<sup>1</sup>/<sub>2</sub> 87<sup>1</sup>/<sub>4</sub> 87<sup>1</sup>/<sub>49</sub> 48<sup>3</sup>/<sub>4</sub> 48<sup>3</sup>/<sub>153</sub> 151<sup>7</sup>/<sub>8</sub> 153

33½ 16¾ 64 7¾

31 1/4 33 1/2 34 1/2 16 3/4 16 7/8 64 1/2 64 1/2 7 7/8 7 7/8

EXCHANGE RATES

CHICAGO GRAIN FUTURES

Chicago. Sept. 9.—Futures opened Vheat—Sept. \$1 00½; Dec., \$1 02 Corn—Sept., \$1c; Dec., \$5%c. Oats—Sept., 34%c; Dec., 35½c.

and a decline in Liverpool quotations

at the start. There was some selling

WINNIPEG GRAIN FUTURES.

ALBERT E. REASON

INVESTMENT BANKER.

312 Dom. Savings Bidg. London, Ont.

Wheat-Open. High.

61%

Maryland ... Westinghouse.... Willys-Overland... OTTAWA. Sept. 8.—Ontario markets are firmer, and circles are now being coffered 32c. f.o.b., for eggs Three cars are reported shipped export on consignment to be sold for 21c, c.i.f. The United States government report of storage stock on hand Sept. 1 shows 5,586,000 cases. as compared with 7.234.—1000 cases for the same time last year. The movement out of storage during 10% to 11% the month of August was approximated fair trade.

next week. treal—Specials jobbing 40c to 42c. 35c, firsts 28c to 29c. unchanged
Alberta—Receipts light: quality poor
British Columbia—Local fresh at 34c,
country points, with 36c offered for
specials; specials jobbing 40c.

CHEESE. MONTREAL, Sept. 8.—Cheese, finest easterns, 15½@15¾c.
NEW YORK, Sept. 8.—Cheese firm; receipts 1,438 boxes; state whole milk flats, fresh specials, 22½@23c, do., average run. 22c.

POTATOES. MONTREAL, Sept. 8 — Potatoes were nuch weaker, due to the liberal offerings of wagonloads. Per bag, carlots,

LIVE STOCK CHICAGO.

CHICAGO, Sept. 8 .- Cattle receipts 000 market fairly active and generalhere: top \$10.65, weight 1.136 pounds; few loads heavy steers \$10@10.55, bulk \$8.50@10; about 23 loads western grassers \$7.25@7.40, bulk around \$7.26 @7.35; bulk bologna bulls \$3.90@4.15;

35%, 961%, 351%, 35%, others closing dull at day's advance; 1 01 1 01%, 1 00%, 1 00%, 1 00%, 1 500%, 1 00%, Sheep receipts 13,000; fat lambs

sneep receipts 15,000; rat lambs strong to 15c higher; natives closing 25c higher; top native lambs \$12.75 to shippers and packers; seven loads good Washington lambs \$12.90 to killers; 50 per cent sort, sheep and feeders steady; bulk tat ewes to killers \$5.50@6.25; good Washington feeder lambs \$12.50.

BRITISH CATTLE MARKET. OTTAWA, Sept. 8. — The British tattle market report for the week ending Sept. 7, compiled from cabled re mounted to 861 head, from 1834c to 934c (10d to 1032d) in sink; Irish 1834c to 18% c. Glasgow reports 440 Canadians un-glasgow reports 440 Canadians un-sold. The demand was very slow, except on top quality cattle, which sold well. Prime Scotto 7½d to 7½d, alive; Irish 5d to 5½d; heavy supplies. A late cable from Glasgow reports 223 Canadians sold on Thursday, 7th.

223 Canadians sold on Thursday, 7 from 9%c to 10%c (5%d to 5%d), cho 0%c to 11%c (5%d to 6d), live weigh air trade Over 200 head still unsold ool stocks of bacon light. an dressed sides 15% c to 184 c. 9% d); demand slow.

SUGAR.

NEW YORK, Sept. 8 .- The early raequal to 4.99c for centrifugal. No sales were reported.

Trading in raw sugar futures was much less active, and prices, after declining 2 points, rallied on trade buying, and at midday were unchanged to 2 points net higher.

There was no improvement in the demand for refined sugar, and prices were wichanged at \$6.50 for fine granu-

demand for refined sugar, and prices were unchanged, at \$6.50 for fine granu-Refined sugar futures nominal

COTTON

YORK, Sept. 8.—Cotton future: losed steady. Closing bids Jan. 1.53c: March, 21.63c; May, 21.63c; Oct. 1.42c; Dec. 21.64c. Spot closed quiet. Middling uplands, 1.70c. LIVERPOOL, Sept. 8.—Cotton, spot. nuiet; prices steady. American mid-ling, fair. 14.94; good middling. 2.99d; fully middling. 12.844. —iddling.

# The Ontario Loan and Debenture Co.

Dividend No. 141 21/2% Notice is hereby given 21/2% DIVIDEND of 21/2 PER

CENT for the three Quarterly months ending the 30th September, 1922 (being at the rate of 10 per cent per annum), has been declared on the paid-up capital stock of this Company, and will be payable at the Company's Office. London, Ontario. on or after the 2nd October next to Shareholders of

record of the 15th September, 1922. BY ORDER OF THE BOARD London, Canada, 29th August, 1922.

Corner Dundas and Market Lane, London Capital \$1,750,000

Reserve \$2,350,000

# 87.6 per cent. of jurors agree on verdict

A CUSTOMER comes into your store where two similar articles are for sale at the same price. One of them is a nationally advertised article, the other is not. Which does he buy? The National Retailers' Association found the answer to be:

87.6 times he buys the advertised goods.

3.6 times he buys the unadvertised goods. 8.8 times he does not have a preference.

When the unadvertised article is the lower priced of the two, which does the customer buy? On the same authority the answer is:

60.6 times he buys the advertised goods. 24.2 times he buys unadvertised goods. 15.2 times he does not have a preference.

Branded and trade-marked, goods nationally advertised in the columns of your Daily Newspaper, are most quickly turned over and most That is because manufacturing profitable. prestige has been tied up to local friendship and reputation for honest merchandizing:

Issued by the Canadian Daily News papers Association, Toronto.