

NEW ENGLISH POLITICAL PARTY LAUNCHED

Weather Forecast:
Fine and Warm

The London Advertiser

HOME
EDITION

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

53rd YEAR. No. 22879

THE LONDON, ONTARIO, ADVERTISER, TUESDAY EVENING, SEPTEMBER 18, 1917. 96 COLUMNS.

PRICE, TWO CENTS.

GERMANY APLOGIZES TO SWEDEN

POWERFUL NEW PARTY FORMING TO SPEED UP WAR OPERATIONS AND LAUNCH NATIONAL REFORMS

Dissatisfied Unionists, Liberals and Laborites Get Together.

ACCUSE THE OLD PARTIES Charge That British Coalition Government Is Not "Delivering the Goods."

New York, Sept. 17.—A special cablegram to the Tribune from London says: The new national party movement in England, launched two weeks ago, with the avowed object of promoting "reforms," "union" and "defense," is gaining headway and promises to become an important influence in future politics. Members of the Liberal party in increasing large numbers are joining with the Unionists, who laid the foundation for the new party, and members of Parliament, both at home and at the front, are lending encouragement to the movement.

Accuse Old Parties. The manifesto of the new party charges the Unionists, Liberal and Labor parties, in coalition, with delay in providing men, airplanes and other mechanical needs; failure to punish the incompetent; for permitting sectional interference in diplomacy; and for leaving the country in a state of uncertainty and discouragement as a result of vague statements in which the whole truth is rarely disclosed.

The aims of the national party are briefly described as follows: A national, as against a class, sectional or sectarian policy, and for the complete victory in the war and after the war.

The provision of adequate men, guns, munitions and airplanes. The eradication of German influence. Honest administration, a pure political system, and no sale of honors. Class unity and confidence between employer and employees. Maximum production combined with fair wages and fair profit.

The national party movement includes among its supporters such men as Lord Amulph, former viceroy of India; Brig-Gen. Gales; Sir Richard Cooper, M. P.; Major A. N. Burgoyne, M. P.; Col. Douglas Carnegie, M. P.; Brig-Gen. Page Croft, M. P.; Viscount Duncannon, Sir John Harrington, who commanded in France during the early days of the war; Sir M. Butler, Lord Leonfield, Admiral Sir A. H. Markham, the explorer, and Capt. Lord Montagu of Beaulieu.

GERMANY TAKES BOY VOLUNTEERS

Lads of Fifteen Now Sent to Front to Repair Great Wastage.

Geneva, Sept. 18.—The recent great wastage of men on the German front is officially recognized inadvertently by military authorities who have just issued notices at Munich and Cologne that they accept in future boy volunteers aged fifteen for the army.

This order accounts for the recent influx into Switzerland of German boys sent for safety by their parents. German supervision of the Swiss frontier lately has been redoubled, especially facing Basle.

PRISONERS TAKEN IN PATROL ENCOUNTERS

Haig Reports Only Minor Engagements On British Front.

London, Sept. 18.—Field Marshal Haig today, reporting military operations last night on the battle front in France and Belgium, says: "Beyond patrol encounters in the Ypres sector, in which we secured a few prisoners, there was nothing of any interest to report."

EDISON DEVICE BALKS THE SUBS

New York, Sept. 17.—A special dispatch from Washington to the New York Tribune says: Thomas A. Edison has contrived a mechanism to deflect torpedoes from their course, it was stated today. According to reports the device has been tried successfully on several destroyers and has been installed on some liners.

ENTENTE BOMBS KILL 900 HUNS IN AIR ATTACK

Amsterdam, Sept. 18.—In a recent raid by Entente Allied airmen on the Belgian town of Roulers, says the Courier de la Meuse, a newspaper of Maestricht, Holland, a bomb fell on a building near the market, and killed or wounded 900 Germans.

STANDARDIZED SHIPS TO BALK SUBMARINES PROVEN A SUCCESS; FIRST ONE IS LAUNCHED

Built In Five Months Time, and Many More Nearly Ready.

New York, Sept. 18.—The New York Herald this morning publishes the following special cable from London, under yesterday's date: Complete success has attended the trial of the first standardized ships built to the order of the British Government.

It was of a most exhaustive nature, and experts are unanimous in their praise of the vessel which, with its sisters, will now be taken to the water in quick time, and is destined to play an important part in the campaign against submarines.

Quick Construction. The standardized ship has been designed to provide a good style of cargo carrier in the shortest possible time, with the minimum expenditure of man and money. The keel was laid last February, and during the trial trip, the vessel was loaded and ready to go to sea in less than six months.

The standardized ship at the beginning was to be used as a fleet as possible and to have them built in the time of need, and it is felt that the nation is expected to produce them with the utmost rapidity.

"The conception of the standardized ship at the beginning was to use as little steel as possible and to have them built in the time of need, and it is felt that the nation is expected to produce them with the utmost rapidity."

AMERICAN NAVY TARS CHEER BRITISH KING

London, Sept. 18.—King George, in the course of a visit to the River Clyde in Scotland, yesterday, went aboard an American patrol ship. The crew lined the decks and cheered his majesty loudly. The King inspected the quarters of the crew and congratulated the officers on having such fine ships.

Typhus Slays Thousands In Hun Prison Camp

Paris, Sept. 18.—Albert Champion, a French soldier who, on his third attempt, has just escaped from Germany, brings the information according to the Paris edition of the New York Herald, that 3,700 French and British soldiers and 1,500 Russians have died from typhus at the German concentration camp at Cassel.

LABOR DELEGATE OPPOSES FUNDING MEN IN FRANCE

Says Soldiers Not Connected With Labor Organizations. IS SHARPLY REBUKED

Remarks Called an Insult to Union Organizations of Dominion.

Ottawa, Sept. 18.—The morning session of the second day of the thirty-third annual convention of the Trades and Labor Congress of Canada was devoted principally to the adoption and discussion of various resolutions. The announcement was made that J. P. Williams, who last year represented the English labor men at the convention, had died. The meeting unanimously passed a vote of sympathy.

Following this business the resolution proposing that there should be a special commission appointed to report on the labor congress on the important questions of separation allowances, patriotic fund matters, pensions, soldiers' pay, demobilization, etc., was taken up before the convention.

Kerrigan Starts Row. "I do not see why the convention should waste its time in taking up such a question as the remark of Delegate Kerrigan. The labor movement cannot take up the cudgels for the soldiers and assume soldiers' interests when these soldiers, or most of them, are not connected with members with organized labor. Any attempt to take up this matter would be absurd, as it is not a fact that war veterans and returned men are being driven into our factories and workshops so that our wages may be reduced."

A Sharp Rebuke. Delegate Stevenson: "Such remarks are a direct insult to the principles of organized labor. I do not know how any man can openly make such statements before this congress which is representative of labor in its entirety. Are not the 25,000 men that are fighting now at the front, and are not on our ranks, as good as we are and entitled to the same privileges and protection as we? If we do not give them our fullest support?"

Delegate Cassidy of Montreal, who has furnished the motion for the day, at the convention then sprang to his feet and uttered a tirade of a sensational nature, saying that he had not previously inquired the American Federation of Labor if it would consent to the funding of the war effort, and that he was referring to it that this oversight was rectified later.

Attacks Resolution. "I oppose the resolution strongly," stated Mr. Cassidy for I know that in Montreal union men who are in uniform have been called upon and urged to fight for the war. The resolution, when a man joins the army and does not, he automatically cuts himself off from the labor movement and is fighting for something entirely different from the labor movement."

Conscription Resolution. The resolution, number 15, which deals with conscription, is a description of wealth as well as manhood, and is declared to be a general strike if the Government did not conscript wealth and national industries, from well to do men, was referred to the committee on officers' reports.

The congress further decided to recommend to the Provincial Government that moving picture operators' apprehensions should be considered. Continued on Page Three.

LOOKS LIKE SHELL WRECK



Advertiser Illustration. The center span of the Quebec Bridge was successfully negotiated during the course of the morning's work today. The bad luck credited to this number was dignified by notice and officially guaranteed against by the bridge engineers, who refused to label this particular link number 13, but "13-A" instead.

GREAT QUEBEC BRIDGE SPAN HAS REACHED 44-FOOT MARK AND ALL IS GOING WELL

Quebec, Sept. 18.—The unlucky thirteenth link of the chain lifting the center span of the Quebec Bridge was successfully negotiated during the course of the morning's work today. The bad luck credited to this number was dignified by notice and officially guaranteed against by the bridge engineers, who refused to label this particular link number 13, but "13-A" instead.

Quebec, Sept. 18.—At 11:15 today the central span of the Quebec Bridge was up 44 feet. All going well.

Quebec, Sept. 18.—Lifting operations in connection with the placing of the central span of the Quebec bridge in its final position, linking up the two cantilever arms, were resumed this morning. The continuation of ideal weather for the work gave the engineers hope that the end of today would see the span within 50 feet of the floor of the bridge. They expected to elevate the span 65 feet. Yesterday a raise of 25 feet was made. Owing to the late start yesterday, the highest tide was missed, and the span has 152 feet to travel, 2 feet more than expected.

The morning's work this morning showed that the engineers were able to make better time than yesterday. The average time taken yesterday to lift each link of the chains holding the span was 13 minutes. The men took 15 for the first link taken up this morning. Up to 10 o'clock this morning, two more hoists of the Quebec bridge span had been made since morning, lifting the span four more feet. All is proceeding nicely.

TWO NORWEGIAN SHIPS SUNK BY SUBMARINES; TANKER LOST IN CRASH

Christiania, Sept. 18.—The Norwegian foreign office announced today that the steamer *Asnoid*, of 2,825 tons gross, had been sunk by a German submarine. One boat with 11 men was lost and the captain and 19 men were saved. It was also announced that the Norwegian steamer *Aein*, of 1,175 tons gross, had been sunk by a German submarine off Cape St. Vincent. Ten men lost their lives, and the captain and nine others of the crew were saved.

LIBERTY FOR MAX

London, Sept. 18.—Germany, at the request of King Alfonso of Spain, is about to release the British spy, Max, the burgomaster of Brussels, according to reports received by the Amsterdam correspondent of the Exchange Telegraph Company from Berlin.

LAWYER SUICIDES

New York, Sept. 18.—The dead body of Albert R. Conkling, lawyer, geologist and author, was found in the courtyard of his home early today. He either fell or jumped from the fourth floor during the night. The police reported his death as suicide.

TEUTONS THROWN BACK AT POINTS ON RIGA FRONT

Petrograd Reports Further Progress in Drive Against Germans.

Petrograd, Sept. 18.—Rumanian forces yesterday occupied a section of the Austro-German fortified positions in the region of Yarnitsa, to the south of Sissel. The text of the statement issued today by the Russian war office reads: "Western (Russian) Front: In the direction of Riga fighting between advanced posts continues, our advance elements offering resistance everywhere, and at certain points making progress."

"We have occupied the farm of Sadsen, south of the town of Sissel, and also have taken the cemetery near Hapsa on the northern bank of the River Aa. West of Sabel, in the direction of Linda, one of our parties successfully raided enemy trenches. On the rest of this front there were rifle firing and scouting operations."

Rumanian and Caucasian Fronts: "There was nothing special to report."

STEALTHY PACIFISTS MAKE SOME HEADWAY, BRITISH GOVT. TOLD; BUSY SOWING TARES

Taking Advantage of Lull in Operations Which is Puzzling Public.

Montreal, Sept. 18.—A special cable to the Gazette from London today says: "In two organs of such dissimilar opinions as the Westminster Gazette and the Daily News of dissatisfaction with the Government's policy, the writer Lovat Fisher calls a personal view about a matter on which it is difficult to keep silent any longer."

Stealthy pacifists. "It is time," he continues, "to point out that the pacifists are stealthily making some headway in this country. The Government shows no appreciation of the position which is being created. The pacifist effort would not matter very much were it not that a combination of factors is increasing the chance of success. The national will to fight to victory remains resolute, it is not just now burning with an intense desire for peace, and the continuation, but has become a commonplace of everyday life. Unwieldy haste seems to prevail, and underneath there smoulders a vague dissatisfaction of which the Government has better take heed. This dissatisfaction is not as pacifists pretend, a longing for peace at any price, but rather a puzzled and anxious feeling about the war. The public are a little dissatisfied, and most people in a questioning mood. They think the war seems to stagnate, and no one will tell them why. They look to the Government for light and they get no light whatever."

Westminster Gazette says. "The criticism now heard may be no more than a reflex of the disappointment at the long halt which the war on the western front has experienced, but the Government has to bear the questioning which the situation evokes. Those questionings were heard before they made their appearance in the press, but they are now extending to the columns of the newspapers. Wanted, a success, is the note of one weekly decidedly friendly to Lloyd George.

Montreal, Sept. 18.—Twenty-three generals and other officers prisoners of Kerensky.

KORNILOFF WRITING A STATEMENT ON CRISIS; IS CLOSELY GUARDED

Petrograd, Monday, Sept. 17.—Twenty-three generals and other officers arrested on Friday with Gen. Korniloff, leader of the revolution against the provisional government, are being closely guarded. Gen. Korniloff is imprisoned in a hotel at Mohilev, where he is writing a statement which is expected to be finished today.

RAILWAY BROTHERHOOD MEETS

Montreal, Sept. 17.—Close to one hundred delegates, representing all sections of the Dominion, are here tonight for the opening session of the annual convention of the Canadian Brotherhood of Railway Employees, which will be held tomorrow morning.

BERLIN "REGRETS" SENT TO SWEDEN; ARGENTINE GOVT. MAY JOIN ALLIES

Germany Apologizes To Stockholm Over Telegram Affair—Argentine Sentiment Favors Breaking With Central Powers.

Stockholm, Sept. 18.—The German minister to Sweden today formally expressed to the Swedish Government Germany's regrets in consequence of the Swedish-Argentinian telegram affair.

Buenos Ayres, Sept. 18.—Argentina expects Germany to forward a formal explanation of the Luxburg incident. Until such a disavowal is received through the ordinary channels of diplomatic intercourse the German ministerial post here will be considered vacant.

Officials in this indicating Argentina's viewpoint today intimated that such formal apology from Germany might satisfactorily close the incident.

Not all of the public today is accepting such a view. However, numerous meetings are being held urging that Argentina formally break relations with Germany. The strongest pressure is being brought to bear on President Irigoyen to this end.

Bernier Says Fight Against Conscription Will Not Be Stopped

Montreal Agitator Belligerent Despite Arrests of His Colleagues.

Montreal, Sept. 18.—The third anti-conscriptionist orator arrested on a charge of treason is Paul Emile Mongeau, who was taken into custody this morning. He was arraigned in court, pleaded not guilty and was allowed out on bail.

TWO GERMAN STEAMERS HANDED TO THE ALLIES

Rio de Janeiro, Sept. 18.—The foreign office announces that as the result of negotiations with the Entente Allied Governments, two former German steamers now under the Brazilian flag will be handed to the Allies.

U. S. SHIPBUILDING TIED UP BY STRIKE AT SAN FRANCISCO

25,000 Mechanics Out, Halting Contracts Amounting To \$150,000,000.

San Francisco, Sept. 18.—Two companies of the United States marine were on guard duty here today at the plant of the Union Iron Works, largest of approximately 25,000 mechanics affiliated with the San Francisco Iron Trades Council. All sailors within a half-mile of the plant were ordered closed.

PREMIER KERENSKY HAS GONE TO HEADQUARTERS

Petrograd, Sept. 18.—Premier Kerensky, accompanied by Gen. Verkhovskiy, minister of war, and Admiral Verderovskiy, minister of marine, left Petrograd last night for the Russian general arm headquarters in the field.

OFFICERS KILLED

Helsingfors, Finland, Sept. 18.—In the course of disorders at the Finnish fortified seaport of Viborg, 71 miles north-west of Petrograd, in which soldiers were involved, 29 officers were killed and 69 others are missing.

SIGN THE FLOOR SERVICE PLEDGE; IT IS A PATRIOTIC DUTY

THE TONIC THAT BRINGS HEALTH

"Fruit-a-lives" Builds Up the Whole System.

Those who take "Fruit-a-lives" for the first time, are often astonished at the way it builds them up and makes them feel better all over.

BELGIAN AVIATOR LEADS IMMENSE FOE TO DISASTER

Feigns Retreat at 20,000 Feet, Then Turns.

OPENS FIRE POINT BLANK

Great German "Rumpler" Built in August, Crashes to Earth.

WASHINGTON, Sept. 17.—How Adjutant Maurice Medaets, of the Belgian flying corps, tricked a monster German two-man aeroplane...

GENERAL KALEDINES RESIGNS AS HETMAN OF DON COSSACKS

His Arrest Had Been Sought As a Follower of Korniloff.

PETROGRAD, Sept. 17.—General Kaledines has resigned as hetman of the Don Cossacks.

WINDSOR AND CHATHAM GRANTED EARLY POLLS

OTTAWA, Sept. 17.—By an amendment made in the Senate to the franchise bill...

YOUR SICK CHILD IS CONSTIPATED! LOOK AT TONGUE

Hurry, Mother! Remove poison from little stomach, liver, bowels.

Give 'California Syrup of Figs' if cross, bilious or feverish.

No matter what ails your child, a gentle, thorough laxative should always be the first treatment given.

STRIKE TO FORCE CONSCRIPTION OF WEALTH ADVISED

Labor Congress Has Remarkable Resolution on Agenda.

FREE SPEECH IS DENIED

Issue Will Bring Hot Debate—Majority Seem to Favor Motion.

OTTAWA, Sept. 17.—It is likely that in the neighborhood of 75 or 80 resolutions will be presented at the Dominion Trades Congress convention...

Whereas, this council, in common with other trades and labor councils throughout Canada, has gone on record as being absolutely opposed to conscription in any form whatsoever.

And whereas, the workers of this district are denied the right of free speech, as on different occasions they have attempted to hold meetings to discuss the conscription of man-power...

Therefore, the state should own and control all such industries.

RESOLVED, that in the event of the Dominion Government enforcing the conscription of man power without the consent of the nationalized wealth production and the nationalization of all industries heretofore declared by this country...

While the congress cannot stultify itself or contract either withdrawal or refusal to accept the resolution...

W. E. WISNER NAMED DEPUTY REGISTRAR FOR THIS DISTRICT

Recommended for Military Enrollment by Glynn Osler.

TORONTO, Sept. 17.—Steadily the machinery for the enrollment of the men of the military service...

MANY MASONS AT W. J. PORTE'S FUNERAL

FOREST, Sept. 17.—The funeral of W. J. Porte, held yesterday afternoon from the family residence to Beechwood cemetery...



Comrades in Service!

In years to come you will recall with Pride the day you signed the Food Service Pledge. For it is your Dedication to War Service. Your observance of it will cause you some of the Finer Emotions of Your Life.

foods are less perishable and so more easily exported than others. So, until Victory is ours, do these simple things. When making bread, use one-third oatmeal, corn, barley or rye flour, with the white flour.

Practical Housekeeping Hints

BETTER SUBSTITUTES The average Canadian housewife has no conception of the value of fats as food, and as a result much fat is wasted that should be used.

When we buy a beefsteak the butcher carefully trims off the fat and throws it into a box under the counter with bones and other waste which goes to the soapmaker.

in cooking, but rendered beef fat is rarely used as a table fat in this country, although in Europe it is often eaten on bread in the place of butter.

Sign and Live Up to the Food Service Pledge.

FINED \$200 EACH FOR HAVING KEPT LIQUOR FOR SALE

Indirect Evidence Sufficiently Convincing for Ingersoll Magistrate.

PROVINCIAL REGISTRARS FOR MILITARY SERVICE

OTTAWA, Sept. 17.—Sir Robert Borden tabled in the House today the following list of registrars appointed under the provisions of the military service act.

THREE KILLED AND THREE WOUNDED IN RAILWAY ACCIDENT

Capt. Murray Patterson of Chatham and Ptes. Cooper and Hardwick of Ingersoll Lost Their Lives.

CHATHAM, Sept. 17.—Capt. Murray H. Patterson, a medical officer, and a winner of the Military Cross, son of Mr. and Mrs. D. S. Patterson...

GERMANS ATTEMPT TO START TROUBLE IN PHILIPPINE ISLES

Vice-Consul Arrested. But Released for Want of Proof.

WASHINGTON, Sept. 17.—That German intrigue has stretched out its talons into the Philippine Islands and sought to create insurrection there, was learned today by the United Press.

ENO'S FRUIT SALT Women fly to Eno's when Headaches threaten

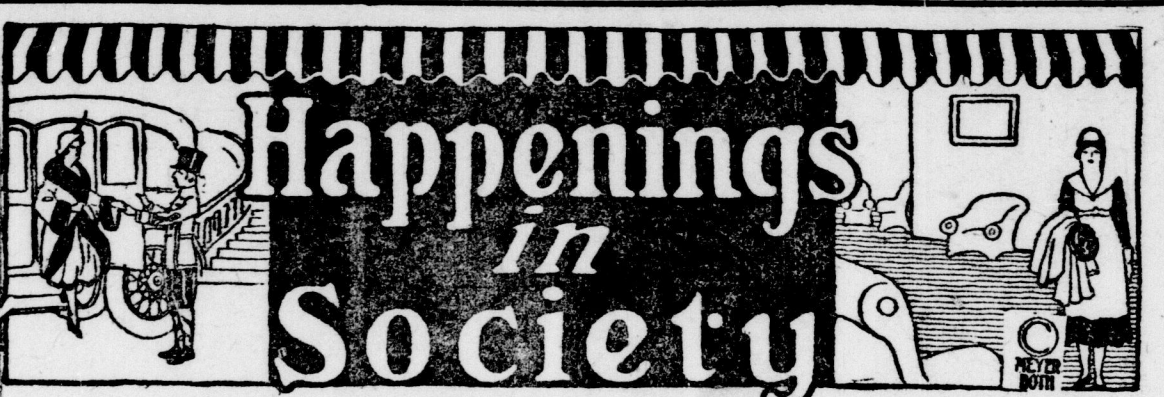
"SALADA" TEA

is all pure, clean young leaves rich with an unsurpassed fragrance of extreme delicacy. Every sealed packet is uniform in quality and possesses the unique flavour that has made 'Salada' famous for a quarter of a century.

THE LATEST IDEAS FOR THE FASHION GIRL

An almost, it might nearly be said, quite indispensable garment of the hour is the wrap, whether it be frankly an enveloping cloak, or a combination of coat and cloak, or a little chic softness of crepe de chine, which ever it is, originality and a most artistic simplicity are the keynote upon which it is built. For instance, in the case of wrap coats, nothing is too surprising to be accepted in its evolution, provided, always, it carries out some definite and useful purpose, and at the same time increases the beauty of the lines.

A PAGE OF INTERESTS TO WOMEN



Happenings in Society

Our readers are invited to phone all news of this kind to the Society Editor, Phone 3270.

Dr. Walter and Mrs. Cole of Bradford, Vermont, have returned home after a pleasant visit with the former's parents, Mr. and Mrs. Cole, 535 Eva street.

Mr. and Mrs. T. J. McFarland have returned after a holiday trip to Winnipeg.

Mrs. O'Meara, Queen's avenue, has returned to town from St. Thomas, where she has been visiting friends.

Miss B. McLellan has returned from a visit in New York.

Thomas McCullough of the Hamilton customs office has returned to his home, after spending his vacation with H. J. McCullough of 511 Hellmuth avenue.

Mr. McArthur of Brantford was a visitor in town last week.

Mr. J. Farley and Miss Farley have returned to Hamilton, after spending the week-end with friends here.

Mr. and Mrs. Benjamin Brick motor-

WAR MENUS

How to Save Wheat, Beef and Bacon for the Men at the Front. Issued from the Office of the Food Controller for Canada.

MENU FOR WEDNESDAY

BREAKFAST:
Fresh Fruit (Berries in Season)
Oatmeal Porridge. Milk. Sugar.
Omelet, Toast, Coffee or Tea.

DINNER:
Roast Beef. Potatoes.
Creamed Onions. Brown Bread.
Cottage Pudding with Sauce.

SUPPER (OR LUNCHEON):
Potato Soup. Crackers.
Stewed Fruit. Cornmeal Muffins.
Tea, Milk, Sugar.

The recipes for Potato Soup and Cornmeal Muffins, mentioned above, are as follows:
Potato Soup:
1 quart milk.
Salt, pepper and grated onion to taste.
1 1/2 cups mashed potato.
Add the potato to the heated milk and seasonings, reheat and serve very hot.
If skim milk is used the soup is improved by the addition of a little butter.
Cornmeal Muffins:
1 egg.
2 tablespoons dripping.
6 tablespoons brown sugar.
1/2 cup of milk.
1 cup of flour.
1/2 cup of cornmeal.
2 tablespoons of baking powder.
1 teaspoon of salt.
(Wheat and meal-making recipes by domestic science experts of the Canadian food controller's office.)

Put Less Tea in the Pot

Because it chiefly consists of the Assam teas of Northern India, the strongest and richest in the world, less Red Rose is required in the tea pot.

Where four or five spoonfuls of ordinary tea are required just use three of Red Rose.

And Red Rose tastes better.
Kept Good by the Sealed Package



Economy Begins at Home

Now-a-days Governments, Chancellors, bankers and business men talk economy. However, it is one thing to talk economy and another to put it into practice.

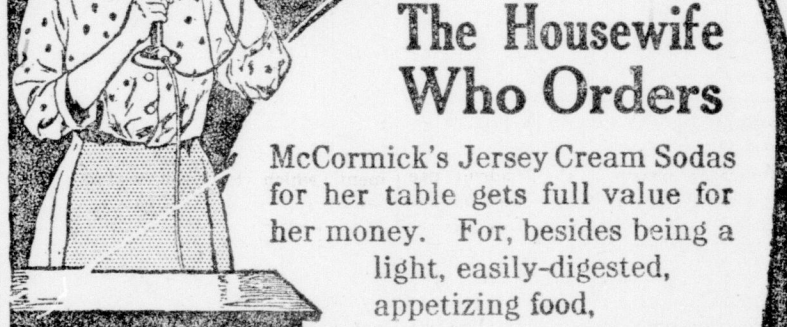
The Canadian Housewife

holds the key to the situation. Real economy may be practised by the housewife in food purchasing for the home. At very small cost she may obtain the finest cocoa that money can buy—a cocoa unexcelled as a food drink and unrivalled as a flavoring, that adds extra delight to hundreds of dainty desserts.

Write for COWAN'S Recipe Book on Desserts—mailed free.

COWAN'S COCOA

"Perfection Brand"



The Housewife Who Orders

McCormick's Jersey Cream Sodas for her table gets full value for her money. For, besides being a light, easily-digested, appetizing food,



McCormick's Jersey Cream Sodas

are a most economical article of diet—cheaper than milk, more nourishing than bread. These delicious sodas are packed in tightly sealed boxes to insure their reaching your table in all their original purity and crispness.

Sold Fresh Everywhere in Different Sized Packages

MAYBE BUYING MATCHES never struck you as being an important job. But it is. It is important that you buy none but EDDY'S

CHEMICALLY SELF-EXTINGUISHING "SILENT 500"

The matches with "no after-glow." EDDY'S is the only Canadian maker of these matches, every stick of which has been dipped in a chemical solution which positively insures the match becoming dead wood once it has been lighted and blown out. Look for the words "Chemically self-extinguishing" on the box.

COMPASS OIL

Whenever the children suffer from sarach, think of COMPASS OIL. Three drops, heated in spoon, and dropped into ear, cures.

CEETEE UNDERCLOTHING

Guaranteed Not To Shrink.

PICKLING SEASON

Onions, per quart—Silver 20c
Yellow 15c
Beets, per doz. 15c
Red Cabbage 15c
Cauliflowers 15c, 25c, 35c
Cucumbers—Gherkins, per doz. 50c
Cucumbers, 4 to 5 inches, per 100 \$1.25
Tomatoes, from tralls, bushel \$2.00
Peppers, per dozen—Red, Hot 15c, 25c
Green, Sweet 30c
Selected 20c
Celery, "Hearts", bunch 15c



SUNLIGHT SOAP is made from the sweetest and choicest of edible oils and fats. It contains no harsh or strong ingredients. It is the purest and most efficient of soaps and, if used judiciously, the most economical of soaps.

In 1/2 lb cans Everywhere

FRY'S THE BEST FOOD AT THE LOWEST COST

Join the Happy Thought Stove Club

Members May Have Their Stoves Delivered Now and Pay As They Use It



Any honest person may become a club member. It costs nothing to join. Members may select what Range or Heater they like and, by paying of a small deposit, have stove delivered at once, paying the balance in small weekly or monthly payments.

When You Buy a Stove Buy The Best

For years this stove has been recognized as Canada's finest. It costs a little more, but it is well worth the difference. Visit our basement and see the splendid display. Everything in Stoves is here.

Prices on Ranges run from \$38.00 up. Prices on Heaters run from \$7.50 up.

Ontario Furniture Co., Limited

LONDON'S LARGEST HOME FURNISHERS.
226-228-230 Dandras Street
WE CARRY ALL HAPPY THOUGHT REPAIRS IN STOCK.

Cynthia Grey's Mail-Box

Composition of Fruit.

Dear Cynthia Grey—Just a few lines for a little bit of help. The other day when a recipe was printed to make a waist white after it had turned yellow, I missed it, so would you mind printing it over again? Did the person that asked for "Curfew Shall Not Ring Tonight" get it? If not, I will copy it for her. Inclosed you will find a lonely soldier's address, whom I know gets nothing from his relatives except from a young nephew about once every two months. Hoping someone will adopt him, as I know he deserves it. What will clean canary-colored cloth tops and shoes? What cannot be done forbidden to sell in stores now? Does fruit fatten a person? Could you print a song by the name of "Genevieve"? Some of the chorus is: Sweet Genevieve, My Genevieve, the days may come and the days may come, HENRIETTA DE PRESLES.

Ans.—The method for washing a white silk waist was sent in by "Cable," who wrote as follows: This is the way I do with mine and white silk gloves also. Take one quart of lukewarm water and a half cup soap, and soak them in for an hour or so. After washing, then rinse out in good cold water; roll them up in a clean sheet until just damp enough to iron, and they will be white and nice as new.

I cannot recollect who asked for the "Curfew" piece, but I feel sure that no copy has recently been received. Will the inquirer please speak up.

Gasoline ought to simply moisten a clean rag in gasoline, rub with good white soap, and go over the shoe-tops well. Follow with a clean rag wrung out of clear gasoline.

Canned vegetables, such as peas, corn and tomatoes.

Well, it never did me "H. de P." I scarcely think fruit is considered fattening as a rule. But is rather interesting to note the various elements of different fruits, and nuts, and compare them. The greatest percentage in the composition of fruit is water—over 80 per cent in most cases, including such fruits as apples, cherries, peaches, pears, plums and various berries. Dates contain 20 per cent water (figs 17.5 per cent, peanuts 7.5 per cent and walnuts 4.5). Bananas and grapes contain 15.5 per cent sugar (and hence, considered fattening by some), the commoner fruits, and nuts, range above, from 5 to 9 per cent, dates 33 per cent, figs 37 per cent. None are listed as containing fats, but peanuts contain 50 per cent fat and walnuts 21.6 per cent, coconuts 53 per cent. Peanuts also contain 24.5 per cent proteins, so we should not overlook their value as a food.

I shall print the words some day soon.

French and English.

Dear Miss Grey—I have hitherto been a silent reader of your column, but when

Advertiser Patterns



I read that original epistle written by A. L. D. to Miss Grey, and I am glad longer. Now, dear sister, you have been led astray by many of your religionist friends. You never had truer friends than they will be if you always do right by them. As for the French, not having their rights, pray tell me how and in what way they have not had equal rights with any Canadian? They are not trying to stop them from teaching their language. It is not French taught in all the high schools? They only want them to teach the English in their schools as well as French, so their children will get both languages instead of only their own. Do you see, dear sister, where you have been deceived about the wrong the Protestants are trying to do for this turning to a religious war. Let me assure you that it will be your people that start it. It is so.

You speak of going to Walkerville and asking the French to let you know if you would not be ashamed to have your name on a sign that said "Protestantism is wrong." He sees us always and bids us love our neighbors as ourselves.

Do not let me hear of your writing so long a letter this time, but I just couldn't help it. Wish you would let me know if you are willing to do so, I will send her a copy of the paper, and you, as there are a lot of things I would like to tell her.

Do not let me hear of your writing so long a letter this time, but I just couldn't help it. Wish you would let me know if you are willing to do so, I will send her a copy of the paper, and you, as there are a lot of things I would like to tell her.

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She Helps Along

Dear Miss Grey—I am a new comer to this page, and wish to help along a little. I am sending you no verses of the song "Just As the Ship Went Down," which "A Soldier of the Soil" wanted.

Would you please print the three recipes for what spots on furniture from hot dishes, which were in about three weeks ago. I intended to cut them out, but the paper was given away, so I didn't have the chance.

Hoping that I can come again, and write a song for you, I am, dear sister, yours truly, MARY.

Ans.—Does "Do All Jobs" care to correspond with "Mary"?

Not Too Late.

Dear Miss Grey—I saw where "Mary" had written that she had a copy of the "Canadian True Blue" and I was glad to hear of it. I had thought to have an amusing bit of verse at hand, which I have mailed you, together with the address.

A Mother's Gift

Dear Madam—Inclosed please find five dollars for prisoners' fund, and sign my name just.

Ans.—I cannot account for it, but your letter, dated about a fortnight ago, is just received. Your gift is generous, and I am very glad to record it in our Prisoners' Fund.

Too Many Middlemen.

Dear Miss Grey—I have been wanting to write for some time, but like every body else, am very busy.

Does a soldier's address, like every body else, live in the town, but have many middlemen out there? A week or so ago, a friend of mine brought in some butter, and beautiful butter it was. He sold it for 33 cents. We pay out, when we buy it, 38 and 40 cents for dairy, and 45 cents for creamery, and then they take orders for the butter box; they had to turn around and pay 46 cents for a box. Don't you think these gentlemen are making their pile? And it is not like the city; here the taxes are small, and the middlemen are few.

By the time one of two middlemen get a profit out of this, butter it will be a pretty dear article.

And so it is with coal. One lady told me that a small coal dealer in a certain city told her he had made a million dollars out of coal since the war began, and said he hoped to make another million, and that man won't take orders for more than a ton at a time. Is it not possible for something like that to be done with other things?

Cannot we women get a food controller of our own—a lady food controller? What good has the present controller done? Everything seems to have gone higher. It looks very suspicious when a man undertakes a job like that without a salary. Depend on it, he will get well paid for it some other way, or else there is no good in the interests of the public.

I see where "Pink" had seen a few of the men drunk. "Pink" dear, they would never have been so indiscreet as to show their faces if they were the worse for it.

And about the bread. Let the ones who demand their beer and liquor do

Eating for Health and Strength

calls for intelligent food selection. It is easy to keep in top-notch vigor of mind and body at low cost if you know Shredded Wheat Biscuit. It is 100 per cent. whole wheat—nothing wasted, nothing thrown away—contains more real body-building nutriment than meat, eggs or potatoes and costs much less. Full of nutriment, tasty and toothsome. Most people like the nutty aroma of the baked wheat, especially when served with hot milk. Delicious with sliced peaches, bananas and other fresh fruits.

Made in Canada.

DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON.
By Rev. T. S. LINDSEY, D.D.
(All Rights Reserved.)

"Daniel in the Lion's Den." Daniel vi. Golden Text—"The angel of Jehovah encompassed them with a fire, and delivered them." Ps. xxxiv. 7. Verse 1—Who was King Darius, and what was he? Why did the "princes and princes" dislike, and seek the injury of Daniel? Why are so many men jealous of the success of others? Why are so many men jealous instead of rejoicing at the success of others? Is it possible, or not, and why, for a Christian to so live, as to perfectly please God?

LILY WHITE CORN SYRUP

For Preserving
Use one-third "Lily White" to two-thirds Sugar, by weight.
"Lily White" Corn Syrup prevents fermentation and mould—and makes better Preserves, Jams and Jellies than with all sugar.

In 2, 5, 10 and 20 pound sizes—at all dealers.
Write for Free Cook Book.
THE CANADA STARCH CO. LIMITED,
MONTREAL.

CUTICURA HEALS VERY ITCHY SCALP

Burning Kept Her Awake Nights. Hard Lumps Came Then Turned to Scales.

"My scalp began by being very itchy and burning which would keep me awake nights it was so bothersome. First there would come little hard lumps and when I scratched them they would turn to flaky scales and dry.

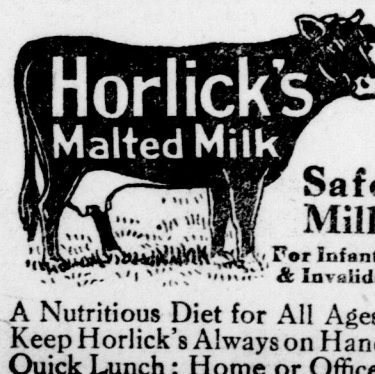
I got no relief until I used Cuticura Soap and Ointment. They gave instant relief and in a week I was completely healed." (Signed) Mrs. Alfred Berthelotte, Ed River Crossing, N. B., February 11, '16.

Most skin troubles might be prevented by using Cuticura Soap and Ointment for every-day toilet purposes.

For Free Sample Each by Mail address post-card: "Cuticura, Dept. A, Boston, U. S. A." Sold everywhere.

Robert's 35¢ Cod Liver Oil & Tar

Is a scientific remedy in which the powerful curative properties of Cod Liver Oil and Tar are combined. The nauseous effect of the oil having been removed, the extractive principles remain to build up wasted strength and remove the irritation set up by Coughs, Colds, Bronchitis and other affections of the respiratory organs. Try it, for it does stop coughs.



Horlick's Malted Milk

Safe Milk
For Infants & Invalids

A Nutritious Diet for All Ages. Keep Horlick's Always on Hand. Quick Lunch; Home or Office.

INTERESTING INFORMATION FOR Earners, Savers and Investors

The Middlesex Mills, Ltd. OFFER \$25,000.00 8 Per Cent Preferred Stock at Par

EARNERS—If you would raise your wages, make your savings earn for you while you earn with your time and hands.

SAVERS—If your savings are only earning 4 per cent. in the bank, let them earn 8 per cent. in this plant and business. We give you the opportunity to double the income from your savings.

INVESTORS—You are aware that industries can only be built up as people encourage them with their moral and financial support.

INVESTORS—You know what industries have done for London, Hamilton, Brantford, Sarnia and Windsor.

INVESTORS—You know it takes capital to organize and develop an industry, and this must be sought from the investors of a community.

INVESTORS—You know the Middlesex Mills, Limited, is London's latest industry; that it is not the only one of its kind in London. It is not, however, an experimental business, but, rather, a basic one. Our laws and temperature compel everyone to wear clothes. This business is engaged in the preparation of fabrics for clothing.

INVESTORS—Let us tell you something about it that will interest you. Its business has already outgrown its capacity, although it was only February last when operations were begun in the line which is now keeping the plant fully occupied. Last week's shipments reached 20,000 yards. The floors of the warehouse are covered with thousands of yards of material waiting attention.

The business is a profitable one and will continue to grow as our population grows.

Already present output is earning more than sufficient to meet twice over all charges on capital invested.

The success of any business is very largely contingent upon the experience and ability of its management.

The Middlesex Mills, Limited, is peculiarly fortunate in having at its head as president Mr. Albert Mitchell, born at Bolton, Lancashire, in the very heart of the weaving district of England, brought up to the weaving industry under his father, Mr. David Mitchell, inventor of weaving improvements, and highly regarded for his efficiency by one of the old guilds of England, "The Most Worshipful Makers of Cloth." Mr. Mitchell has many samples of his handiwork with the loom which promise for practical supervision and insure satisfactory product. Later year's experience gathered in Philadelphia and other cities well fits Mr. Mitchell for his present undertaking, and promises great success and profit for the shareholders.

Mr. Lyster, secretary-treasurer, was for over twenty years in the employ of the Bank of Nova Scotia, and left the position of manager of the London branch of that bank to join Mr. Mitchell in building up the company because he was satisfied Mr. Mitchell is thoroughly proficient in the building up of such an industry as the Middlesex Mills, Limited, has now reached.

The Middlesex Mills, Limited, was chartered by the Dominion Government, capital \$250,000.00 preferred stock, \$150,000.00 common stock, \$100,000.00, no bonded debt.

The preferred stock carries 8 per cent cumulative dividend. The company is already earning more than enough to pay this dividend.

More capital is required to meet the demand of the increasing business.

The company offer another twenty-five thousand dollars (\$25,000.00) of 8 per cent preferred stock for subscription at par. Applicants for stock may use the coupon below for application, sending same to any officer of the company.

SUBSCRIPTION FOR 8% PREFERRED STOCK OF THE MIDDLESEX MILLS, LIMITED INSTALLMENT PAYMENT.

I hereby subscribe for..... shares of Preferred Stock of the Middlesex Mills, Limited, at par \$100 per share. Inclosed find \$..... being 20% as first payment on same. I agree to pay a further twenty per cent. in ten days, and the balance in three (3) equal monthly instalments of \$.....

Name Street
City Province
Occupation

(Make Check for Stock Payable to Fidelity Trust Co., London, Ont.)

ALBERT MITCHELL, W. F. COTTON, A. N. LYSTER,
President and Manager. Vice-President. Secretary-Treasurer.

Industry, Thrift, Banking, Insurance, Investments

EFFECT OF THE WAR UPON BUSINESS IN CANADA.

The outbreak of the war found Canada passing through a year of depression and readjustment which followed a long period of real estate speculation and railroad development. The fact that business was already quiet tended to mitigate the shock of the war.

ENLISTMENT AND CONSCRIPTION.

Already, Canada has sent an army of 375,000 men to Europe and has in addition 30,000 men undergoing training at home. Since the total population of Canada before the war was less than eight million, this means that more than five per cent of the total population, and probably twenty per cent of the available military man power of the nation has already entered service. In order that Canada may maintain her strength at the battlefield, however long the war may last, a conscription bill has been passed by the national legislature under the leadership of Premier Borden.

LABOR.

So much of the available labor supply is employed in the manufacture of munitions that a great shortage is experienced in other industries. Owing to this shortage of labor, Canadian manufacturers are generally reducing orders for export, except in the case of war supplies for the Allies.

CANADIAN WAR ORDERS.

Up to the end of 1916, Canada received war orders amounting to \$1,100,000,000. It is estimated that the amount will be at least \$300,000,000 during 1917. Some of the orders received from Great Britain have been filled by subcontracting in the United States just as Canadian manufacturers, according to capacity available, are getting a share of the war orders placed by the United States Government.

EXPANSION OF FOREIGN TRADE.

As a result of these war orders there has been a tremendous expansion of Canada's export business, the total having increased from \$450,000,000 in 1913-14 to nearly \$1,200,000,000 in the year ending March, 1917—an increase of 180 per cent.

CANADIAN EXPORTS (MILLIONS)

(Fiscal Year Ending March, '17)	1917	1914	Increase.
Manufactured Products	\$496.6	\$57.4	\$439.2
The Mines	83.8	59.7	24.1
The Fisheries	24.7	20.6	4.1
The Forests	56.1	42.8	13.3
Animal Produce	128.2	53.3	74.9
Agricultural Products	362.5	198.2	164.3
Miscellaneous	6.3	0.1	6.2
Total	\$1,161.4	\$431.6	\$729.8

This expansion in manufacturing has necessitated large imports of raw materials. During the past year the total merchandise imports reached \$845,000,000, as compared with \$625,000,000 before the war.

Canada's sales abroad, however, have increased much faster than her imports, and during the past year she enjoyed a foreign trade surplus of \$344,000,000, while as late as 1913-14 there was a deficit of over \$300,000,000.

COST OF THE WAR.

According to a recent statement by Sir Thomas White in the House of Commons, Canada spent during the first three years of the war \$623,000,000. At the present time her daily war expenditures at home and in France amount to about \$900,000. This indicates that her expenditure during the coming year will be more than \$325,000,000.

BORROWING AND TAXES.

Up to the 1st of April, 1917, Canada's war tax on business profits had produced about \$32,000,000. It is expected to yield about \$30,000,000 during the current fiscal year. In order to avoid interference with industrial development this tax is to be discontinued at the end of the present fiscal year. To obtain increased revenues, the Canadian Government has recently proposed an income tax similar to that which exists in the United States.

For the purpose of assisting Canadian manufacturers to obtain war orders from abroad, Canada has nearly \$100,000,000 of which \$25,000,000 has been advanced by the Government and the remainder by Canadian banks and the Canadian Pacific Railway. In order, however, to be able to buy raw materials from the United States, it has been found necessary to borrow extensively. The Government, such borrowing, the Royal Bank of Canada has recently purchased a controlling interest in the Merchants National Bank of New York. Although lending abroad for ordinary purposes has been stopped, the United States Government has recently permitted New York financial institutions to buy \$100,000,000 of Canadian notes, and such loans will probably be continued in amounts sufficient to cancel Canada's trade indebtedness to the United States, which during the past year amounted to nearly \$400,000,000.

CROPS AND THE FOOD SUPPLY.

The war has brought prosperity to Canada's fishing industry as well as to her farmers. The latter have made substantial progress in paying off obligations for farm implements.

Canada needs only about 50,000,000 bushels of wheat for her own use, so that out of a probable harvest of 275,000,000 bushels this fall she will be able to export 225,000,000 to England and France.

Of animal produce Canada exported \$128,000,000 during the past year, which is double any year's total before the war.

Agricultural prosperity has resulted in a rapid increase in use of automobiles in Western Canada.

LUMBER.

The reduction in shipping tonnage and the almost prohibitive increases in ocean rates have hurt the lumber industry in British Columbia. Wire rope, used in logging, is also difficult to obtain owing to the scarcity and high prices of steel. During the war it is not likely that the Government will grant the supply of ships and machinery necessary for restoring the lumber business to its normal condition.

MUNITIONS.

Before the war Canada's munition capacity was almost negligible. At the present time her factories produce 30,000 shells per week. She has now 650 munition factories, with which \$350,000,000 worth of orders have been placed. Canada's present production of munitions is greater than that of any country before the war—Germany excepted.

BUSINESS AFTER THE WAR.

After the war Canada will necessarily lose an export trade in war materials amounting now to about \$800,000,000 a year. There will also be a release of some 125,000 or more workers who are now employed in the manufacture of munitions and military supplies. A period of readjustment will ensue, during which the energies now devoted to warfare must be skillfully transferred to the arts of peace, in order that unemployment and business depression may be avoided.

As indications that this readjustment will be successfully effected, several favorable factors stand out prominently:

First: It is known that during the ten years before the war, immigration to Canada amounted to about 2,500,000 persons, mostly from Great Britain and the United States, and that capital from Great Britain was invested in Canada to the extent of \$1,400,000,000. The fact that the period of development then begun is far from completed, suggests that Canada will still be attractive to foreign capital and population after the war.

Second: The railroad trackage already laid in Canada is capable of supporting large increase in population and industrial development.

Third: The recent improvements in the banking system of the United States will facilitate American investments abroad, and the mutual interests in commerce and similarity of ideals and institutions should encourage the investment of American capital in Canadian industries.

Fourth: Speculative inflation has been eliminated from the Canadian economic situation, and prospects of a period of rising values throughout the Dominion should stimulate an influx of both population and capital.

And last, but not least, the war-tested quality of the political and economic leadership in Canada is a satisfactory guarantee that the opportunities for development in Canada and all mutual interests outside the Dominion will be welded together with a minimum of friction and with the least possible delay.—Business and the War, Alexander Hamilton Institute.

WALL STREET CONDITIONS.

The pessimism and bears have had another week's innings, but just as Wall Street becomes over-sanguine at times it also suffers at periods from exaggerated forebodings. It is quite true there are many disconcerting influences at work, but have not the effects of these been already discounted? The market has been weak and declining slightly, and there has been a big selling movement during the week, such as marked the activities of the week before. The Government is making huge borrowings, but it is also spending as hugely, and in the natural order of things this will all come back through industrial operations. Wages are high and wage-earners are always quick and liberal spenders. Confidence will increase and with this there will be a gradual return of confidence in the country's business generally.

The great crops will soon be moving. The railroads will be busier, if possible, than ever before because of the added traffic of munitions. The prices of commodities are high, the market for the "upper ten" class, United States Steel reaching 104½, and Baltimore and Ohio Railway 65½. However, these breaks from present low prices only offer opportunities for the trader, such as he delights in, and since he is trading in good dividend-paying securities at ridiculously low figures for money, and we must not forget that the very choicest of securities have reached the lowest figures in years, and a great deal of buying is going on right now for long full profits by the best class of buyers.

Since writing the above the Monday's market developed great weakness in many representative securities of the "upper ten" class, United States Steel reaching 104½, and Baltimore and Ohio Railway 65½. However, these breaks from present low prices only offer opportunities for the trader, such as he delights in, and since he is trading in good dividend-paying securities at ridiculously low figures for money, and we must not forget that the very choicest of securities have reached the lowest figures in years, and a great deal of buying is going on right now for long full profits by the best class of buyers.

Send for our Booklet, which will tell you in detail just what is the best policy for you. Write us today.

INVESTMENT BONDS

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Per Annum and Over.

We issue periodically Booklets and Circulars descriptive of sound, high-grade Investment Securities. We shall be pleased to mail these to you as issued if you will send us your name and address.

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Acts as Executors, Trustees, Administrators, Assignees and all other functions of a Trust character. In

MAKING A WILL

your best interests will be served by naming this company as your Executor and Trustee. You are under no obligation to consult us.

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HEAD OFFICE: THE PEOPLES BUILDINGS, 428 RICHMOND ST., LONDON, ONT.
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The Peoples Loan and Savings Corporation

A comfortable state of mind is produced by thrift. A co-partner of thrift is a

Savings Branch Account

You can commence by depositing \$1.00 and add thereto as circumstances permit. It will grow to a large amount when improved with the

4 PER CENT

interest we pay, compounded twice a year. Begin now.

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Acts as Executors and Trustees for Estates. Money advanced on Government Bonds at 6 per cent. Will forms free of charge.

Office - - London Loan Block, 220 Dundas Street
M. J. KENT, Manager.

THE BEST KIND OF POLICY

Men often ask the question, "Which is the best policy for me?" Upon first-class risks it makes no difference to the company. Some writers have argued from a one-sided view, that the less money paid for protection the better; but it all depends upon circumstances. Protection is not like house rent, or like an article that can be worn out and consumed, and leave no future value behind it. Life insurance must inevitably couple the future with the present. A man of limited means and large insurance needs will find the cheapest insurance in a full life participating policy, while the man of larger means or of independent fortune may profitably take the ten, fifteen or twenty payment policies. In the event of early death, the latter will have paid more, but in case of living he will not only pay less in the aggregate, but will experience the satisfaction of having his insurance fully paid up before he is old. It is simply an outworking of the law of average, as the interest equalizes the different propositions.

Notwithstanding the higher cost, the advantages of endowment insurance are distinct and worthy of the most careful consideration.

Send for our Booklet, which will tell you in detail just what is the best policy for you. Write us today.

THE NORTHERN LIFE ASSURANCE COMPANY

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Tear off this coupon and mail it today.
NORTHERN LIFE ASSURANCE CO.
Gentlemen.—Please send me your booklet, "What the Northern Offers."

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AMUSEMENTS, LECTURES PATRICIA TODAY, TUESDAY, WEDNESDAY. Hall's "The Deemster" Master-Story. Starring Derwent Hall Caine.

AUDRIE RUBANNI Direct from the Regent, Toronto. Thursday, Friday and Saturday - Douglas Fairbanks.

Motors-Phone 658 Call P. E. Clarke, phone 658. Concessions, country fairs and private parties.

F. B. Clarke 416 Richmond Street, London, Ont. BASEBALL SATURDAY, SEPT. 22. TORONTO INTERNATIONALS (All-Star 1917 Champions), vs. AMERICAN AND CANADIAN LEAGUE.

TECUMSEH PARK Admission 50 cents. Grandstand 25 cents. All parties, entertainments, dances.

ORDINARY SWEDISH MOVEMENT and electric music. London Mineral Baths. Lady and gentleman attendants. Phone 2198.

LOST AND FOUND TWO GREY SUITS OF BOYS' clothes, 23 and 24, on Saturday, between London and Putnam.

PERSONAL GLENWOOD PRIVATE HOSPITAL-Nervous cases & specialists, 480 Ridout street, Phone 1705.

MUSICAL INSTRUCTION MINNIE RAYMOND, PIANO, THEORY -Studio 556 Richmond. Phone. Organ, church, and medical.

BUSINESS CHANGES HOTEL BUILDING, PARTLY FURNISHED, for rent, in village 5 miles from London.

BUSINESS CARDS ELECTRICAL MACHINERY - I will pay cash for second-hand electrical machinery.

PIANO TUNING H. S. Boardman, 476 Dufferin avenue, phone 217.

HARRY BOSS (Formerly of Palace Livery, East London.) Closed, heated carriages; large, comfortable buses.

MARRIAGE LICENSES MARRIAGE LICENSES ISSUED BY W. G. R. BARTON, 39 DUNDAS ST.

ROOFING SLATE ROOFING-OUR SPECIALTY. We have the best slate in the world.

ARCHITECTS JOHN M. MOORE, Architect and Civil Engineer, 412 DUNDAS STREET.

OSTEOPATHY DR. BARKLE, OSTEOPATH AND Chiropractor, electro-therapeutics, etc.

CONDENSED ADS. AMUSEMENTS-Fifteen cents per line each insertion, or two cents per word if set solid.

BORN, MARRIED, DIED. BORN. CHARLTON-To Mr. and Mrs. W. V. Charlton, 25 Wharncliffe road west.

DEATHS. In Memoriam. SMALL-In memory of J. Gordon Small, of the R.C. Transport from 33rd Battalion.

MEETINGS CHORAZIN LODGE, No. 136, I. O. O. F. meets Wednesday, Sept. 15, at 7:30 p.m.

AGENTS WANTED AGENTS-WANTED. We are seeking agents for our new and improved...

HELP WANTED MAID FOR NICE LIGHT HOUSE. WORK-Apply Bert Weir, 493 Adelaide street.

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AGENTS WANTED AGENTS-WANTED. We are seeking agents for our new and improved...

MALE HELP WANTED. PAN WASHER WANTED-APPLY Technicians, 480 Ridout street.

FEMALE HELP WANTED. WANTED A GOOD GENERAL MAID. Will be required for a family.

GIRLS. We pay from \$5.00 to \$7.50 per week at start, depending on the work.

RESPECTABLE ELDERLY HOUSEKEEPER for small family. Best of references required.

WOMAN OR GIRL FOR LIGHT HOUSEWORK for two hours each day.

WOMAN EVERY WEEK. For cleaning and ironing. Permanent position.

GIRLS WANTED. For finishing Room, Chocolate Room, Paper Box Room.

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REAL ESTATE FOR SALE. 100 ACRES, ON ELBICHO ROAD, near city, good buildings, soil a clay loam.

FRUIT FARM, TWENTY ACRES. All planted and bearing, choice varieties.

RESPECTABLE ELDERLY HOUSEKEEPER for small family. Best of references required.

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ARTICLES FOR SALE. PIANO-CASED ORGAN FOR SALE. In good condition, cheap for cash.

GENERAL STOCK AND PROPERTY. Must be sold by Oct. 10. Stock consisting of groceries, drygoods, boots and shoes.

RESPECTABLE ELDERLY HOUSEKEEPER for small family. Best of references required.

WOMAN OR GIRL FOR LIGHT HOUSEWORK for two hours each day.

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WOMAN EVERY WEEK. For cleaning and ironing. Permanent position.

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ARTICLES FOR SALE. PIANO-CASED ORGAN FOR SALE. In good condition, cheap for cash.

GENERAL STOCK AND PROPERTY. Must be sold by Oct. 10. Stock consisting of groceries, drygoods, boots and shoes.

RESPECTABLE ELDERLY HOUSEKEEPER for small family. Best of references required.

WOMAN OR GIRL FOR LIGHT HOUSEWORK for two hours each day.

WOMAN EVERY WEEK. For cleaning and ironing. Permanent position.

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BICYCLE TIRE PRICES ARE UP. We told you they would advance. However, our stock was bought at old prices and a short time will sell at old prices.

BICYCLE & MOTOR SALES CO. 425 WELLINGTON STREET. SOLE AGENT FOR LONDON.

EMPRESS SHOES For Particular Women. The supreme "Made in Canada" line. All the good styles.

ROWLAND HILL. Sole Agent for London. Main Store, 189 Dundas Street. Branch, 425 Wellington Street.

OSTEOPATHIC PHYSICIANS. DR. MARIE H. HARKINS, REBECCA HARKINS-Office and residence, 301 Wellington Street.

SURVEYORS. F. W. FARNCOMB, CIVIL ENGINEER, Surveyor-Edge Block, Phone 262.

MEDICAL CARDS. DR. G. L. CLARKE-EYE, EAR, NOSE and throat. 394 Dundas Street.

WAGONS AND CARRIAGES. MILK WAGONS AND FANCY BUGGIES. Delivery on call.

MUSICAL INSTRUMENTS. RAYOLA AND CRESCENT PHONOGRAPHS. Silver-tone.

INSURANCE. G. M. GUNN & SON (GEORGE C. GUNN)-Established 1859. Fire, life, accident and automobile insurance.

Automobile Insurance. D. CAMPBELL & SONS. BANK OF TORONTO BUILDING. Phone 152.

MONEY TO LOAN. MONEY TO LOAN AT LOWEST rates-Thomas C. King, real estate broker, 117 Dundas Street.

NURSES. MISS S. SIMON, OPEN FOR MATERNITY and private nursing. Late Mrs. Newark, General Hospital.

USED CARS FOR SALE. TIRES AT REDUCED PRICES. King Tire Carriers, 55, Tool Boxes, \$2.75.

OUR TIRE PRICES SAVE YOU MONEY. MARK CUT-RATE TIRE CO. 126 Carling Street, Phone 6182.

Cooper's Auction. WEDNESDAY, SEPT. 19 - 18 BRIDE AVENUE, SOUTH LONDON.

TO CONTRACTORS. Sealed tenders will be received by us until Friday noon, the 21st inst., for excavating 4,400 cubic yards of open ditch.

INCREASE SPAIN'S ARMY. Madrid, Sept. 18.-At a cabinet meeting held last night it was decided to increase the army by 100,000 men.

London's Rubber Man. LESS THAN WHOLESALE PRICES. GET BUSY! 185 KING STREET. J.W.T.

INTERESTING INFORMATION FOR Earners, Savers and Investors

The Middlesex Mills, Ltd. OFFER \$25,000.00 8 Per Cent Preferred Stock at Par

EARNERS—If you would raise your wages, make your savings earn for you while you earn with your time and hands.

SAVERS—If your savings are only earning 4 per cent. in the bank, let them earn 8 per cent. in this plant and business. We give you the opportunity to double the income from your savings.

INVESTORS—You are aware that industries can only be built up as people encourage them with their moral and financial support.

INVESTORS—You know what industries have done for London, Hamilton, Brantford, Sarnia and Windsor.

INVESTORS—You know it takes capital to organize and develop an industry, and this must be sought from the investors of a community.

INVESTORS—You know the Middlesex Mills, Limited, is London's latest industry; that it is the only one of its kind in London. It is not, however, an experimental business, but, rather, a basic one. Our laws and temperature compel everyone to wear clothes. This business is engaged in the preparation of fabrics for clothing.

INVESTORS—Let us tell you something about it that will interest you. Its business has already outgrown its capacity, although it was only February last when operations were begun in the line which is now keeping the plant fully occupied. Last week's shipments reached 20,000 yards. The floors of the warehouse are covered with thousands of yards of material waiting attention.

The business is a profitable one and will continue to grow as our population grows.

Already present output is earning more than sufficient to meet twice over all charges on capital invested.

The success of any business is very largely contingent upon the experience and ability of its management.

The Middlesex Mills, Limited, is peculiarly fortunate in having at its head as president Mr. Albert Mitchell, born at Bolton, Lancashire, in the very heart of the weaving district of England, brought up to the weaving industry under his father, Mr. David Mitchell, inventor of weaving improvements, and highly regarded for his efficiency by one of the old guilds of England, "The Most Worshipful Makers of Cloth." Mr. Mitchell has many samples of his handiwork with the loom which promise for practical supervision and insure satisfactory product. Later year's experience gathered in Philadelphia and other cities well fits Mr. Mitchell for his present undertaking, and promises great success and profit for the shareholders.

Mr. Lyster, secretary-treasurer, was for over twenty years in the employ of the Bank of Nova Scotia, and left the position of manager of the London branch of that bank to join Mr. Mitchell in building up the company because he was satisfied Mr. Mitchell is thoroughly proficient in the building up of such an industry as the Middlesex Mills, Limited, has now reached.

The Middlesex Mills, Limited, was chartered by the Dominion Government, capital \$250,000.00 preferred stock, \$150,000.00 common stock, \$100,000.00, no bonded debt.

The preferred stock carries 8 per cent cumulative dividend. The company is already earning more than enough to pay this dividend.

More capital is required to meet the demand of the increasing business.

The company offer another twenty-five thousand dollars (\$25,000.00) of 8 per cent preferred stock for subscription at par. Applicants for stock may use the coupon below for application, sending same to any officer of the company.

SUBSCRIPTION FOR 8% PREFERRED STOCK OF
THE MIDDLESEX MILLS, LIMITED
INSTALLMENT PAYMENT.

I hereby subscribe for..... shares of Preferred Stock of the Middlesex Mills, Limited, at par \$100 per share. Inclosed find \$..... being 20% as first payment on same. I agree to pay a further twenty per cent. in ten days, and the balance in three (3) equal monthly instalments of \$.....

Name Street

City Province

Occupation

(Make Check for Stock Payable to Fidelity Trust Co., London, Ont.)

ALBERT MITCHELL, President and Manager. W. F. COTTON, Vice-President. A. N. LYSTER, Secretary-Treasurer.

Industry, Thrift, Banking, Insurance, Investments

EFFECT OF THE WAR UPON BUSINESS IN CANADA.

The outbreak of the war found Canada passing through a year of depression and readjustment which followed a long period of real estate speculation and railroad development. The fact that business was already quiet tended to mitigate the shock of the war.

ENLISTMENT AND CONSCRIPTION.

Already, Canada has sent an army of 375,000 men to Europe and has in addition 30,000 men undergoing training at home. Since the total population of Canada before the war was less than eight million, this means that more than five per cent of the total population, and probably, twenty per cent of the available military man power of the nation has already entered service. In order that Canada may maintain her strength at the battlefront, however long the war may last, a compulsory service law has been passed by the national legislature under the leadership of Premier Borden.

LABOR.

So much of the available labor supply is employed in the manufacture of munitions that a great shortage is experienced in other industries. Owing to this shortage of labor, Canadian manufacturers are generally reducing orders for export, except in the case of war supplies for the Allies.

CANADIAN WAR ORDERS.

Up to the end of 1916, Canada received war orders amounting to \$1,100,000,000. It is estimated that the amount will be at least \$300,000,000 during 1917. Some of the orders received from Great Britain have been filled by subletting contracts in the United States just as Canadian manufacturers, according to capacity available, are getting a share of the war orders placed by the United States Government.

EXPANSION OF FOREIGN TRADE.

As a result of these war orders there has been a tremendous expansion of Canada's export business, the total having increased from \$450,000,000 in 1913-14 to nearly \$1,200,000,000 in the year ending March, 1917—an increase of 180 per cent.

CANADIAN EXPORTS (MILLIONS)

(Fiscal Year Ending March, 31)	1917	1914	Increase.
Manufactured Products	\$196.6	\$57.4	\$139.2
The Mines	53.8	53.0	26.8
The Fisheries	24.7	20.6	4.1
The Forests	56.1	42.8	13.3
Animal Produce	128.2	53.3	74.9
Agricultural Products	362.5	198.2	164.3
Miscellaneous	6.2	0.1	6.1
Total	\$1,161.4	\$481.6	\$729.8

This expansion in manufacturing has necessitated large imports of raw materials. During the past year the total merchandise imports reached \$445,000,000, as compared with \$625,000,000 before the war.

Canada's sales abroad, however, have increased much faster than her imports, and during the past year she enjoyed a foreign trade surplus of \$34,000,000, while as late as 1913-14 there was a deficit of over \$200,000,000.

COST OF THE WAR.

According to a recent statement by Sir Thomas White in the House of Commons, Canada spent during the first three years of the war \$623,000,000. At the present time her daily war expenditures at home and in France amount to about \$900,000. This indicates that her expenditure during the coming year will be more than \$225,000,000.

BORROWING AND TAXES.

Up to the 1st of April, 1917, Canada's war tax on business profits had produced about \$32,000,000. It is expected to yield about \$50,000,000 during the current fiscal year. In order to avoid interference with industrial development this tax is to be discontinued at the end of the present fiscal year. To obtain increased revenues, the Canadian Government has recently proposed an income tax similar to that which exists in the United States.

For the purpose of assisting Canadian manufacturers to obtain war orders from abroad, Canada has loaned Great Britain nearly \$400,000,000, which \$250,000,000 has been advanced by the Government and the remainder by Canadian banks and the Canadian Pacific Railway. In order, however, to be able to buy raw materials from the United States, it has been found necessary to borrow extensively in this country. To borrowing, the Royal Bank of Canada has recently purchased a controlling interest in the Merchants National Bank of New York. Although lending abroad for ordinary purposes has been stopped, the United States Government has recently permitted New York financial interests to buy \$100,000,000 of Canadian notes, and such loans will probably be continued in amounts sufficient to cancel Canada's trade indebtedness to the United States, which during the past year amounted to nearly \$400,000,000.

CROPS AND THE FOOD SUPPLY.

The war has brought prosperity to Canada's fishing industry as well as to her farmers. The latter have made substantial progress in paying off obligations for farm implements.

Canada made only about 50,000,000 bushels of wheat for her own use, so that out of a probable harvest of 275,000,000 bushels this fall she will be able to export 225,000,000 to England and France.

Of animal produce Canada exported \$128,000,000 during the past year, which is double any year before the war.

Agricultural prosperity has resulted in a rapid increase in use of automobiles in Western Canada.

LUMBER.

The reduction in shipping tonnage and the almost prohibitive increases in ocean rates have hurt the lumber industry in British Columbia. Wire rope, used in logging, is so difficult to obtain owing to the scarcity and high prices of steel. During the war it is not likely that the Government will grant the supply of ships and machinery necessary for restoring the lumber business to its normal condition.

MUNITIONS.

Before the war Canada's munition capacity was almost negligible. At the present time her factories produce 800,000 shells per week. She has now 650 munitions factories, with which \$50,000,000 worth of orders have been placed. Canada's present production of munitions is greater than that of any country before the war—Germany excepted.

BUSINESS AFTER THE WAR.

After the war Canada will necessarily lose an export trade in war materials amounting now to about \$800,000,000 a year. There will also be a release of some 125,000 or more workers who are now employed in the manufacture of munitions and military supplies and a period of readjustment will ensue, during which the energies now devoted to warfare must be skillfully transferred to the arts of peace, in order that unemployment and business depression may be avoided.

As indications that this readjustment will be successfully effected, several favorable factors stand out prominently:

First: It is known that during the ten years before the war, immigration to Canada amounted to about 2,500,000 persons, mostly from Great Britain and the United States, and this capital from Great Britain was invested in Canada to the extent of \$1,500,000,000. The fact that the period of development then begun is far from completed, suggests that Canada will still be attractive to foreign capital and population after the war.

Second: The railroad trackage already laid in Canada is capable of supporting large increase in population and industrial development.

Third: The recent improvements in the banking system of the United States will facilitate American investments abroad, and the mutual interests in commerce and similarity of ideas and institutions should encourage the investment of American capital in Canadian industries.

Fourth: Speculative inflation has been eliminated from the Canadian economic situation, and prospects of a period of rising values throughout the Dominion should stimulate an influx of both population and capital.

And last, but not least, the war-tested quality of the political and economic leadership in Canada is a satisfactory guarantee that the opportunities for development in Canada and all mutual interests outside the Dominion will be wielded together with a minimum of friction and with the least possible delay.—Business and the War, Alexander Hamilton Institute.

WALL STREET CONDITIONS.

The pessimists and bears have had another week's innings, but just as Wall Street becomes overcast at times it also suffers at periods from exaggerated forebodings. It is quite true there are many disconcerting influences at work, but have not the effects of these been already discounted? The market has been weak and declining slightly, and there has been a big selling movement during the past ten days such as marked the activities of the week before. The Government is making huge borrowings, but it is also spending as hugely, and in the natural order of things this will all come back through industrial operations. Wages are high and wage-earners are always quick and liberal spenders. Circulation will increase and with this there will be a gradual return of confidence in the country's business generally.

The great crops will soon be moving. The railroads will be busier, if possible, than ever before because of the added traffic of munitions. The prices of commodities are high, the merchant will receive larger amounts on old long-standing accounts, and this will increase the bank deposits, allowing the money to flow back again into the investment channels. This is not to say that money will not be higher. We expect that, but we have seen good progressive markets on high rates for money, and we must not forget that the very choicest of securities have reached the lowest figures in years, and a great deal of buying is going on right now for long full profits by the best class of buyers.

Since writing the above the Monday's market developed great weakness in many representative securities of the "upper ten" class. United States Steel reaching 104 1/2, and Baltimore and Ohio Railway 65 1/2. However, these breaks from present low prices only offer opportunities for the trader, such as he delights in, and since he is trading in good dividend-paying securities at ridiculously low figures, and since it is generally believed the war will not continue through the coming winter, he has no fears for his position. His investments will give good returns, a much higher rate than mortgages or Liberty Loan. It is, however, a worrying market for the timid investor or unseasoned speculator, and should be avoided by the novice while so many features of uncertainty are hanging over it.

INVESTMENT BONDS

Yielding Six Per Cent
Per Annum and Over.

We issue periodically Booklets and Circulars descriptive of sound, high-grade Investment Securities. We shall be pleased to mail these to you as issued if you will send us your name and address.

Royal Securities Corporation

LIMITED

164 ST. JAMES STREET, MONTREAL.

Incorporated by Special Act of the Parliament of Canada.

THE PREMIER TRUST COMPANY

Acts as Executors, Trustees, Administrators, Assignees and all other functions of a Trust character. In

MAKING A WILL

your best interests will be served by naming this company as your Executor and Trustee. You are under no obligation to consult us.

OPERATED UNDER THE SAME MANAGEMENT.

HEAD OFFICE: THE PEOPLES BUILDINGS, 428 RICHMOND ST., LONDON, ONT.
BRANCH OFFICE: 6 SANDWICH STREET WEST, WINDSOR, ONT.

The Peoples Loan and Savings Corporation

A comfortable state of mind is produced by thrift. A co-partner of thrift is a

Savings Branch Account

You can commence by depositing \$1.00 and add thereto as circumstances permit. It will grow to a large amount when improved with the

4 PER CENT

interest we pay, compounded twice a year. Begin now.

The Consolidated Trusts Corporation

GEO. G. McCORMICK, President THOS. BAKER, 1st Vice-President
R. G. FISHER, 2nd Vice-President W. E. Robinson and Thos. W. Scandrett.

Acts as Executors and Trustees for Estates. Money advanced on Government Bonds at 6 per cent. Will forms free of charge.

Office - - London Loan Block, 220 Dundas Street
M. J. KENT, Manager.

THE BEST KIND OF POLICY

Men often ask the question, "Which is the best policy for me?" Upon first-class risks it makes no difference to the company. Some writers have argued from a one-sided view, that the less money paid for protection the better; but it all depends upon circumstances. Protection is not like house rent, or like an article that can be worn out and consumed, and leave no future value behind it. Life insurance must inevitably couple the future with the present. A man of limited means and large insurance needs will find the cheapest insurance in a full life participating policy, while the man of larger means or of independent fortune may profitably take the ten, fifteen or twenty payment policies. In the event of early death, the latter will have paid more, but in case of living he will not only pay less in the aggregate, but will experience the satisfaction of having his insurance fully paid up before he is old. It is simply an outworking of the law of average, as the interest equalizes the different propositions.

Notwithstanding the higher cost, the advantages of endowment insurance are distinct and worthy of the most careful consideration.

Send for our Booklet, which will tell you in detail just what is the best policy for you. Write us today.

THE NORTHERN LIFE ASSURANCE COMPANY

London - - - - - Ont.

Tear off this coupon and mail it today.
NORTHERN LIFE ASSURANCE CO.
Gentlemen—Please send me your booklet, "What the Northern Offers."

My age is

Name

Address

ANOTHER STRUGGLE FOR THE FRANCHISE BILL

Senator's Amendments Will Have To Be "Closed" Through Commons.

Special to The Advertiser. Ottawa, Sept. 17.—(Prorogation in the Commons has been completed.)

With the approval of the Municipal Board, and within the limitations and restrictions of the conditions prescribed by order of the board.

For buying and storing fuel and other articles of food as may be designated by order of the board.

For making such other acts and things as may be necessary for the full and proper carrying out of such powers.

For borrowing from time to time by the issue of debentures, payable in not more than ten years from the date of issue, the money necessary for the purposes.

For making rules and regulations and doing all such other acts and things as may be necessary for the full and proper carrying out of such powers.

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ALL DEDUCTIONS OF WILLIAM DAVIES COMPANY WERE QUITE PROPER, SAYS MANAGER FOX

Nothing Irregular About the Amounts Written Off.

Toronto, Sept. 18.—That all deductions from profits and amounts written off in the statements were absolutely proper and regular, was the assertion of E. C. Fox, general manager of the William Davies Company, who was again a witness this morning before the Government commission inquiring into the matter.

Shortly before midnight Hon. Frank Howard, in a statement to the House of Commons, declared that the "padding" of the profits of the Davies Company, as alleged by the House of Commons, was a "padding" of the profits of the Davies Company, as alleged by the House of Commons.

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BIG ARMY PREPARED WITHIN FIVE WEEKS, GOVERNMENT PLAN

Remaining 75,000 Will Be Called Up In Batches. 100,000 EARLY IN YEAR

Government To Apply Draft Measure Without Delay.

Ottawa, Sept. 17.—The war-time elections act received second reading in the Senate tonight after one day's discussion.

Senator Bostock's objection to the bill was that it provided that in Nova Scotia and New Brunswick the provincial lists shall not be made the basis of the national list.

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STUTTGART BARRACKS ATTACKED FROM AIR BY FRENCH BIRDMEN

Many Military Establishments, Railways and Factories Are Visited.

Paris, Sept. 17.—The official communication issued by the war office tonight stated that the attack on the Stuttgart barracks was the first of a series of attacks on military establishments, railways and factories.

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Financial, Market and Commercial Section

HOME-GROWN FRUITS IN GREAT PROFUSION TODAY

Big Offerings on Local Market and Prices Decline Somewhat.

The big attraction on the local market this morning was seasonal fruits. Fruits of all the varieties demanded the attention of housewives. Peaches and plums were offered in abundance and a lessened range in the prices of these fruits was recorded.

According to fruit dealers this is the time of the year when the quality of the fruit is at its best, and the quantity will never be larger for the remainder of the season.

Apples remain unchanged in price. Potatoes are unchanged in price. Potatoes are unchanged in price. Potatoes are unchanged in price.

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CASH OATS LOWER IN WINNIPEG PIT

Cash Wheat Unchanged, But Cash Barley and Flax Down.

Winnipeg, Sept. 17.—The cash wheat market closed unchanged. Cash oats 1 1/2c lower than the previous close of 67c; cash barley 2c down from previous close of \$1.24, and flax 1 1/2c down.

The market was dull, although there was a good demand in spite of the heavy receipts. Offerings were very light.

The futures market for oats was dull, and showed a decline. 1 1/2c for Oct. 2, 1 1/2c for Nov. 15c to 14c for Dec. 15c for May from the previous closing prices of \$1.19, \$1.20, \$1.21, \$1.22, \$1.23, \$1.24, \$1.25, \$1.26, \$1.27, \$1.28, \$1.29, \$1.30, \$1.31, \$1.32, \$1.33, \$1.34, \$1.35, \$1.36, \$1.37, \$1.38, \$1.39, \$1.40, \$1.41, \$1.42, \$1.43, \$1.44, \$1.45, \$1.46, \$1.47, \$1.48, \$1.49, \$1.50, \$1.51, \$1.52, \$1.53, \$1.54, \$1.55, \$1.56, \$1.57, \$1.58, \$1.59, \$1.60, \$1.61, \$1.62, \$1.63, \$1.64, \$1.65, \$1.66, \$1.67, \$1.68, \$1.69, \$1.70, \$1.71, \$1.72, \$1.73, \$1.74, \$1.75, \$1.76, \$1.77, \$1.78, \$1.79, \$1.80, \$1.81, \$1.82, \$1.83, \$1.84, \$1.85, \$1.86, \$1.87, \$1.88, \$1.89, \$1.90, \$1.91, \$1.92, \$1.93, \$1.94, \$1.95, \$1.96, \$1.97, \$1.98, \$1.99, \$2.00, \$2.01, \$2.02, \$2.03, \$2.04, \$2.05, \$2.06, \$2.07, \$2.08, \$2.09, \$2.10, \$2.11, \$2.12, \$2.13, \$2.14, \$2.15, \$2.16, \$2.17, \$2.18, \$2.19, \$2.20, \$2.21, \$2.22, 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DRAPED VELVET HATS
Black, brown, navy, taupe and sand.
BELTZ & CO.
PRACTICAL FURRIERS. ywt

The Song of Shoe Service
Our Shoes are Shoes of Quality, and having eyes and tongues, speak for themselves wherever they go, and always for
COOK'S SHOE STORE.



Railroad Accidents Have Been Reduced --

because of better eyesight on the part of employees. Employers want keen-sighted men, and employees should leave nothing undone to know they have the best vision. Our examination will tell whether you need glasses.

If you need them let us supply you. ywt

Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 231 DUNDAS ST. Two Doors East of Market.

Special! Something NEW!
COTTAGE Roll Bacon 33c Per Pound
No rind or bone. Just the line for boiling and frying. Deliciously flavored.
WILSON'S PHONES 5600-5601.

Our Work, Best By Test, Has Been Proven

London Tire Repair Depot
354 Wellington Street. Phone 2334. A. WILKES. Opp. McClary's. ywt

Your Child's Eyes
Need every care. They should be examined and, if necessary, fitted with a pair of GOOD GLASSES at a very moderate cost.

John S. Barnard
Gaitian. 194 DUNDAS STREET. ywt

H. M. PETERMAN
HIGH-CLASS TAILOR.
has resumed business, Room 1, London Loan Block, Dundas street, corner Clarence, and solicits the patronage of his old friends and the public generally. ywt

C. H. Ward & Co.
Diamond Merchants and Jewelers.
Phone 1084. 386 Richmond St.

English Rheumatism Capsules
Cure the cause of all forms of rheumatism.
TAYLOR'S 6 CUT-RATE DRUG STORES

Ford SERVICE STATION
OPEN DAY AND NIGHT.
EQUIPMENT AND WORKMANSHIP UNEQUALLED
Reliance Garage
Phones: Day 5318. Night 3168.
299 DUNDAS STREET. 701c

Western Ontario Electric Co.
227 DUNDAS STREET.
We invite you to visit our exhibit. 25 per cent off Electric Fixtures and Lamps during the Fair. We sell all material for wiring your home. Get our prices before you purchase.

The London Loan and Savings Company of Canada

Improved farm for sale under mortgage—181 acres in Township of Artemesia. Terms: Only \$200 down or secured balance in installments to suit.
M. J. KENT, Manager. ywt

Ask for--
Parnell's

If you have been in the habit of getting any kind of bread from your grocer, say: "Parnell's, please." You'll be delighted and pleased.

TRY IT ONCE.
Parnell The Breadman
PHONES 929, 1380.

JET JEWELRY
Real European Styles, Made in England.
Best Collection of Jet Jewelry Ever Shown in Our Stores.
BRACELETS, EARRINGS, COLLARS, CROSSES, BEAD STRINGS, BROOCHES.

YOUNG'S
Where You Get the Latest.
TWO STORES.
LONDON. EAST LONDON.

Johnston Bros.
X X X Bread
MOST DELICIOUS
White or Brown
Phone 944 Johnston Bros.

ATTEMPTED MURDER STORY EXPLODED BY COURT OF INQUIRY

That the bullet wound received by Pte. J. S. Wilson of the 1st Depot Battalion, W. O. R., while walking on Ridout street on Thursday evening, was the result of a revolver being accidentally discharged, was the finding of the military court of inquiry which has been investigating the affair.

The announcement made today at militia headquarters explodes the story first told by the wounded man and the civilian friend who accompanied him that he had been fired upon from behind a fence by an unknown gunman.

The finding of the court shows that the revolver was discharged while in the hands of one of the two men. Both men were absent without leave from their units and the man who was dressed as a civilian is still at large. It is expected that he will be apprehended in the near future.

ORDERS are often pulled across by a properly sorted, rightly planned piece of printing. Let us help!

Federal Advertising Service
Dominion Savings Building, LONDON, CANADA.

JOHNSTON & MURRAY
Midweek Special!
Black calf, with 10-8 heel, as per illustration
Per Pair **\$5.39**
This is One of the Season's Newest
Johnston & Murray
London St. Thomas

WATCHMAN'S TOWER PARTIALLY WRECKED IN PECULIAR CRASH

Big Marine Boiler Struck Structure From Car.

An unusual and somewhat spectacular accident occurred shortly after 7 o'clock last evening at the C.P.R. crossing on Richmond street, when a huge marine boiler, which was being shipped through, struck the watchman's tower, tore the floor almost completely out, and caved in one side. Watchman Alex Thorne, who was on duty in the tower at the time, escaped with an injured knee.

The big boiler was shipped on a flat car on the Chatham local and projected so far over the sides of the car that the train crew kept a close watch all the way along, fearing that it might strike something. Going through London yards the train had slowed down to about five miles an hour and the locomotive was quickly stopped after the watchman's tower was struck.

The boiler is one of the most bulky shipments that the C.P.R. has ever attempted to handle through the city, and was taken over by them from the Pere Marquette, to be forwarded to an eastern port.

144 ENLISTED IN DISTRICT DURING PAST FORTNIGHT

Reports for Past Two Weeks About Average.

Complete recruiting returns for this district reached military headquarters today, showing that 144 men joined the colors during the first half of September in Western Ontario.

This is about the same as the figures for several similar periods of late. At the London Mobilization Centre 22 men were attested, while at the Windsor centre 32 joined up. Sixteen of those who passed through the London centre were sent here by the British-Canadian Recruiting Mission in the United States.

Infantry units obtained 53 men, forestry and railway construction ten men, and other branches of the service 81 men. At Woodstock six men signed up, at Sarnia three, and at Galt twelve.

Rowat's COFFEE 50c per pound
Please People Who Are Particular.
T.A. ROWAT & CO.
250 Dundas St.
Phones 3051-3052.

ASKING COUNTY TO REPAIR ITS ROADS

INGERSOLL, Sept. 17.—At a meeting of the council tonight a resolution was passed asking the county council to make an inspection of the county roads leading into Ingersoll at once and to take measures to put them in fit condition for traffic. A copy of the resolution will be sent to the reeve of each township.

A committee consisting of Councillors Bloor, Henderson and Scott was named to a municipal honor roll of the men who have enlisted in Ingersoll. It will be placed in the council hall.

JOAN OF ARC.
This song is a call to the heroine of France to look down from the sky on the pollus of France, as they show that they are still animated by the great spirit that she typifies. This song is reproduced on Victrola Record 1897. On the other side is "For Your Country and My Country," a stimulating call to arms. For sale at the Victrola Parlors of Ye Olde Firm of Heintzman & Co., Limited, 242 Dundas street.

To Save TIME and MONEY, Send Your Shoes To Us
All work guaranteed and done in a short time.
PHONES — 2310, 1066
Modern Shoe Repair
505 Richmond Street
142 Bruce Street. 79a-yw

To Re-Tread and Re-Build Your Tires Means SAFETY. FIRST To You
LONDON'S RUBBER MAN
BROCKMAN
Rear 186 King.
Phone 5124. ywt

UNO-CRYSTAL BI-FOCAL LENSES
HAVE NO ABERRATION.

Invisible Bifocals
Double-vision Glasses, ground on one solid glass; no lines or cement.
On Sale During Month of September
at the same price you would pay for the old-style, cemented in two pieces.

BROWN OPTICAL CO.
EYE SPECIALISTS AND OPTICIANS
223 Dundas St. Phone 1877
LONDON ONTARIO

THERE WILL BE A GREAT
CARNIVAL OF SHOE BARGAINS

At the Huge Public Money-Saving Shoe Sale
ALL THIS WEEK

We are going to make this week a real carnival week of bargains by giving the public bargains that have never before been equalled in this city. Prices have been slashed beyond anything ever before attempted. Everything in our store included in this great money saving sale; nothing reserved. Come in and see the magnificent display of up-to-the-minute styles in footwear for all the family.

Look, Men! A splendid line of Men's Gunmetal Lace Shoes, round-toed. Worth \$4.00. For .. \$2.98

Men's Gunmetal Calf Lace Shoes, English last, Aeme fibre soles and solid rubber heels. Worth \$5.50. Sale price .. \$3.98

Women's, Misses' and Boys' High White Running Shoes, black soles. Go at .. 69c

Extra Special, Men's Black and Tan Rubber Boots; \$5.00 and \$6.00 values. For .. \$3.98

Women's Fine Lace and Button Shoes. Values up to \$4.00. For .. \$1.98

Women's Patent Leather Oxfords; \$4.00 values. Go at .. \$1.49

A big lot of Infants' Soft Sole Shoes, assorted colors; 75c value. For .. 49c

Just think of it! A good strong Work Shoe for Men. Worth \$3.00. For only .. \$1.98

Men's Good Solid Tan Grain Work Shoes; \$4.50 values. Go at .. \$3.48

100 Juvenile School Cases; 75c value go at .. 29c

THE PEOPLES SHOE STORE
131 DUNDAS STREET. PHONE 5123. 12 MARKET SQUARE.

The Only Thing To Fear Is Fear

We refuse to be perturbed by the alarmists, the pessimists and by the timid who see things at night. As prophets in the past they have a battling average of about .001. The only time they have hit the truth is when they themselves created the conditions they feared by fearing them. Our slogan during these earnest times is

"Keep Business Going"
In these times of stress—of urgent need that the business life of the nation continue at flood tide—we deem it the duty of every patriotic Canadian to contribute towards making the war period one of prosperity unexampled in the history of Canada.
We shall retrench in nothing, cancel nothing. Our faith in the existing and eternal prosperity of the Dominion of Canada is immovable.
We believe that this is the very time of all times that you should BUY WHAT YOU WANT—whether it be in our line or in any other.
The only way to stop your business is to stop the other fellow's. The only thing to fear is fear.

To show that we have faith in the future we have doubled our orders for 1918, and will enlarge our already commodious building to take care of our ever-increasing business.

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