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Our Third Greatest Industry.

Even the most casual observer must be impressed with the number of American automobiles to be seen in London, the towns and cities of Western Ontario and along the highways. Nearly every other car seems to bear an American license, ranging from Michigan to Florida and California. What this means to Canada is shown by figures prepared by the National Parks Department. The department estimates the tourists left the following money in Canada in 1923:

British Columbia	\$36,000,000
Alberta	20,000,000
Saskatchewan and Manitoba	10,000,000
Ontario	30,000,000
Quebec	50,000,000
Maritime Provinces	10,000,000
Total	\$136,000,000

In this same year, 1923, according to the Department of Customs, 122,247 American automobiles entered the Province of Ontario and received permits to remain there for a period of from two days to six months—this in addition to 1,600,000 odd which came over the Niagara and Detroit frontiers and received permits for 24 hours only. There were 85,758 similar permits issued in Quebec and 55,447 in British Columbia; for the whole nine provinces there were 274,000—of which it is safe to assume that at least 95 per cent. were on pleasure bent, rather than on business. Last year there were only 514,000 automobiles, used for all purposes, registered in Canada as of Canadian ownership.

If these figures are correct, then the tourist industry is the third largest in Canada, ranking next to agriculture and lumbering. These figures take account only of American tourists. There is, also, annually, a stream of European, Australian and Oriental tourists. It is a business which is growing and a business worth catering to.

Charles W. Stokes, writing in Toronto Saturday Night, makes some suggestions how Canada can increase this business. He suggests, in the first place, better advertising. The fact that British Columbia leads in tourist trade he accounts for, not from its superior advantages, but because it early realized the value of publicity. Better highways, of course, are another necessity. Good hotels are another requisite. Finally he suggests that various communities should pull together, not knock each other in publicity and advertising. This is a feature the value of which Western Ontario is beginning to realize. Western Ontario towns and cities at one time pulled in opposite directions, owing to foolish local jealousy. However, this feeling is breaking down. Western Ontario communities appreciate that their interests are one. This year, for the first time a number of Western Ontario boards of trade and chambers of commerce united in issuing joint literature for the tourist traffic.

Reforming the Civil Service

A news dispatch from Ottawa gives the interesting news that the Civil Service Commission has adopted the principle of promoting efficient employees rather than advertising the jobs, following the recommendation of the Senate. It is hard to understand why such a common sense principle was not adopted long ago. Why should not efficient employees be promoted when there are openings, as would be the plan followed by any business establishment? We are referring to this dispatch, however, with a view to calling attention to the fact that this recommendation comes from the poor, old, much-abused Senate. There have been innumerable investigations into the operation of the civil service, and none of them has made as many sound, sensible recommendations for its reform as the Senate, as the result of an inquiry carried on last session.

Despite all talk of economy and reduction of staff, the civil service, like a snowball, keeps rolling up yearly. The figures prepared by the Senate show that in 1913-14 there were 23,125 civil servants, with a pay roll of \$24,341,188. Naturally the war swelled the numbers, until in 1919-20 there were 50,207 employees of the Government, with a pay roll of \$22,459,814. This was reduced the following year to 41,441 employees, but with a pay roll as high, totaling \$32,366,627, and in 1923-24 the total employees was again growing, reaching

42,228. The Senate is convinced, like everyone else, that there is overlapping and overmanning and gives as the main cause the following:

1. The indiscriminate appointment, prior to the passing of the present Civil Service Act, of persons whose services were not necessary. For this abuse, departmental ministers cannot be held fully responsible.
2. The building up of large war staffs, and the retention of large numbers after their services had ceased to be necessary until otherwise placed in the service.
3. The retention on compassionate grounds of persons who have been allowed to continue in their positions in the hope that an adequate superannuation act would be passed at some future time.
4. The retention of old employees who have exceeded their period of usefulness, but who have been allowed to continue in their positions in the hope that an adequate superannuation act would be passed at some future time.

In addition to a reorganization of the service, which should be carried out through the Civil Service Commission, with the aid of the deputy ministers, the committee recommends the following subsidiary measures:

1. The retirement of employees who, on account of age, have exceeded their period of usefulness, where this can be done without inflicting undue hardship, and the immediate release of inefficient employees.
2. Careful scrutiny by the Civil Service Commission after consultation with the minister or deputy minister, of all requests for new appointments; no new appointment should be made unless absolute need for the position can be demonstrated.
3. The abolition of vacancies which have remained unfilled for six months. If a position can stand open for that length of time, it is not essential to the organization.

A Contrast—France and Canada.

The Free Press editorially drew attention recently to the mutilation of trees along the highways of Western Ontario, and suggested that the Provincial Government, following the example of France, might adopt a policy of planting trees along the roads of the province.

This month's magazine, Canadian Forest and Outdoors, has an interesting article on this very subject, by R. B. Meredith, in which he contrasts the conditions in Canada and France along the country roads. He points out that in Canadian towns and cities tree-planting is a part of municipal beautification, but that the country roads too often are little more than "lonely, man-made motor paths." He adds:

"The Old World is old, and old-fashioned, but she has learned to teach that she has to learn. In one respect she is a preservation, she is particularly so in the case of Canada, which would profit by following suit. France and Germany are famous for their extensive forest reserves, but in France, the systematic utilization of the roadside, almost universally for tree-planting, is of chief interest to Canadians."

"The roads and many canals are bordered by single, double and sometimes triple rows of trees. In the North of France these are generally poplar or poplar, and in the South more often pine, olive or cork. In the tablelands the road lies in the distance, holding a tree-framed vista to the horizon. In the hilly country, the avenues of trees, with the up and down valley wall, disappearing abruptly, to appear miles away on a distant slope."

Mr. Meredith observes that the old trees and branches are carefully used for fuel, but as soon as a tree disappears one is planted to take its place. He remarks:

"Here at home we treasure what grows of trees we find in the country and are proud to have some selfish farmer 'ring' a fine elm, some tall beech, or a fine oak, the slaughter of a row of trees, or a roadside road foreman clears a clump from near his sacred ditch. We would not mind if the established custom was growing—growing and replacing—but it is short-sighted butchery that irritates."

The Free Press has been suggesting that the Maritime Provinces, as a solution of their difficulties, should advertise to the rest of Canada and to Great Britain their resources and their advantages. The Scottish editors on their recent tour of Canada emphasized this situation when in a statement they said: "The trouble with the Maritime Provinces is that we do not hear enough of them in Scotland." What the Maritime Provinces evidently need is a good press agent.

The Natural Resources Intelligent Service of the Department of Interior, which is doing a splendid work in bringing the attention of Canadians to the undeveloped resources of the Dominion, has practically met this need by issuing two very informative handbooks on the Maritime Provinces, one on New Brunswick and the other on Nova Scotia. These publications contain full descriptions of the individual provinces, with an outline of the progress each is making and the possibilities awaiting the development of the many resources which the Maritime Provinces have been so richly endowed.

NOTE AND COMMENT
Only reliable thing about some people is their unreliability.
Toronto Exhibition claims to be breaking all records. Just wait until the Western Fair gets started.
If the weather man will only save up some of this fine weather for Western Fair.

When a man tells a girl why his wife does not understand him it usually is because she does.
Mud baths are being used to make people beautiful, but you don't see very many politicians.
The chief trouble with the man who has worked up from the bottom is that he has a son who is working down from the top.

Lethbridge is blowing because it has wheat 20 bushels to the acre. Western Ontario has numerous crops which are running 50 bushels.
The Americans may not want a king to rule them, but they would be a happy lot if royalty was abolished, judging by the way they are preparing to idolize the Prince of Wales.

Ottawa rumor has it that S. J. McLean, deputy chairman of the railway commission, will be promoted to succeed the late Hon. Frank B. Carvell. The Government could make no better appointment.

The Third Column

SHIVER BITES.

Do you know the rich delights Of the food called "shiver bites"? Raisin bread with butter on it And an inch of jam upon it. Can you feel once more the hunger Of the days when you were younger And you hurried home from swimming. Now and then to get a trimming? But more often, oh my brother, To get something good from mother: Maybe cookies by the fistful? Oh, in those days eyes grew wild Seeing food, and appetites Fairly shouted: "shiver bites!" "shiver bites!" we called them then, "Shiver bites!" and now we're men And our children stand and shiver Till the good things we deliver. Here they come with bright eyes dancing.

To the kitchen fairly prancing, Cold and hungry; and that chatter Sounds to me like teeth that chatter, But I know by all the laughter It is food those kids are after. "Shiver bites!" I hear them shouting Oh, there isn't any doubting That's real hunger that is shrieking For the nourishment it's seeking. "Shiver bites!" Oh, yes, it was, That glad youth when cookies tasted Sweeter far than milk and honey In these days of making money. You and I knew real hunger. Knew the joys complete of swimming. To-day our strength is dimming And we wonder, quite forgetting That our sun is slowly setting, If we had such appetites— Did we plead for "shiver bites"? Yes, time was they said of us We were just as ravenous. (Copyright, 1924, by Edgar A. Guest.)

DISCONTENT.
Content is degeneration if anything is. If there be any divinity in this world at all it is found in discontent. Discontent is growth. Just as much as the winging of the bird in the nest and the twisting of the tiny roots in the soil are manifestations of growth.

Stand still, frown at every new thing, every new change, every radical thought or suggestion, and you will not only be considered "back number," but you will be long be a "dead one." Progress and the betterment of this world can come about in no other way than through the divine agency of discontent.

It is the thing that makes youth triumphant and brave, and which hardens the muscles of the worker. But in our discontent our eyes must be fixed upon something better than that at which we work and strive. We must have more and more enterprising as a business, not merely a vocation.

There is, however, the discontent of tearing down and the discontent of building up. Everything great in this world comes from those who strap this latter idealism to their breast. Sweet content is all right in its place, but its place must be after the day's work is done and some useful task performed. It is not enough merely to be in the thing at hand because it is at hand.

Discontent is looking ahead—that is the divine sort of discontent. That is what makes all great men and great nations as well as happy and successful men and women in all walks of life.

—George Matthew Adams.

THE INEVITABLE END.

In this fair and sunny region long a bandit held his sway, and his vicious crimes were legion—he would rob and get away. All the crimes from murder downward he'd committed, it was said; and we made our journeys toward with our bosoms full of dread. Oh, the Master Mind was busy, drawing ransoms fit for kings, and the sleuths were getting dizzy in chasing round him. And my neighbors read the papers, tab on all his crimes they kept: "Crooks can pull their evil capers and get by," they said, and wailed, "When a man of brains goes robbing, he can put all things across; justice on her perch is sobbing, and the law a total loss." I replied, "This man is greater than the common run of crooks, but they'll get him soon or later, sooner, sooner, and gadrooks! Crooks are floundering for a season while the empty fetter clanks, pull off murder, arson, treason, and a hundred other pranks. It may seem that men unholy down the path of safety wend, but the law, which travels slowly, always gets there in the end." And this bandit, who had flaunted all the laws which should prevail, who by many towns was wanted, now is safely locked in jail. He is suffering from the law, which should be a shame. "Total loss, without insurance," has been chalked against his name. Justice seems to limp and falter as she trails from him in fiddle, but she packs a chain and halter for the crook who tries to dodge.

—Walt Mason.

Little Benny's Note Book by Lee Pape

MISTAKES.
Everybody makes mistakes sometimes on account of it being impossible for everybody to be right all the time, some hardly ever being, especially in arithmetic. People that never make a mistake in school should try to grow up not to be bookkeepers or cashiers.

Some mistakes are merely painful, such as asking for 6 cents worth of mixed chocolates in a candy store and then finding out you only have 4 cents in your pocket, while others are really serious, such as swimming out about a mile in the ocean and then suddenly remembering you can only swim good enough to swim one way.

Spelling is easy to make mistakes in on account of all the letters. You can never tell how a person would spell a word by the way they pronounce it, many of the most perfect pronouncers being some of the worst spellers.

History is easy to make mistakes in on account of all the dates. The only date everybody knows for sure is 1492 when Columbus discovered America, properly being the easiest date to remember he could pick out at the time. Adam and Eve had a clench because they only had to remember their own names on account of that all true men, yet, and besides nobody elts was there to know if they got them wrong anyway.

If you rite in pencil it is easier to rub out your mistakes, besides not being any danger from blots, while on the other hand ink lasts longer and looks more intelligent. Prove it if you want any results you have to take chances.

One of the best mistakes you can make is to think you are going to have rice pudding without raisins in it for dessert and then find out its 2 different kinds of pies instead. One of the most disgusting mistakes is to kick a nail and think it was at least a cent.

A THOUGHT
We all do fade as a leaf—isa., lxviii, 6.
In the midst of life we are in death. Church Burial Service.

SHAKESPEARE

This figure, that thou here seest put, It was for gentle Shakespeare cut. Wheren the Graver had a strife With Nature to outdo the life: Oh, could he but have drawn his wit As well in brass, as he hath hit His face; the Print would then surpass All that was ever writ in brass. But since he cannot, Reader, look Not at his picture, but his book.

—Ben Jonson.

Money Matters Overseas

Other Parts of the Empire Are Grappling With Questions of National Debt, Taxes and the Like.

Countries across the seas, though all concerned about the question of revenue and taxation, are showing considerable difference in their attitude toward it, because their financial conditions are so different. National debts and high rates of taxation are nearly universal, but one country, at least, has come out of the war without a heavy load to carry. The Rhodesia Chronicle tells about it: "Part of our prosperity is undoubtedly due to the fact, that unlike other countries, we have no burden of war debt. This, when realized by the prospective British emigrant with capital, ought to be an inducement to settlement in Rhodesia. The treasurer made the frank confession that the current revenue may be underestimated. So much the better. Among the best assets at the moment are low taxation, which must add to our credit in the eyes of the world, and especially to that class of settler whom we hope to attract here."

PENALIZING CAPITAL.
But South Africa has its problems of taxes and their effect on capital. The Cape Argus, for instance, says: "It seems strange that the necessity of saving and the madness of penalizing capital unduly is not more clearly understood by those whose vital interests are at stake. It is easy enough to make the poor poorer, but what is the sense of doing that if the effect is also to diminish the capital available for the business of production? The uneven distribution of wealth, with all its drawbacks, does at least ensure saving and without saving the large-scale industry becomes impossible. Equally serious is the consideration that all new countries need to draw their development upon the sources of old and richer communities. This they can only do as long as the certainty prevails that they will keep faith."

REDUCTIONS WANTED.
New Zealand has been clamoring for tax reduction for some time past, and The Auckland News is still strong for it. Mr. Massey implies that he could afford this year to budget for a deficit of £2,500,000 and still have a sufficient balance at the end of the year to cover the problem of the lean period. Once more, it cannot be too strongly urged that the first duty of the Government is to make a drastic reduction in taxation, and if the prospect is that there will consequently be a deficit, that risk should be taken. Last year's budget, designed to concede £1,563,000 in taxation, yielded a surplus of £1,812,000, the Government should be able to give £2,500,000 in concessions this year, and balance its accounts."

DOLES AND TAXES

In England the unemployment situation inevitably brings up the question of taxes and leads The London Daily Mail to say: "All the doles and expedients which have been tried for the relief of unemployment have only complicated the disease by adding to the taxes on industry. Someone must pay for the dole, and the cost of it is added to British goods. The only one remedy, and the sooner we all get down to it the better, it is for all classes to work harder and to put their backs into their tasks, and for the Government to realize that the country is much poorer to-day than before the war and that taxation must be lightened."

EMPIRE RECIPROCITY

This is from The Financial News, of London: "It would seem that when our best customers, who are per head of population—the dominions, continue their offer of preferential terms, it would be to our best interests to accept and to reciprocate their preferences. Unhappily, there are those who take the opposite view, and by trifling matters composed of two supposed conflicting parties, the results of the imperial conference have been lost and another rebuff offered to imperial trade. We can, of course, do no more than accept the situation, unpromising as it may seem, but we should be doing less than our duty if we did not point out that upon those who have rejected these

LITTLE JOE

SOME WOMEN WOULD BUY A HIPPOPOTAMUS IF THEY COULD GET IT CHARGED!



FABLES ON HEALTH

Treating the Scalp

Keeping the hair clean and the scalp in good condition during the dusty, hot summer days was a duty to which Mrs. Mann, of Anytown, applied herself, particularly where the children were concerned. Just how appreciative the hair is of a good shampoo is shown by its gloss and soft, fluffy look after the shampoo has been applied. Use clean brushes and don't be afraid of frequent washes, so that dust may be thoroughly removed. Once a week is not too often.

In cleansing the scalp use hot water and make a good thick suds with tar soap, or any good shampoo soap; use a small nailbrush in scouring it; then rinse with several baths of water, the temperature of which should be gradually cooled. Give the head a first rubbing with a hard, thick Turkish towel. Other rubbings can follow with ordinary hand towels. Women often find it helpful to warm the towels before using, as this will dry the hair more quickly.



LIBERALS AND THE PARTY.

The inaction of the present Government is not a Canadian policy. It is a Liberal policy, or what might be more correctly described as a Liberal-Progressive policy, for if Mr. Mackenzie King is the leader of the Government, there is little doubt that Mr. Forke is the leader of Mr. King. The truth is that under existing political conditions, with a group Government in power, there is no prospect of anything worth

while being done in a naval sense. The subject, however, must be kept alive so that there may always be a realization of Canada's responsibility which she has yet to assume.—Victoria Colonist.

THAMES VALLEY GOLF COURSE.
Editor Free Press: Could you give any information regarding the Thames Valley Golf Course regarding fees. Can

anyone go there, or is it just for certain people in London?

INQUIRER.
London, August 30, 1924.
Answer: The Thames Valley Golf Links are open to any person. The fees for those who have not a season ticket are 50 cents. Clubs may be rented for 25 cents. Season tickets, good until June 15, next, are on sale at the Public Utilities Commission offices at 110.



Something More!

After meals you want something more—a bit of sweet with a change of flavor. WRIGLEY'S is that "something more" and it's more than that! It is a great aid to your good health, as medical authorities say.

This is from a recent book on health:

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WRIGLEY'S

after every meal

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Wrigley's makes the next cigar taste better

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