

**London Advertiser**

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 London, Ont., Monday, July 17.

**Who Starts Them?**

THE soldier settlement at Mer- villa, on Vancouver Island, has been wiped out by forest fires. A sudden change of the wind sent the flames down on that spot, and all that the settlers had is gone.  
 Living as we do in this part of Ontario, where such things are unknown, people here have little idea of the fiendish alacrity with which the fire demon works when it gets beyond control, when it is fed by dry underbrush of a resinous nature and driven ahead by a strong wind.  
 When we read of families cut off, of livestock wandering around, half-burned, with the glue-like substance coming from their hoofs, we can get a small idea of what it means to those who have gone through it.

It was fourteen years ago, on the first day of August, that the Crow's Nest Pass was swept by one of the worst fires in the history of British Columbia. The City of Fernie was the storm centre on that occasion. For some days there had been small fires in the bush at some distance from the town. It needed only a big wind to do the rest, and the big wind came. When it was all over about a dozen houses were left in one corner of the town, and the main office of the Crow's Nest Pass Coal Company was still standing. That one place, standing alone in the centre of a block, was the spot that saved hundreds of women and children. Had the men of the town failed in their efforts to save that building the loss of life would have been staggering. Children were separated from parents for days. Workers picked little ones up wherever they found them, on the streets, in the yards, and hurried them off to the points that were thought to be safe. Hundreds were huddled around the big coke ovens, others piled into freight cars that were run through a veritable wall of flame. Safety, the engine drivers being blistered and burned almost to the point of death, but never faltering with their precious loads. And all the time the wind poured through the Pass, carrying with it burning, stinging fire, ashes and dust. A few sought shelter in wells, only to be smothered.

And then came the night, as cool as the day had been hot—little children with nothing but, in dresses, sitting perhaps for hours by the edge of some friendly stream. Then it is that human love asserts itself again. Shirts and coats taken from men and wrapped around the little ones. Improvised methods of sleeping, for sleep is sure to come to the child.

The next morning the trek back to town and home. Here is the miner who knows his wife got on the train going to Michel, who hears that one of his children was seen going toward the coke ovens. He pokes around through the still hot ashes of what was once home. A few twisted bed frames, a hole where the house stood—that's all.

British Columbia has a big and a bad problem in these bush fires. They are a menace to life, property and advancement. And they must all start some place, and be started by some one. There may be such a thing as an occasional combustion fire, but the chances are all against such a thing. Some stringent means have been adopted to fight the menace, but the fact that the menace still exists shows that the cure has not been found.

British Columbia is a big province, and its forests cover wide areas. It is impossible to keep track of all who go into these woods to camp, prospect or for other purposes. If it were possible to locate the man who goes into the bush and starts a fire, it would be an easy matter to make short work of him. The trouble is he cannot be caught and proved guilty.

**The Guns Are Ready.**

PHOTOGRAPHS reaching this country show machine gun companies encamped in the yards of the railway shops at several points in United States.

The machine guns are there to shoot down those who seek to interfere with work being carried on in the shops.

It is a sad, disheartening picture, one that turns its back on everything that is right and sane in industrial relationships.

Co-operation is the basis on which a railroad can run. Men who are working under the protection of machine guns cannot do a day's work.

Men against whom the guns may be turned are getting themselves in a frame of mind where they can do nothing constructive.

It means the wrecking and the undoing of years of work toward decent shop management and working conditions.

Machine guns and industry have nothing in common.

**Racetrack Money.**

THE Brussels Post says: "Com- plaint is made that while the Dutch government 'wants' racetrack gambling they put it on the back by sharing in the rake-off. If the work is crooked taking a portion of the ill-gotten gain, will not make it straight. Value received is sup-

**DOGGIE SEEMS TO BE PRETTY MUCH ON THE JOB.**



posed to be a necessary accompani- ment to genuine business transac- tions, but this necessary qualifica- tion is wanting in gambling. Moral loving people say: "Cut it out and do it quick!"

Is the idea in this that the provin- ce should not take the tainted money? If so, the cure is to go ahead and make racetrack gambling an illegal thing.

But, dealing with things as they are today, the situation is this: A large amount of money is being bet openly on the tracks—it is legalized gambling, if that phrase can be used. The government decides to take 5 per cent of the winnings. Is it any more harmful than other money the province takes? A man is engaged in the illegal business of rum-running. He is caught, convicted, and fined \$1,000. That thousand is paid into the public treasury out of money that has been made in the pursuit of an illegal calling. Shall we say we cannot accept this fine?

**The Richter System.**

DURING the past few months reference has been frequently made by the newspapers of London to the RICHTER System of assessment. Despite the fact that this system, originated by J. G. RICHTER of this city, an expert on municipal assess- ment problems, has been in force throughout the city for several months, few citizens are conversant with the details upon which it is operated.

MR. RICHTER has explained to *The Advertiser* that his system was in- augurated because of the fact that every assessor on duty had his own ideas of how property should be valued, and therefore a common system was in demand.

It is applicable to land and build- ings in the City of London, and is aimed to eliminate irregularities and confusion in assessment.

Prior to devising the system the originator obtained figures of realty sales in London for the months of June and November, during a given year. These figures revealed the startling fact that the assessment in these cases averaged 61 per cent only of the sale value.

There is a limit to the municipal tax rate in Ontario, which is de- fined by law. At that time the City of London tax rate was bordering on this limit. The problem to be settled offered two solutions. The undesirable one was for the city to run into debt, while the lesser evil offered was to increase the assess- ment of taxable property in London.

Comparison of the Forest City with taxation figures in other mu- nicipalities of the province showed that London's assessment was very low on a population basis. The city council then agreed that it would be much better to increase the city assessment and lower the tax rate, than to lower the rate and keep to the limit of taxation, because the advent of new industries to Lon- don was dependent on a favorable tax rate.

All of the above facts paved the way for the RICHTER System of as- sessment, the primary object of which was to increase the city's revenue.

In devising his system MR. RICHTER divided all dwellings into groups. An information form upon which details regarding each house were to be recorded was prepared. Rentals, foundation, roof, number of rooms, age, plumbing and heating facilities and similar assets being listed.

The house is then placed in a definite classification upon which a fixed valuation has been made by MR. RICHTER, the assessor to the best of his ability listing the dwelling in the classification to which it conforms in the greatest number of de- tails. Rooms are valued from \$250 to \$900 each under the RICHTER sys- tem, and houses are graded from A to E, with values accordingly. Special consideration is given to

certain types of dwellings such as duplex, apartments, or combined houses. In cases where there is a protest or the classification is dis- puted the houses are measured, and assessed according to cubic con- tents.

With regard to land assessment a lot whose depth is 140 feet has been taken as the standard, because that is the average depth of lots in London. A fixed valuation per foot of frontage is placed upon land in each district. Then with 140 feet lots reckoned as 100 per cent, the value of the frontage for each lot is reck- oned according to the depth.

That is to say, a 140-foot lot is assessed at 100 per cent of the front- age value of that district. A 100- foot lot would be valued at 100-140 of that frontage, the depth of the lot governing its value. Very deep lots are not valued much higher than the 140-foot standard, because of the fact that property set back from the street is not considered as desir- able and useful as the front por- tion.

Special consideration is given to rear property in the business dis- trict because of its adaptability for warehouse sites. Stores, warehouses, factories, office buildings, hotels and banks are also graded in value simi- larly to dwellings, situation and use- fulness being in addition to the general condition and size of each structure. Each is placed in the value group with which it best conforms.

Irregularly-shaped buildings and lots are also taken into special con- sideration under the RICHTER scheme. Although it has been ac- cused of placing a premium upon improvements made to a home, MR. RICHTER asserts that his system varies from no other assessment scheme in this regard, a new veran- da, furnace, or a cellar, naturally increasing the value of the building in contrast to neighboring struc- tures.

MR. RICHTER points out that un- der the assessment act land may be assessed at its full value, and he has expressed the hope that his as- sessment system is being employed equitably in conformance with his original intention, when he drafted it.

**LITTLE 'TISERS**

A man in the sale ad. column wants to get rid of his car, "five- seater, and a rattling good bargain."

Folks always buy a paper on Mon- day now to see how many people get hurt or killed over the week- end.

The meanest family we've heard of for some time went away for a month and simply left the cat locked out.

They are advising the youngsters to learn to swim, while in many cases the father of the outfit is hav- ing his own troubles keeping his head above water.

Money is the root of all evil and works a lot of mischief. Strange, though, that a man doesn't feel powerful plus or great when he hasn't got any in his pocket.

Detachment at Toronto says doc- tors write very poorly when making out reports of vital statistics. The thirsty soul who gets a liquor scrip from a doctor dis agrees, holding that the penmanship is positively perfect.

A correspondent writes complain- ing that at a circus recently held in this city 15 cents was charged for soft drinks. High, of course, but our correspondent should remember that he could get soft drinks at a third of that amount at dozens of places in the city.

There have been columns written about the failure of the Nukol Com-

pany, and tons of lessons, warnings and deductions drawn for the bene- fit of investors. Boiled down, it means that before investing the wise man will consult a reliable in- vestment house or his banker. Otherwise, let him stay out.

WILLIAM HOWARD TAFT has been a success as a visitor to England. He has the qualities that make him agreeable to the English, chief of these being that he was the best loser who ever left the White House at Washington. He retired be- cause another Republican wanted the presidency, split the party to get in, and caused the election of a Democrat. He has retained his identity and individuality to a greater extent than possibly any other ex-president of the United States.

Beauty is usually associated with youth, but at a Belgian beauty con- test the crown was given to a white- haired woman of 80 years of age, the mother of five children. The *New York Mail*, commenting on this incident, says: The mistake many women make is to assume that beauty departs with youth, and that old age cannot have beauty. Beauty requires a certain character. For a face to acquire character takes dig- nity and years. The glory of white hair is seldom premature. The beauty of a woman of 80 with her children and her grandchildren, her character formed, her face showing a record of pure thoughts and a valuable life, is something to which it is time a beauty show awarded a prize.

**25 YEARS AGO TODAY**

HERE WE HAVE ITEMS OF LOCAL AND DISTRICT INTEREST AS RECORDED IN THE ADVERTISER OF 1897.

JULY 17, 1897.

Today's session was about as usual.

Several loads of new and four loads of old hay came in. The price paid was \$5 to \$7 per ton.

A few loads of oats came in, the price being 70c to 75c per cwt.

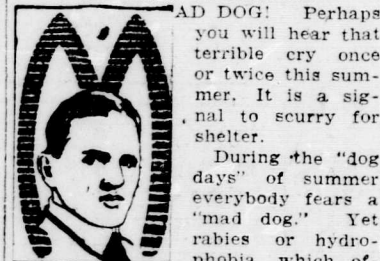
**Provisions.**

Honey, per lb.	8 to 15
Cheese, per lb.	8 1/2 to 8 3/4
Eggs, single dozen	10 to 11
Eggs, fresh, basket, per doz.	8 1/2 to 9
Butter, fresh, store lots, per doz.	8 to 9
Butter, per lb., retail	15 to 20
Butter, per lb., rolls	16 to 17
Butter, per lb., large rolls	15 to 16
Butter, per lb., tubs or firkins	10 to 13
Lard, per lb.	6 to 7
Chickens, per pair	35 to 40
Ducks, per pair	50 to 75
Turkeys, each	75 to 1 00
Beef, quarters, per lb.	3 1/2 to 5 1/2
Mutton, quarters, per lb.	5 to 6

**DR. BISHOP'S ADVICE**

**MAD DOG! WHAT TO DO**

BY DR. R. H. BISHOP.



AD DOG! Perhaps you will hear that terrible cry once or twice this sum- mer. It is a sig- nal to scurry for shelter.

During the "dog days" of summer everybody fears a "mad dog." Yet rabies or hydro- phobia, which of- ten follows the bite of a "mad" or rabid dog is just as dangerous in winter as in the hot season.

For rabies, contrary to popular opinion, is an all-year-round disease. The germ that causes rabies is present in the saliva of a rabid animal, and enters the body of another animal or human being through a bite or break in the skin. Generally the disease develops within 15 to 90 days in man, though it has been known to develop as early as 10 days and as late as a year or more after the infecting bite. To guard against the danger of

**READ YOUR CHARACTER**

By Digby Phillips.

No. 268—Picking a Bill Collector. It all depends, of course, upon the particular type of bill collector you want, as to what indications of character you look for when you are pick- ing him out.

But the consensus of opinion among successful credit men is that fighting and fighting ability do not count for so much as some people would imagine. The bill collector who goes around hunting for a fight with the debtor generally gets the fight, but not the money.

Tact, quick wit and friendliness are in most cases the ideal characteris- tics of the bill collector, and if you just take the trouble to look for the physical indications of these mental characteristics in those who apply to you for the job, you should be able thus to get considerable aid to your judgment in picking the right man.

Tact and friendliness are all the attributes predominately of the nar- row-headed and the long-headed man. Quickness of thought and en- ergy are predominately the attri- butes of the blond and the person of convex profile.

Therefore, if you were picking your man solely from what you could see of him, as distinct from what he tells you about himself, you would incline to give the position to a healthy looking individual of light hair and light eyes, a slanting forehead and a slanting or square chin with a nar- row head and preferably a long one. This gives you your preliminary basis which, of course, you will want to modify more or less after an in- terview.

Tomorrow—Eliminating the Stubborn. (Copyright, 1922, by Public Ledger Company).

**Our Own Country**

**GREAT WAR VETERANS.**

Q.—What is the strength of the Great War Veterans in Canada?  
 A.—The Great War Veterans of Canada had, in 1921, 550 branches.

**CANADA'S WAR COST.**

Q.—What did the Great War cost Canada?  
 A.—The Great War is estimated to have cost Canada two billion dollars.

**LEARN A WORD EVERY DAY**

**TODAY'S WORD IS FACSIMILE.**

It's pronounced fak-sim-i-lee, with accent on the second syllable. The e is pronounced like the first e in event. All other vowels are short.

It can be used as a noun, meaning "an exact likeness"; as a transitive verb, meaning "to copy precisely, or attributively," as "facsimile documents."

It comes from the Latin facere, to make, and similitis, like. It's used like this: "It was a fac- simile of the Magna Charta."

**LEGAL QUERIES**

Q.—I have been separated from my wife 2 years now, and what grounds do either party have to have to get a divorce in Ontario, and when does the cheap workman's divorce law come into effect?  
 A.—Adultery, venereal disease, or inability to consummate marriage. The cheap workman's divorce act has not yet been passed.

**The BOOKSHELF**

THE BOOK OF LIFE. By Upton Sinclair. Upton Sinclair, Pasadena, Cal., and The Payne Book Company, Chicago, Ill., Publishers.

THIS large volume is really two books in one, and part of the material has been published before. As it appears now it is divided into four parts, "The Book of the Mind," "The Book of the Body," "The Book of Love," "The Book of Society," the whole forming an ensemble which the author dubs "The Book of Life."

The material covers practically all phases of modern life, and resolves itself into an attempt by the author to afford a sort of guidebook to decent living.

Written in a peculiarly crisp style, it quite escapes the insidious fault of preachiness and presents an imposing array of facts and logical reasonings for common sense and ideals in modern life.

There is much in it with which most people are already in cordial agreement, and there are certain other aspects of the book which are still sources of enraged controversy.

Birth control, for instance, is one of the things which Mr. Upton Sinclair advocates and which, from all signs, has as many enemies as friends, if not more.

Certain facets of "The Book of Life," however, are to be cordially approved, and among them are the author's searching commentaries on the questions of diet and the pleas- ure for just marriages of love.

Attacks, which are but reiterated by the author, on capitalism and the misdeeds of the "smart set," are to be found presented with Mr. Sinclair's usual vivid and overemphatic manner. He is essentially a contro- versialist, although this is, perhaps, nothing to his discredit. He fights stoutly for his views and is, as usual with hard fighters, rather prone to overshoot the mark in his excitement.

It is quite possible that "The Book of Life," with its simple and engross- ing presentation of so many of the weaknesses of modern civilization, will prove a popular book, particu- larly among those groups desirous of a new order of things.

Many a worse book, be it said, has been popular with them.

**Boy! Page Mr. Einstein**

THE shortest distance between a seller and a buyer is a straight line. If there is any shorter, let us page Mr. Einstein and ask him about it.

In advertising, the Daily Newspaper is the most direct line possible, and the customer you seek keeps the kinks out of it. He sees that he gets his newspaper at the earliest possible moment. He is not satisfied to wait until the postman delivers something that has been "directed" to him at his home address.

When the daily newspaper passes into the reader's hands, it is expected, welcomed and read. It has his interest before it even gets to him. He will complain loudly to the news dealer if an issue escapes him. He will stand in the heat and the cold while the newsboy fumbles for change. When the delivery brings the daily paper to a home, it is taken in eagerly by someone.

Did anyone ever telephone your office to complain that your circular or form letter had not arrived? Have you ever noticed men waiting in line for the postman to deliver your printed matter? Have you ever seen the daily newspaper flipped off the desk or the supper table while second-class mail is read to the family? Until you have, let us be honest and distinguish between "direct" advertising and printed matter "directed" to your address.

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