

Stop. Look. Listen.

MR. AUTO USER

Why throw away your Cut Rim or Tread Worn Tires, as we have a process of combining the two and making one Double Tread Tire which is puncture proof or impossible to blow out.

Why not save 100 p.c. of the cost and we are willing to show you that it can be done, by our process of treatment in cementing and stitching which makes one grand double tread tire.

Investigate this before throwing away your old tires.

J. W. CHURCH

14 Kent Street, Simcoe, Ont.

Utilizes every heat unit. Flues arranged so heat is forced to travel over top of oven in

McClary's Pandora

Range down behind it and twice under the bottom before escaping to chimney. See the McClary dealer.

MADE IN CANADA
for sale by E. T. CARTER

To the Public

We Sell Parisian Sage, and we Know the Guarantee is Genuine

PARISIAN SAGE, the quick-acting hair restorer, is guaranteed—
To stop falling hair,
To cure dandruff,
To cure itching of the scalp,
To put life into faded hair,
To make harsh hair soft and luxuriant,
To make hair grow, or money back.
It is the most delightful hair dressing made, and is a great favorite with ladies who desire beautiful and luxuriant hair. Large bottle only 50 cents.
For Sale By
J. R. Seater, Jarvis

Subscribe for the Record—NOW

Cut This Out

It is worth your fare to Hamilton and return on an account of \$10.00 or over.

DR. FRED L. WILLIAMSON,
Dentist,
3 Blocks west of King St. Station
Hamilton, Ontario.

Alex. G. Glass,
EXPERT

Piano and Organ Tuner & Repairer
Residence: 113 Tisdal St.,
Hamilton, Ontario.
Leave all orders at The Record,
Care Jarvis, Ont. Phone 37.

September Sale of

**Men's Suits
Boys' Suits
Men's Odd Pants
Boys' Knickers**

For many years in September we have held a Sale of Clothing for Men and Boys. The Particulars of this year's sale follows. You will not find one weak spot in the clothing we have to offer you. If you will only look into the matter carefully you will readily see why buying Clothing at this Sale means economy. All we ask you to do is a little investigating on your own account. We will be quite satisfied to let our Case rest in your hands entirely after that.

Men's Suits Seven Dollars

\$7.00 is a low price for a good serviceable Man's Suit, they are in Medium and Dark Greys and Brown mixtures. A full range of sizes. Good looking Serviceable Suits. SALE PRICE \$7.00.

Men's Suits, Nine Dollars

\$9.00 for a large choice of Men's Tweed and Worsted finished Suits that it would be difficult to equal for less than \$12.00. Sizes to fit.

Men's Suits Eleven Dollars

\$11.00 for Men's fine Suits in Neat Greys, Browns, and Faucy Mixtures. Excellent Service and an actual Saving of at least \$3.00

Men's Very Fine Suits \$14.00

\$14.00 In this Collection you will FIND very finely Tailored Suits Made from Imported fine wool Tweeds and worsteds. Not a Suit in the lot is worth less than \$17.50.

Remarkable Values in Boys' Suits will be Ready when the Sale opens Saturday

THE NEW Seasons Suits for Boys will BE READY Saturday. The Collection IS LARGE and the styles are very smart. THE SELLING OF Boys Suits will be HEAVY, we advise an early INSPECTION.

BOYS SUITS IN THIS Sale at	\$2.90
"	3.90
"	4.90
"	5.90
"	6.90

A full range of Sizes and a good selection of Patterns in all lines.

Boys new model Suits

at \$9, \$10, \$12, \$14
THE SMARTEST, Best looking Boys Suits ever offered

Boys' Boomer Pants

ALL SIRES Selling for 75 CENTS a pair

Save on Fine Tweed Caps

15 Dozen only Men's and Boys' Tweed Caps, all desirable patterns for Autumn wear. Sizes 6 1/2 to 7 1/2. Sale Price each 39 Cents.

Men's Very Fine Blue Serge Suits, "True Blues"

WORTH \$20.00. THIS SALE \$16.00. BANG UP good Suits that we CANNOT duplicate for less than \$20.00. All Styles when the Sale opens Saturday.

Men's Light Weight Overcoats

limited number of Men's Fine Oxford Grey Cheviot light weight Overcoats will be sold for \$13.50

Men's Odd Pants

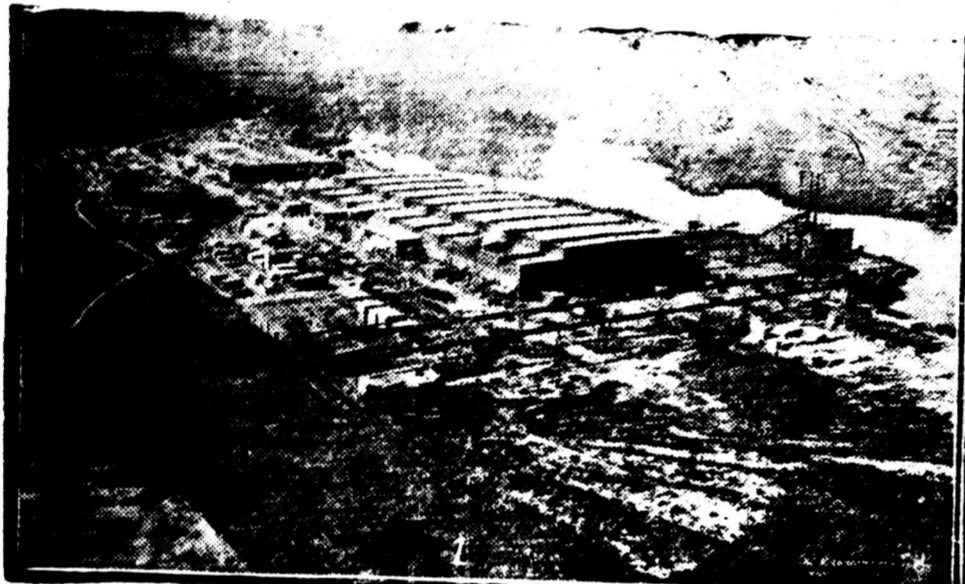
Three Table of them all much under priced	
TABLE I.—CHOICE	\$1.60
TABLE II.—CHOICE	1.90
TABLE III.—CHOICE	2.25

On Thursday Half Holidays are over with this week—Fall activities under way on a very large scale—Saturday you will be interested in our displays of Women's and Juniors new Suits—New Coats—New Ready to Wear Hats—New Dress Goods and New Silks.

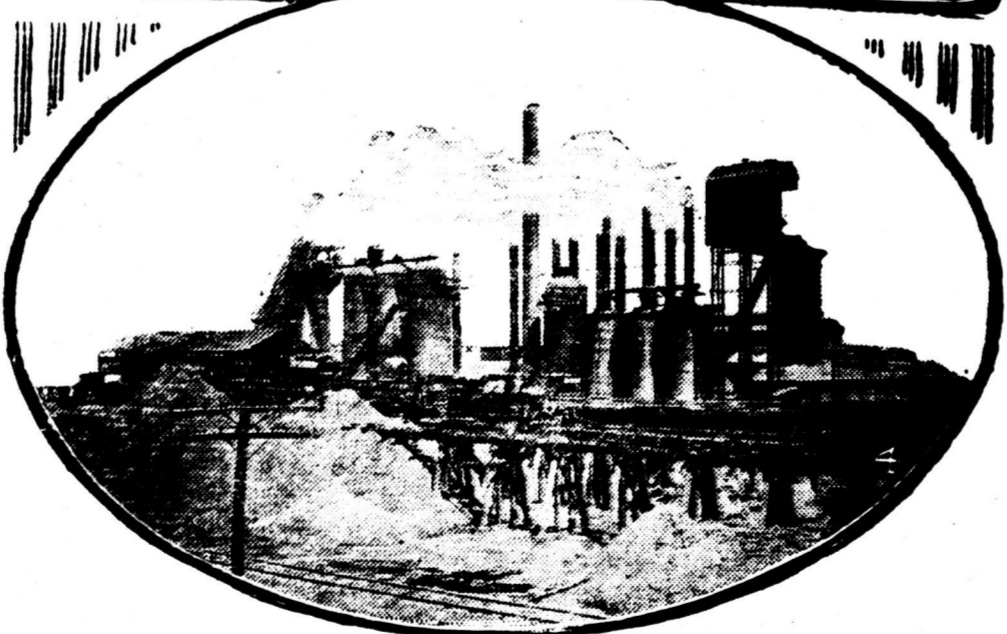
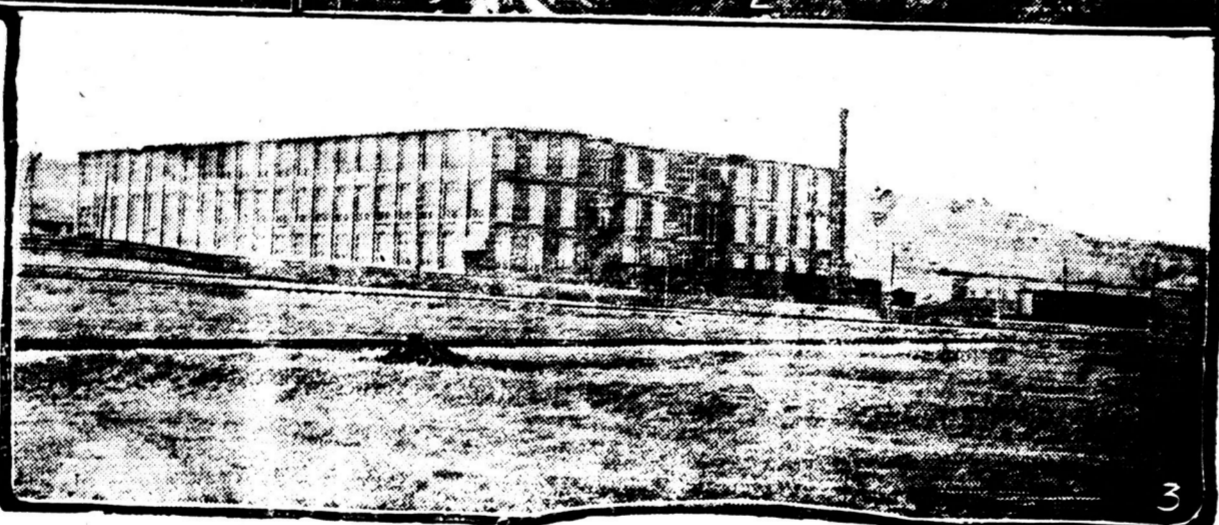
H. S. FALLS
CO., OF SIMCOE, LIMITED.

Read The ADS

NEW CANADIAN INDUSTRIES



(1) National Steel Car Co., Hamilton, Ont.
(2) Central Portion of Hamilton, Ont.
(3) Canadian Connecticut Cotton Mills, Sherbrooke, Que.
(4) Blast Furnaces, Steel Co. of Canada, Hamilton, Ont.



THE process of the establishment of branches of American industrial concerns within the borders of the Dominion of Canada has been going on for a good many years—ever since it became apparent that no political party was likely to modify very seriously the "protective" character of the country's fiscal policy. It might reasonably have been expected that the shock of war would put a stop, temporarily at least, to this process of peaceful penetration; but the opposite has been the case. Even since the recovery of capital from its paralysis, eight months or so after the war began, the establishment of American branches in Canada has been going on with greater energy and determination than before, and investigation has shown that the war, instead of discouraging such adventure, has afforded new reasons to justify it.

Speaking broadly, the American firms which have established themselves in Canada during the past twelve or fifteen months have been actuated by one or both of two main considerations. Either they have had an eye on the Canadian domestic market, and have regarded the present as a favorable opportunity for a campaign in it because of their own abnormal cash reserves, and the exceptional prosperity and activity of the Dominion; or (this is the explanation in the majority of cases) they have had an eye not only to the Canadian market but also to the vast territory of the Entente Allies, and are convinced that in the fiscal arrangements which will follow the conclusion of peace, no neutral country will receive "most-favored-nation" treatment from any of the Allied countries.

Canada, combining the economic advantages of the American continent, with its wealth of raw material and of skilled labor, with the market advantages of a member of the belligerent Entente, is the natural basis of operations for an American concern with designs upon European markets. This, according to the industrial commissioners of various Canadian cities, and of the Canadian Pacific Railway, is the main motive in inducing most of the recent American branch establishments in Canada, and is likely to bring to Canada within the next few years industrial capital running to many hundreds of millions.

American concerns which have established plants in Canada since the beginning of 1915, is an imposing evidence of the attractive power of the Canadian market and of Canadian export possibilities. It should be added that all of the establishments are substantial plants, built for meeting a large business and for carrying on, not merely a sales agency or an assembling process, but practically the entire process of production from the purchased raw material to the finished article.

One of the first American products to meet with an avowed policy of fiscal discouragement in Free Trade England, as a result of the war and its effect upon trade balances, was the automobile. The establishment of branches of American automobile concerns in Canada has already been going on for some years, owing to the great growth in Canadian consumption of the article and the popularity of American brands. But the European situation has given a tremendous impetus to the movement. Existing plants have been vastly enlarged, and three new and important plants have been undertaken, those of the Maxwell Motors at Windsor, Ontario, the Chalmers Motor Company at Walkerville, Ontario, and the Chevrolet Motor Company at Oshawa, Ontario. This is exclusive of the acquisition and enlargement of Canadian-owned plants by American firms for the manufacture of American brands of cars.

One of the biggest industrial undertakings of the year was that of the Proctor & Gamble Company, the proprietors of Ivory Soap and of sundry other soap and cottonseed oil products, who have commenced the erection of a Libbey, McNeill & Libbey has established itself in Hamilton, Ontario (which city, it will be noted, is a favorite with American industries owing to its combination of cheap power and good labor supply with the best of shipping facilities). The Flint Varnish & Color Company has put up a branch factory at Toronto, Ontario; and the Link Belt Company is locating in the same city. Sherer & Gillett, makers of store counters, are establishing at Guelph, Ontario. The Maple Leaf Condensing Company, a Detroit concern, is at Chesterville, Ontario.

The number of concerns establishing in the Province of Quebec has

been small compared with those of Ontario, but the present labor situation, which is much more favorable in Quebec is likely to correct that tendency to some extent. An important asset to the industries of Sherbrooke, Quebec, is that of Kayser & Company, the famous manufacturers of silk gloves, stockings, and other articles. The Aetna Explosive Company, at Drummondville, Quebec, has been improperly regarded as a war industry; it is applicable to the manufacture of dyes when the explosive business falls off. A rumor, which appears to have good foundation, though not officially confirmed, asserts that one of the great American chemical and explosive concerns has made all preparations for the establishment of a plant for undeveloped powers of Quebec Province.

Several American concerns already operating in Canada have found that their existing plants are not equal to the demands which they anticipate. The Dominion Sugar Company, which is largely financed by American sugar-refining capital, is adding a big plant at Chatham, Ontario, to its existing buildings at Wallaceburg in the same province. The Goodyear Tire & Rubber Company is removing from small premises at Bowmanville, Ontario, to an immense property which it has bought at New Toronto, Ontario. These examples, all of them being enterprises undertaken long after the war were known and allowed for, are convincing evidence that the manufacturers of the United States have perfect confidence in Canada as a field for industrial investment. As most of them are looking for an expert Canada will not be materially altered after the war, either as regards labor supply, cost of living, or burdens of taxation. Mr. Graham W. Curtis, Industrial Agent of the Canadian Pacific Railway, stated recently that he had found American business men greatly impressed by the showing of financial strength made by the Dominion since the war, and that substantially at any other previous date.