

The London Advertiser

Founded 1853.
London Advertiser Company, Limited,
Publisher and Proprietor, London, Ont.
JOSEPH E. ATKINSON, President.
H. B. MUIR, Managing Director.
C. A. M. VINING, Managing Editor.
Morning and Evening Editions.
Subscription rates: Delivered, 15 cents weekly; 65 cents monthly. By mail, in Canada, \$5.00 yearly; in the United States, \$7.00 yearly; foreign subscriptions, \$13.50 per year.
Special Representatives:
J. B. RATHBONE, Toronto, 110 Church street.
Montreal, Canada Cement Building.
C. H. EDDY COMPANY, New York, Park Lexington Building.
Chicago, Wrigley Building.
Boston, Old South Building.
The Advertiser is a Member of the Audit Bureau of Circulation.

WEDNESDAY, SEPTEMBER 9, 1925.

Mr. Meighen's Many Appeals.

The election campaign is already under way in the province of Quebec, and it finds Armand Lavergne one of the lieutenants in the Meighen following. The Montreal Gazette reports one of his meetings as follows:

"Mr. Lavergne charged the French-speaking Liberals in the House of Commons with having failed to uphold the rights of the French language throughout the country. In this respect Mr. Lavergne stated that Hon. Mr. Meighen was a better defender of the French language than he had stated at London that, if returned to power, he would endeavor to make the teaching of French obligatory in all the provinces."

There have been several inferences placed on Mr. Meighen's address in London. Some of his apologists have claimed he meant only a graceful compliment to Mr. Gauthier, whom he was very anxious to keep in good humor that he might return to Quebec enthused by his sojourn with the Conservative leader whom he had so recently joined. It is significant that Mr. Meighen, despite all the publicity and newspaper comment that followed his London statement, has offered no explanation. He was apparently content to allow the word to be carried back to Quebec that he was the chief exponent of the obligatory teaching of the French language in all the provinces.

Mr. Meighen now has his opportunity to speak up and rebuke Armand Lavergne. He knows that the federal government has no authority at all in the arranging of what is to be taught in the schools of Ontario or any other province. That is a matter over which each province exercises chief authority, and yet the Conservative campaign is being so shaped that Mr. Meighen is being pictured in Quebec as the man who can secure obligatory teaching of the French language.

Armand Lavergne, in making his Montreal speech, is following the lead given by Mr. Meighen himself, who seems to have an address for each province. When he was appealing to the electors in the St. Antoine by-election, he was reported as follows by the Montreal Star:

"When this dominion girds up its loins and prepares to make commercial war upon the United States and commercial war upon Great Britain, then we will be in a position to look after our workmen."

Will Mr. Meighen make that statement when he appeals to the voters of the province of Ontario, or was it something he had for the Quebec audience alone? For the leader of a party that has made such free use of the British flag in past elections, it would not sound well in this province, therefore the chances are that it will not be used here.

When Mr. Meighen was in London he brought with him L. J. Gauthier, and the London Free Press reported that he referred to the Progressives as "reds and communists and radicals." Mr. Meighen was with Mr. Gauthier on the platform; he heard what he said, and there was no word of protest, so it is fair to assume that he approved of the statement. Mr. Meighen is going to run for a seat bordering on the west, Portage la Prairie. No doubt during the campaign he will go farther west with his speaking tour. Will he carry the sentiment of the London Conservative rally into the fight in the west? Will he tell the people there that he took with him to London a speaker who called the westerners "reds, communists and radicals," or will he discard that for an appeal that will sound better in the west?

Mr. Meighen is in a peculiar position. In Quebec he declared himself in favor of commercial war on Great Britain; in Quebec he is now heralded as the man who will make the teaching of French obligatory all over Canada, and in Ontario he became a willing party to a cry that sought to set the east against the west.

Municipalities Also Need Money.

The city of London has already been presented with a bill of \$205,743.79 for its share of public highway constructed outside of the city limits. London pays a portion for the road east as far as Thamesford, which seems to be an excessive distance in that direction; on the Lambeth section it is assessed for the road to about two miles beyond that village. On Richmond street the city will pay its share out past St. Johns, and the same rate, 25 per cent, for the Hyde Park road.

When these roads come to the city limits the government pays nothing for construction or maintenance, although city streets become just as much a part of the highway system as any other section of the road.

Neither the city or county has access to any of the revenue to build its section of the road. The province takes all the money that comes from automobile licenses and all the revenue from the three cents per gallon tax on gasoline. The ratepayers in the city have to provide the miles of highway through the city and a portion of the cost for seven miles out in the country, and in so doing they have no access to the funds derived from the taxation of automobiles that use these streets.

This point was urged at the recent session of the Ontario Municipal Association. It was pointed out there that the tax on gas was exceeding expectations, and the feeling was that the government should either decrease the tax or refund a portion of it to the municipalities where it originated.

The provincial government has become so

thoroughly entrenched in the field of taxation that should come within the scope of municipal revenue that it is becoming increasingly difficult for the widely-scattered municipalities to centralize their efforts to regain the ground lost. Premier Ferguson admitted some time ago that the province was invading municipal fields of taxation, but the only reason he could put forward for a continuance of the plan was that the province needed the money. The municipalities can say the same thing with just as much truth as the province, and they have the added advantage of having prior claim.

If the Municipal Association can make of itself a center where concerted action can be taken on behalf of the municipalities to get back some of the revenue the province draws from the municipal field it will be performing useful service.

Not Sure About the "Push."

There is a serious note of pessimism running through despatches telling of the contemplated move in Morocco by the Franco-Spanish troops against the Rif. A short time ago it was stated with a certainty that amounted to an open boast that with the new forces and equipment France and Spain were prepared to put into the campaign Abdel Krim would be on his knees, his so-called capital, Ajdir, would be captured, and the Moroccan episode would be closed before the rainy season set in in the mountains in October.

There is no comparison between the two opposing forces, nor yet in the resources on which they have to draw. France and Spain have at their command white and native troops, all of them well trained, armored tanks, artillery and aeroplanes. The Rif has little except expert riflemen, skilled horsemen, hardy, and possessing an intimate knowledge of a country much of which has never been mapped.

But modern war equipment is of advantage to those possessing it only when it can be brought into use. From where the French are at Kifane it is only forty miles as the crow flies to Ajdir, yet in between are two wooded mountain ranges, five to seven thousand feet high, entered by tortuous ravines. Into this country the French must go, but they cannot take either tanks or artillery. They must meet the Rif more on the primitive basis of man to man, and it is a venture that appeals strongly to the mountaineer defending the country.

It is not at all probable that the Franco-Spanish troops can force the issue to a conclusion in the short time that remains before the rainy season sets in, and if that supposition is correct the invading army would be forced to come to a standstill, content to hold the ground it may gain until operations could be started next May.

Meanwhile the French chamber will be in session, and the socialist element there, so necessary to the life of the government, is opposed to the Moroccan war. It is not likely there will be any report of final success to create enthusiasm to set against their disaffection. French leaders in the field have a nasty situation to clean up before they can dictate terms in Morocco, and French leaders at home will have an equally trying situation to face when they come to explain it to the elected representatives.

If We Keep On.

The Detroit Free Press has been doing a little shivering on behalf of the Canadian people. It points out that Britain, with 40 million people, has a house of commons with 600 members; that United States, with a population of twelve times that of Canada, has a house of representatives with 435 members, while Canada with a population of nine million, has a commons of 235 members.

The Detroit paper goes farther, and points out that if Canada keeps on increasing the size of its membership in the commons every time the population increases, by the time it reaches the present population of United States it would have a parliament with three thousand members.

Such a figure is, of course, out of the question, and though at first sight it looks ridiculous, it suggests that it would be well for us to make arrangements to head off any further increase in the membership of the house of commons. The feeling is very general that a smaller number at Ottawa would serve the purpose of representative government just as well as the present numerical strength. We are carrying too great a representation both at Ottawa and in the provincial legislatures.

Note and Comment.

An insanity plea a day keeps the gallows away.

They used to wear the cashmere stockings, but now they pay the cash and get the mere.

Kemal Pasha is now dictator of Turkey, and the henpecked editor of the Hamilton Herald remarks that his first step was to divorce his wife.

Several shortages have been discovered in departments of the Nova Scotia government, showing how remarkable it is that the King government is able to report a surplus.

London man sold a prize building in Toronto for \$2,500. When the money was handed over it's to be hoped the Londoner remembered that bulldog slogan, "What we have we'll hold."

Premier King says he does not believe in monopolies on land or sea. And he carried out the idea when he turned down the request of Bachus and his associates to have valuable timber lands in Manitoba sold by private sale.

The committee now placing the issue of hotel stock in London are doing so without pay because they are interested in it from a community view. Citizens on whom they call can help by extending to them a courteous hearing and a fair consideration of the proposal they have to offer.

Steve's Thrifty Now

He hollers at the folks at home how they must cut expenses down, yet all the time it looks to me how Steve's the biggest sport in town.

'Twas just a month or so ago that Steve was speakin' unto me, about the way his money went and wonderin' where the fault could be. He said he had been keepin' count, and he'd a notion of his own, that it was costin' far too much the way the people ran his home.

So Steve he read the riot act and told them what he was about, and how they'd have to trim their sails and learn the art of doin' without.

For if they kept on like they was the ballin' would be trackin' him, and then they'd have to pull their belts and live in ways most powerful slim.

Steve has some youngsters going to school and they've two miles or more to go, but he don't give them carfare now, and so they hoof it, Jane and Joe. Around the house he's cuttin' down on what his missus wants to buy, he's feedin' liver to his folks instead of juicy beefsteak pie.

And when there's clothes to get there now Steve reads the riot act some more, and hollers out his warnin' note about the ballin' at the door.

They never ask no one for tea, or have some folks on Sunday night, for Steve he fears they'll eat a bit, he's nailed the lid down good and tight. His home's a sad and cheerless place, like wind-swept trees on late in fall, he's got them workin' on the job of cuttin' all expenses small.

But when Steve goes to work himself he travels same as any man, he puts his frame-work on the seat and rattles in his pink sedan. I notice how he smokes a lot and hands 'em out to them he meets, and always has some fellow too when he goes out to get his ears.

I seen Steve just the other day a-readin' of the daily news, another chap was chasin' round and shinin' up on Steve's shoes. You'd think to see him come down town a-wearin' all the latest shades, and having all his trousers pressed as sharp as safety-razor blades—you'd think that Steve had in his house a sack of ducats on the shelf, and when his folks they needed some why each would go and help himself.

So he's for cuttin' down at home and usin' up the things they leave, but not so much for startin' in to try the scrimpin' plan on Steve.—ARK.

25 Years Ago Today

Brandon Conservatives nominated Hon. Hugh John Macdonald to contest the riding with Clifford Sifton.

Hon. W. S. Fielding and Hon. Wm. Paterson addressed a big Liberal rally at Halifax. North Bruce Conservatives will have a rally at Tara, addressed by Sir Charles Tupper, Hon. Hugh John Macdonald, Hon. Geo. E. Foster and J. P. Whitney.

W. H. Hewlett will give an organ recital in Dundas Centre Methodist church on Wednesday afternoon, being assisted by Harold Jarvis, tenor soloist of Detroit.

The quartet of Dundas Centre church for the season will be: Miss Eva Roblyn, soprano; Miss Beatrice McDonald, contralto; Eldon Westman, tenor; W. H. Skinner, bass.

The annual Baptist convention of Ontario and Quebec will be held in Woodstock on October 15.

Oom Paul Kruger has issued a protest against the annexation of his country as part of the British Empire.

Miss Florence Small left this morning for Port Hope, where she will join the J. H. Rowland's biou comedy company.

Samuel Grigg, the well-known evangelist, has been paying a visit to Sarnia.

E. K. Slater, now of Winnipeg, who was a private in the London Light Artillery, received his Fenian Raid medal the other day.

Children's Aid society acknowledged receipt of gifts from the following: A. T. Caverhill, Sheriff Cameron, Miss A. B. Long, Mrs. B. A. Mitchell, Mrs. Tufts, Mrs. John I. A. Hunt, Mrs. McDonald, Mrs. Break, Miss Bell.

Public library board discussed the idea of founding a museum. Those present were: Talbot Macbeth (chairman), James Egan, G. C. Gunn, E. Manginall, R. H. Dignan, A. O. Jeffrey, Mayor Rumball and Librarian Blackwell.

The board of works ordered the purchase of 40 benches for the fair grounds, the cost to be \$54.

Lighter Vein

NO NOVELTY TO HIM.

A doctor was examining a man who had come to him for the first time. Satisfied at last, the doctor looked at him gravely. "You are in bad shape," he said. "What you need is a sea voyage. Can you manage it?"

"Oh, yes," replied the patient. "I'm second mate on the Anna Marie, just in from Hong Kong."

WILLING TO OBLIGE.

The famous criminal lawyer had won a shockingly bad case by eloquence and trickery, and a rival lawyer said to him, bitterly: "Is there any case so low, so foul, so vilely crooked and shameful that you'd refuse it?"

"Well, I don't know," the other answered with a smile. "What have you been doing now?"

Ald. Botttrill presented a pig to the man who won the fat man's race at the Labor Day sports in London. A fat man who runs a race and wins deserves to have a whole flock of them and a pen to keep them in.

Philadelphia police found a bronze lion in a hotel they were raiding. When the lion was poked in the eye whiskey came out of his mouth. His eye had been jabbed so many times that it looked like a push button.

About the only time Premier Ferguson gets into print just now is when he makes announcement of some additional place where his 4.4 beer can be offered for sale to the clamoring public.

Daring Thieves Commit Six Robberies At Fingal In Early Morning Hours

Special to The Advertiser.
St. Thomas, Sept. 8.—With unparalleled audacity, thieves committed six robberies in Fingal and Iona Station about 3 o'clock this morning, and escaped with a miscellaneous assortment of automobile equipment, chickens and clothing. Breaking into the garage of Arthur Robb, Iona Station, five automobile tires were taken, after jacking up the car. This is thought to have been the first depredation. Proceeding to Fingal they entered the property of Roy Stevenson, and cutting down a chicken without even troubling to remove the chickenspins, they made off with a complete outfit of baby's clothing. The adjoining clothesline of Samuel Meek was also cut down. All Mr. Meek's automobile tools were taken from his garage. At the home of Eli House a crate containing 60 fattened pure-bred Wyandotte hens was stolen. Then Gerald Moore's garage was broken into, a \$20 spotlight and all his tools were taken, as well as some new clothing which had been left in his car. Finally, George Carter reports the loss of about 60 chickens from the roost.

Citizens of Fingal are discussing the naming of a vigilance committee. How the marauders managed to plunder the whole neighborhood without awakening the residents is a mystery. Not even the squawk of a chicken was heard. Mr. Fordham states, however, that he was awakened about 2 o'clock by a suspicious motorcycle at the time.

BURGULARS GET RICH HAUL FROM ZWETTL MONASTERY

Associated Press Despatch.
Vienna, Sept. 8.—Burglars have made a rich haul in pillaging the famous Cistercian monastery at Zwettl, in lower Austria. The value of their loot is estimated at several billion kroner.

GEORGE HEARN DIES.

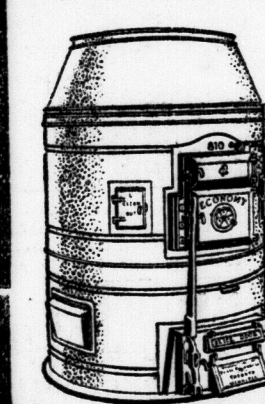
Toronto, Sept. 8.—George Hearn, aged 53, of Stouffville, Ont., died in hospital today from injuries received when struck by a motor car at Bond street, however, that he was awakened about 2 o'clock by a suspicious motorcycle at the time.

"Results Are Excellent"

Pease

"ECONOMY" FURNACE

Owners are delighted with the ease of operation and economical fuel consumption of this well-known furnace. Mr. C. Thomas, 33 Gerrard street, London, Ont., writes:



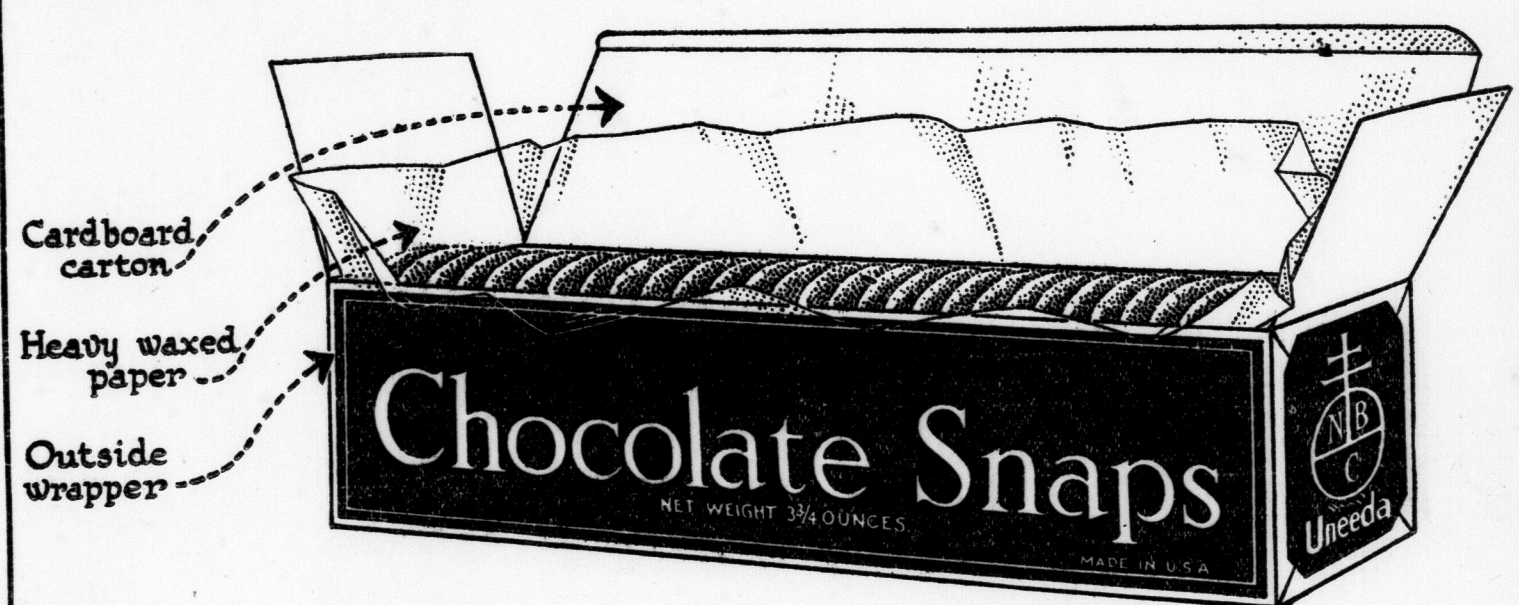
"After reading your splendid copy in the Free Press, decided your furnace was the one for me. Results are excellent. We are pleased beyond expectations."

Our local representatives will gladly explain the many exclusive advantages, or we will send full particulars on request.

PEASE FOUNDRY COMPANY.

118-120 King Street East,
Toronto 2-Ontario.

Geo. Winterbottom & Son, London.
C. J. Haskin, Strathroy.
W. H. Brown, Watford.
Roy G. Dodds, Ailsa Craig.
L. Udell, St. Thomas.
Local Representatives.



SEALED

To preserve absolute purity and freshness

THOUSANDS of housewives already appreciate and insist on National Biscuit packed the National Biscuit Company way. They know why these wonderful dainties are always so fresh and crisp.

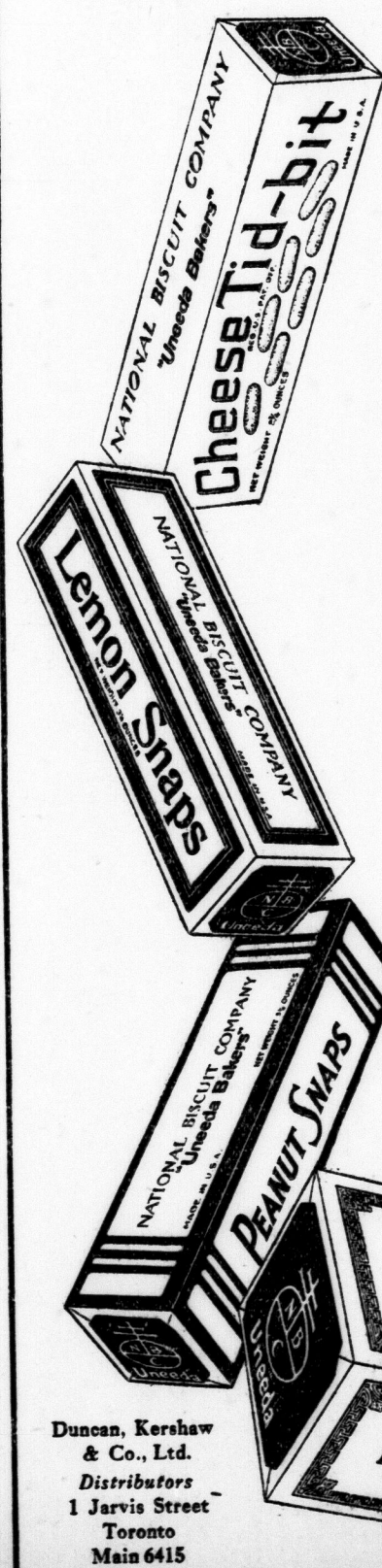
Note the double safeguard which the sealing of the package as well as the wrapper affords. And, in addition, the absolute protection of the heavy waxed paper in which the biscuit are wrapped.

Sealed against dust and dampness, "Uneeda Bakers" biscuit come to you always absolutely pure and fresh—with their high quality and wholesomeness unimpaired. Try some of the convenient-size packages. Your grocer has them.

Some National Biscuit Company Specialties

Zu Zu Ginger Snaps	Cheese Tid-Bit
Uneeda Biscuit (Soda)	Lemon Snaps
Chocolate Snaps	National Zwieback
Peanut Snaps	

NATIONAL BISCUIT COMPANY "Uneeda Bakers"



This N.B.C. Uneeda Seal in red appears on each end of every National Biscuit Company package. It is your assurance that the biscuit within are as pure, crisp and fresh as it is possible to obtain.

Duncan, Kershaw & Co., Ltd.
Distributors
1 Jarvis Street
Toronto
Main 6415