

LONDON NEEDS MIRROR RATHER THAN TELESCOPE; CO-OPERATION WILL BRING NEW INDUSTRIES HERE DECLARES BOARD OF TRADE HEAD IN ADDRESS

President Mitchell Proposes That Tract of Land Be Bonded
To Be Offered to Approved New Concerns at
Reasonable Prices.

President E. C. Mitchell's review of the year's work at the board of trade meeting last night, contained a number of interesting ideas. It was, in part, as follows:

"The year that has passed was one of financial depression throughout the civilized world. The Balkan war caused a hoarding of private funds, and a consequent depression in all securities, which prevented any expansion in business. The over-speculation in land resulted in a tightness in the money markets, and the banks were compelled to limit advances to legitimate business operations.

"Western Ontario probably suffered less than any other part of Canada, and wholesale firms and manufacturers doing a purely local business in many cases showed an increased turnover, at better profit, than any preceding year, while those doing a Dominion-wide business were affected by the money stringency which curtailed their volume of trade. Increased their paper under discount and made them cautious in extending credit, particularly in the West.

London May Get Them.

"On account of monetary conditions, fewer American manufacturers have sought Canadian locations, and very little has been accomplished in Western Ontario in the establishment of new industries during the past year. Inquiries received during the past few weeks, however, indicate that American manufacturers are very keenly interested in Canadian possibilities, and a number of well-known industrial concerns, including two rated at over \$100,000, have announced their intention of opening Canadian factories, and the strongest possible representations are being made to secure these for London.

"Competition among Canadian cities is very keen to obtain new industries, and I would suggest in our moneyed men the bonding of a suitable tract of land in our newly-annexed district, adjacent to the railways, which could be offered to approved prospective industries at a reasonable price, the same as other cities are doing.

Industrial Expansion.

"Careful investigation of the situation will show that the securing of new industries is accompanied elsewhere by the active co-operation of the businessmen of the city, and there are numerous plans adopted towards this end. The powers of the city council in this matter in large cities, such as London, are very much limited, by the fact that the city is not allowed to be submitted to the vote of the people, and the work of many months may be lost by a small minority working against such concession because it is considered to conflict with their own

interests. This industrial expansion—as applied to every other line of business—is regulated very largely by the competition met, and in this connection London has, owing to lack of interest of the businessmen of the community, as compared with notable interest shown elsewhere, suffered considerably in losing prospective factories and, indeed, also factories already secured.

Co-Operation Necessary.

"The action of public-spirited men in towns such as Guelph, Wallaceburg, etc., is well worthy of consideration by the businessmen of London, and it is for this purpose primarily that the Industrial Bureau is organized with representatives from every public body in the city. Co-operative plans or industrial expansion are being used successfully on both sides of the border, and London has the benefit of the example, and experience of other cities to guide it. The establishment of a representative central body of businessmen, such as the Industrial Bureau, can assist in many plans for the city's advancement, but is formed primarily to advance industrial expansion. Industrial conditions in the United States are such that manufacturers are now looking to Canada, and with the return of financial prosperity, we can expect substantial returns if our efforts are directed in the right way.

Many Inquiries.

"There are at the present time a considerable number of United States and Canadian manufacturers in correspondence with the secretary. A small number of these require no local capital or other of these concerns working in the United States to the full extent of their capital, or nearly so, for in establishing a Canadian branch they should be assured of some local support on the part of the locality in which they propose to do business. Other cities are prepared to give help of this kind, and although extreme caution must be used by interested investors in new industries, it is possible, I believe, to recommend that financial assistance be given to certain well-established manufacturing firms. Upon the secretary's files may be seen correspondence with a very large number of United States and Canadian concerns, some of which are temporarily held over owing to the state of the money market, and others are still pending for other reasons. A syndicate of businessmen from the personnel of the board, or Industrial Bureau, might consider bonding property in the outskirts of the city, for the purpose of improvement by presenting free sites to bona-fide manufacturing concerns. Experience elsewhere has shown that this plan is extremely profitable for those who undertake

it, the value of the remaining property being enhanced greatly by the factories established on the free sites.

Guarantee Fund.

"Another plan successfully adopted is a guarantee fund subscribed by citizens for the purpose of taking up a portion of the stock of deserving concerns investigated by the board. Such action is justified by the returns they have brought in places such as Williamsport, Penn., and the fact that second, third and even fourth, guarantee funds have been secured since the first was used in that city, shows how beneficial it has proven. These plans are all open to investigation by interested, public-spirited men, and form part of the program recommended by the Industrial Bureau. All of them require co-operation, which means that, as someone has expressed it: London wants a mirror, rather than a telescope, in looking for new industries at the present time.

"The large attendance at the various meetings has been very gratifying, and points to increased interest on the part of the members.

"Altogether the board is in a healthy condition, and I am looking forward with confidence to increased usefulness and a wider sphere of operations during the coming year."

LAND IS VANISHING

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OF SAND AND GRAVEL FROM FISHING POINT AND THE SHORES OF THE ISLAND.

The council, in approving the suggestion, passed a resolution which stated that: "WE REGARD THE INJURY AS INCALCULABLE."

The fear is entertained quite generally that the island will eventually be cut in two.

Agricultural Possibilities

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given the price he asked, and note the difference in the prices demanded:

David Mahoney got \$118 per acre; William Lawson got \$80 per acre; Robert McCormick got \$150 per acre, and A. M. McCormick got \$65 per acre. The farms are all bunched together on each side of the East and West road, on the west side of the island.

There has been no set price for land on Pelee Island up to the present, and has been "what the market will bear." But it is a safe prediction that the value of the soil and climate of Pelee Island become known abroad, there will be a turnover which will bring all the land up to an average of \$80 an acre, and then it will be a good buy to anyone who wants to work it.

The "boom" that has been going on in the past year was created by Americans. German farmers have bought the bulk of the 23 small farms that were sold. The parcels and land settlers do not wish this foreign invasion, and many holders of large tracts of land would not sell parcels to the agent who was finding these purchasers, even though they (the islanders) had more land than they knew what to do with.

Peach Possibilities.

Whether the American farmers will develop to the benefit of Pelee Island or not, but will tell, but one of these, George Konzen, of Napoleon, Ohio, shipped in 6,200 peach trees last week to plant on the south side of the island. He aims to have 100 acres set out in peaches by the end of next summer. He has studied the peach question, and is confident there is a fortune in raising peaches on the little semi-tropical island in Lake Erie. Peaches have not been grown extensively as yet, but Mr. Konzen has bought up 784 acres of land for speculation, and proposes to farm extensively himself, and has contracted with Green & Son, seed merchants of Leamington, to raise a crop of seed corn. All corn grown on Pelee Island is sold as highest grade at such prices as 90 cents a bushel of 72 pounds on the cob in the fall, and 90 cents per bushel of 68 pounds in the spring.

Cheap Fuel.

There is every prospect of natural gas being the staple fuel of the island at very low prices. Options have been secured upon 1,000 acres of land by the Bon Jaspersion Company, and two miles will be set up and drilling commenced in five weeks. Either gas or oil will be acceptable to the drilling firm. For the last fifteen years gas has been known to exist on the island, but the field has never been adequately explored. It is struck at 725 feet. The company proposes to test the whole area from south to north, and should they strike gas in paying quantity it will place the island in an enviable position as a manufacturing centre, for none will be exported, so it is avowed by the operators, who are still optioning. The company is confident of striking a good supply, and is the ambition to have the island piped this fall and a local service installed.

The Limestone Quarries.

The doings of the gas operators and the quiet purchase of the Kelly Island Lime and Transport Company, have set the islanders to thinking. The Kelly Island people have been operating a limestone quarry on Kelly Island, a few miles off the west shore of Pelee Island, for years, and it is virtually a subsidiary institution to the United States Steel Corporation. There is a peculiar chemical quality about this limestone which is essential to the manufacture of steel. It has long been considered that the supply on Kelly Island had about reached the limit. Last fall the company took up sixty-day options on the four farms in question, and started boring with a diamond drill. The rock core taken out was analyzed, and it has been suggested that several valuable chemical qualities were found in addition to the special property required in the process of making steel.

May Get a Smelter.

The advent of the gas-drilling leasers has inspired the belief that perhaps a smelter will come to the island, and that gas will be the fuel, or that gas will be the fuel employed in the limestone kilns. In other words, it is suspected that both companies are allied.

If the quarries and kilns are moved over to Pelee from Kelly Island, it will mean the bringing over of 500 men and the

Every Person Welcomes the Approach of Spring

But every person does not care for that dull, tired, listless, all-down-and-out, don't-care-to-do-any-work feeling that overcomes one at this time of the year.

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THE APPEAL OF THE VOICE GREATEST OF ALL ARTS

[Written Specially for The Advertiser by Professor F. L. Willgoose.]

This is the first of a series of articles on music, prepared specially for The Advertiser by Mr. Willgoose.



one with that of the singer. The reproductive artist finds in the created work a revelation of himself, and this he gives to the world—as much himself (provided he be a true artist) as it is the composer.

"Singing has a greater appeal than that of any other art. The art work must be presented, and for this the voice must be used as the medium of expression. The voice is part of the singer, something that Nature provided him with along with the rest of his make-up. Hence we have an appeal that has been felt by everybody from the day of his birth; an appeal, the power of which it is impossible to estimate—a physical appeal.

The Power of the Voice.

Written thought has not one-half the power of uttered thought, simply because it lacks this direct physical appeal. Written thought when beautified by great music and expressed through the medium of a singer's voice, becomes a power which is truly colossal. It makes a mental appeal; it makes an artistic appeal; it makes a physical appeal—an appeal in its immediate results stronger than any. The human voice, controlled by a great per-

sonality, is a terrible power. Speakers change men's moods; singers change men's hearts. The possessor of a beautiful voice, combined with an artistic temperament, has the world at his feet. Nature provides the static temperament; she provides the voice, but she does not provide the knowledge necessary to make the voice beautiful. This has to be acquired, and without this the medium of expression is a weak thing indeed. This lacking, it is impossible to do anything artistic—in other words it is impossible to express one's self.

It matters little how great a singer's appreciation of an art work is; how complete his musical insight, if his voice, his medium of expression, be not capable of expressing the things he feels, the beauties he sees, the wonderful things he knows and recognizes, he is merely on the same plane as some of his hearers, many of whom have as keen an appreciation and as large a sense of the beautiful and possessed of as good a vocal organ. The singer must have the technical ability to express all shades of thought and emotion. The idea which he receives from the composer must be transmitted by his voice and personality, to the receptive hearer. To do this perfectly, implies a high state of voice cultivation, which can only be acquired by long and patient study.

Magic Power of Voice.

A good thing badly presented is no power. A bad thing well presented is a power for evil. The first is a crime; the second is an artistic folly. The singer, with only his pin feathers on, should possess the artistry of his study. The half-fledged singer, with earnest intentions, does good—he points the way to the ideal; the singer, with all his adornment, and power in the land, a power which we have little conception of. He makes us live for a while the life of the great man whose work he is interpreting, makes us feel his joys and his sorrows, and jures our remembrance of the past, and visions of the future, fires us with ambitions, fills us with longings, and sets us striving for the highest and best of which we are capable and often leaves an impression on our hearts which is life-long. Who wouldn't be a singer—a singer who is a fine artist?

A PEELE ISLAND INDUSTRY



Moving Tobacco From Pelee Island. Wagons are Waiting a Chance to Drive on Government Dock to Unload in Warehouse

FRAU MELLI BEESE BROKE MANY BONES WHILE LEARNING TO DRIVE A SKY WAGON



Frau Melli Beese

This picture shows Frau Melli Beese, Germany's only woman aviator, as she appears in her home and in the air. She is the only woman in the world who conducts a "flying school." She teaches both men and women to fly and at the same time she plans new styles of aeroplanes. But do not let it be supposed that she has won such fame and ability in

JACK MINER

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hours later the two others, a goose and gander, that had fled safely, came back and kept their injured friend company. Of this trio, the goose migrated on May 4 to a breeding ground. She returned to her companions on May 9, and stayed till the 3rd of June. Then she left and never returned. It is likely she was shot. But the big gander never left his disabled brother's side. He gave up his liberties and lived in captivity. For two years he tried patiently to coax and teach the injured one to fly, and worried a great deal. To

stop this worry, Mr. Miner clipped his wing and the two are now chumming in Miner's park, known as David and Jonathan.

"There are volumes of such stories I could tell," said Mr. Miner today. "My big colony of geese will leave me about May 1. They are exercising now for their long flight, and I will only have left 17 of my own that I raised or have clipped, and one in the hospital. After studying the wild goose for now over thirty years,

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I think there is nothing that Canadians should be more proud of than the fact that the most faithful and intelligent bird in the world is named "The Canadian Wild Goose." It has many good qualities that the human race can well afford to copy. I have applied to the Government for financial aid to help me feed these birds, and I am sure if the ministers were to visit this place and learn some things about the goose they would help me and encourage others to follow my example."

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