Condon Advertiser

Published by
THE LONDON ADVERTISER
COMPANY, LIMITED.
London, Ontario.

DRNING.

TELEPHONE NUMBERS.

3670 PRIVATE BRANCH 3670
EACHANGE
Frum 9 p.m. to 8:30 a.m. and helidays'
call 76. Business Department; 72. Editors
and Reporters; 1174. Composing Room;
76. Circulation Department.

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, halfburned, 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 posed to be a necessary accompanicentre of a block, was the spot that ment to genuine business transacbuilding the loss of life would have do it quick." the yards, and hurried them off to an illegal thing. the points that were thought to be

dren with nothing but iny dresses, accept this fine? 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

smothered.

going toward the coke ovens. He pokes around through the still hot ashes of what was once home. A the house stool-that's all.

and advancement. And they must system was in demand. all start some place, and be started by some one. There may be such a ings in the City of London, and is thing as an occasional combustion aimed to eliminate irregularities fire, but the chances are all against and confusion in assessment. such a thing. Some stringent means | Prior to devising the system the have been adopted to fight the men- originator obtained figures of realty ace, but the fact that the menace sales in London for the months of still exists shows that the cure has June and November, during a given not been found.

It is impossible to keep trace of all only of the sale value. who go into these woods to camp, There is a limit to the municipal prospect or for other purposes. If tax rate in Ontario, which is deit were possible to locate the man fined by law. At that time the City who goes into the bush and starts a of London tax rate was bordering fire, it would be an easy matter to on this limit. The problem to be make short work of him. The trouble settled offered two solutions. The is he cannot be caught and proved undesirable one was for the city to guilty.

The Guns Are Ready.

PHOTOGRAPHS reaching this of the railway shops at several points in United States.

terfere 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.

working under the protection of sessment, the primary object of machine guns cannot do a day's which was to increase the city's rev-

be turned are getting themselves in TEB divided all dwellings into a frame of mind where they can groups. An information form upon do nothing constructive.

undoing of years of work toward rentals, foundation, roof, number of undoing of years of work toward rooms, age, plumbing and heating decent shop management and working conditions.

Machine guns and industry have listed. nothing in common.

Racetrack Money.

DRUE government "whale" racetrack forms in the greatest number of degambling they pat it on the back by tails. Rooms are valued from \$250 of that amount at dozens of places sharing in the rake off. If the work to \$900 each under the RICHTER Sys- in the city. is crooked taking a portion of the System, and houses are graded from ill-gotten gain, will not make it A to E, with values accordingly.



been staggering. Children were separated from parents for days. Work- ince should not take the tainted ers picked little ones up wherever money? If so, the cure is to go a lot whose depth is 140 feet has they found them, on the streets, in ahead and make racetrack gambling been taken as the standard, because success as a visitor to England. He

the engine drivers being blistered used. The government decides to oned according to the depth. and burned almost to the point of take 5 per cent of the winnings. Is fire, ashes and dust. A few sought victed, and fined \$1,000. That thous- lot governing its value. Very deep States. shelted in wells, only to be and is paid into the public treas- lots are not valued much higher than And then came the night, as cool made in the pursuit of an illegal fact that property set back from as the day had been hot-little chil- calling. Shall we say we cannot

The Richter System.

DURING the past few months 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 to town and home. Here is the city, an expert on municipal assessminer who knows his wife get on ment problems, has been in force the train going to Michel, who hears throughout the city for several that one of his children was seen 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 few twisted bed frames, a hole where Advertiser that his system was in-British Columbia has a big and every assessor on duty had his own improvements made to a home, Mr. bad problem in these bush fires. ideas of how property should be They are a menace to life, property valuated, and therefore a common

It is applicable to land and build-

year. These figures revealed the British Columbia is a big prov- startling fact that the assessment ince, and its forests cover wide areas. in these cases averaged 61 per cent

> offered was to increase the assessment of taxable property in London.

Country show machine gun with taxation lighters in other his get companies encamped in the yards that London's assessment was very that London's assessment was very low on a population basis. The city council then agreed that it would The machine guns are there to be much better to increase the city month and simply left the cat locked shoot down those who seek to in- 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 London was dependent on a favorable

tax rate. All of the above facts paved the a railroad can run. Men who are way for the RICHTER System of as head above water.

In devising his system Mr. Richwhich details regarding each house It means the wrecking and the were to be recorded was prepared, facilities and similar assets being

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 THE Brussels Post says: "Com- of his ability listing the dwelling plaint is made that while the in the classification to which it con-

With regard to land assessment

that is the average depth of lots in has the qualities that make him But, dealing with things as they London. A fixed valuation per foot agreeable to the English, chief of safe. Hundreds were huddled around are today, the situation is this: A frontage is placed upon land in each these being that he was the best the big coke ovens, others piled into large amount of money is being bet district. Then with 140 feet lots loser who ever left the White freight cars that were run through a veritable wall of flame to safety,

ury out of money that has been the 140-foot standard, because of the the street is not considered as desirable and useful as the front por-

with which it best conforms.

RICHTER asserts that his system varies from no other assessment scheme in this regard, a new veranda, furnace, or a cellar, naturally increasing the value of the building in contrast to neighboring struc-

MR. RICHTER points out that under the assessment act land may be assessed at its full value, and he has expressed the hope that his assessment system is being employed equitably in conformance with his was \$6 to \$7 per ton. original intention, when he drafted

LITTLE 'TISERS

A man in the sale ad. column wants to get rid of his car, "fiverun into debt, while the lesser evil seater, and a rattling good bargain."

Folks always buy a paper on Mon-Comparison of the Forest City day now to see how many people with taxation figures in other mu- get hurt of killed over the week-

> The meanest family we've heard of for some time went away for a

They are advising the youngsters to learn to swim, while in many cases the father of the outfit is having his own troubles keeping his

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

Detpartment at Toronto says doctors write very poorly when making out reports of vital statistics. The bite of a "mad" or rabid dog is just such as wood, stones, etc.

A correspondent writes complaincorrespondent should remember that a bite or break in the skin. he could get soft drinks at a third

certain types of dwellings such as pany, and tons of lessons, warnings duplex, apartments, or combined and deductions drawn for the benesaved hundreds of women and children. Had the men of the town tion is wanting in gambling. Moral protest or the classification is disfailed in their efforts to save that loving people say: 'Cut it out and puted the houses are measured, and wise man will consult a reliable inassessed according to cubic con- vestment house or his banker Otherwise, let him stay out.

WILLIAM HOWARD TAFT has been a the presidency, split the party to That is to say, a 140-foot lot is get in, and caused the election of a death, but never faltering with their it any more harmful than other assessed at 100 per cent of the front. Democrat. He has retained his precious loads. And all the time money the province takes? A man age value of that district. A 100- identity and individuality to a the wind poured through the Pass, is engaged in the illegal business foot lot would be valued at 100-140 greater extent than possibly any carrying with it burning, stinging of rum-running. He is caught, con- of that frontage, the depth of the other ex-president of the United

> Beauty is usually associated with youth, but at a Belgian beauty contest the crown was given to a whitehaired woman of 80 years of age, Special consideration is given to the mother of five children. The rear property in the business dis- New York Mail, commenting on this reference has been frequently trict because of its adaptability for incident, says: The mistake many warehouse sites. Stores, warehouses, women make is to assume that factories, office buildings, hotels and beauty departs with youth, and that banks are also graded in value sim- old age cannot have beauty. Beauty ilar to dwellings, situation and use- requires a certain character. For a fulness being the standards em- face to acquire character takes dig ployed in addition to the general nity and years. The glory of white condition and size of each structure. hair is selden premature. The Each is placed in the value group beauty of a woman of 80 with her children and her grandchildren, her Irregularly-shaped buildings and character formed, her face showing lots are also taken into special con- a record of pure thoughts and a sideration under the RICHTER valuable life, is something to which

READ YOUR CHARACTER

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-

But the consensus of opinion among successful credit men is that four parts, "The Book of the Mind," fighting and fighting ability do not "The Book of the Body," "The Book count for so much as some people of Lave" "The Peok of Society" the would imagine. The bill collector who of Love," "The Book of Society." the goes around hunting for a fight with whole forming an ensemble which the the debtor generally gets the fight, author dubs "The Book of Life." Tact, quick wit and friendliness are

in most cases the ideal characteris- phases of modern life, and resolves tics of the bill collector, and if you itself into an attempt by the author just take the trouble to look for the to afford a sort of guidebook to physical indications of these mental physical indications of these mental decent living.

to you for the job, you should be Written in a peculiarly crisp style,

man. Quickness of thought and energy are predominantly the attributes of the blond and the person of

Therefore, if you were picking your 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 friends, if not more, slanting or square chin with a nar-This gives you your preliminary basis which, of course, you will want to modify more or less after an in-

Tomorrow-Eliminating the Stubborn. Copyright, 1922, by Public Ledger

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, 850 branches.

CANADA'S WAR COST. Q.-What gid 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-le with accent on the second syllable. The e is pronounced like the first of n event. All other vowels are

It can be used as a noun, meaning 'an exact likeness"; as a transitive verb, meaning "to copy precisely attributively," as "facsimile ocuments.' It comes from the Latin facere

o make, and similis, 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 to either party have to have to get a divorce in Ontario, and when does the cheap workingman's divorce lay come into effect?

A .- Adultery, veneral disease, o nability to consummate marriage. The cheap workingman's divorce act has not yet been passed.

25 YEARS AGO TODAY

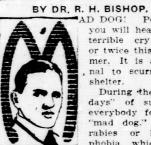
HERE WE HAVE ITEMS OF LOCAL AND DISTRICT INTEREST AS RECORDED IN THE ADVERTISER OF 1897.

JULY 17, 1897.

Today's session was about as

price being 70c to 75c per cwt. Provisions.

A very interesting game of baseball was played on Erie Flats be-Several loads of new and four loads tween the Beavers and A. Stewart's of old hav came in. The price paid nine. The score resulted 23 to 17 in favor of the former. Batteries for A few loads of oats came in, the Beavers - Stewart and Stephens; picked nine, Gates and Westman, Sweeney and Payne. Umpire - G. Gibson. The feature of the game was



round disease.

Generally the disease develops possible. straight. Value received is sup- Special consideration is given to about the failure of the Nukol Com- To guard against the danger of supervision of a competent physician.

. H. BISHOP. trables, everyone should know the AD DOG! Perhaps symptome. you will hear that There are nine which may easily

terrible cry once be recognized by the layman. They or twice this sum- are (1) sudden change in disposition; mer. It is a sig- (2) unusual nervousness or irritanal to scurry for bility; (3) tendency to leave home; helter.

(4) change in voice to a hoarse bark

Ouring the "dog or husky growl; (5) difficulty in days" of summer swallowing, particularly fluid food; everybody fears a (6) tendency to snap or bite without Yet provocation; (7) weakness or paralyrabies or hydro- sis of the legs or lower jaw; (8) an' phobia, which of- increased flow of saliva; (9) the deten follows the sire to swallow abnormal substances

from a doctor disagrees, holding that season. For rables, contrary to hasten to shoot the offending animal. the penmanship is positively perfect. popular opinion, is an all-the-year- but lock it up in order that a diagnosis may be made. As the first The germ that causes rables is stage of the disease progresses a dog A correspondent writes complaint the germ that causes labeled will scarcely touch its favorite fooding that at a circus recently held in present in the saliva of a rabid or will refuse to swallow it even after this city 15 cents was charged for animal, and enters the body of an- having it in the mouth. Later it will soft drinks. High, of course, but our other animal or human being through reject all food, but chew objects within its reach and swallow them if

Cauterization of the wound and the within 15 to 90 days in man, though Pasteur treatment are measures deit has been known to develop as signed to prevent the development of There have been columns written or more after the infecting bite. should be undertaken only under the

Sinclair. Upton Sinclair, Pasadena, Cal., and The Paine Book Company, Chicago, Ill., Publishers.

THIS large volume is really two books in one, and part of the material has been published before.

The material covers practically all

thus to get considerable aid it quite escapes the insidious fault of to your judgment in picking the right preachiness and presents an imposing Tact and friendliness are all the array of facts and logical reasonings attributes predominately of the nar-row-headed and the long-headed 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 man solely from what you could see of 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

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

Attacks, which are but reiterated by the author, on capitalism and the misdemeanors of the "smart set," ar to be found presented with Mr. Sinclair's usual vivid and overemphatic manner. He is essentially a controversialist, although this is, perhaps, nothing to his discredit. He fights sturdily 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 engrossing 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.

Issued by the Canadian Daily Newspapers Association, Toronto.



General Cigar Co. Limited
Controlled and Operated by
Imperial Tobacco Co. of Canada Limited