

London Advertiser

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MORNING. EVENING.

TELEPHONE NUMBERS.

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From 9 a.m. to 5:30 p.m. and holidays call 76, Business Department; 75, Editors and Reporters; 1174, Compositors; 76, Circulation Department.

London, Ont., Wednesday, May 3.

The Consortium.

NOW it is being arranged so that everyone can chip in and help Russia. Great Britain will give; Belgium will give; Italy will give; Japan will give; France will give; Germany will give; the United States will give; and the rest of the world will give. But France will send seeds for the farmers, and will offer tractors and railway equipment.

In return for all this the soviet are to give assurance that private property will remain reasonably private. There must be some reservation to the bolshevik doctrine that all property belongs to the state. Nationalization of foreign property must be somewhat academic and theoretical. The state can go through the form of confiscatory acquisition, but it must be a form only. The face of communism may thus be saved, but the private rights of investors must also be saved.

It is not too big a compromise. LENINE has already compromised more heartily by even conceding to invite foreign investments. The very invitation is a confession that sovietism, of the simon pure kind, is pretty much of a failure. It is, says LENINE, the finest and best possible scheme of government, but in this unregenerate day and generation it butters few pansies. The time will come, etc.

The time for bolshevizing the world has not arrived, but the time to save Russia from hopeless ruin is very emphatically at hand. LENINE realizes this, and the astute TCHITCHIKIN recognizes it. Money from afar is absolutely necessary in Russia. The Moscow printing presses are preparing to issue government notes of the denomination of 100,000,000 roubles. A one hundred-million-rouble note will be worth about \$25. You cannot get very far with money of this kind. Even if LENINE takes to issuing billion-rouble notes he will still feel the necessity of dollars, sovereigns, francs and lire. And short of making a public acknowledgment of the nonsense of bolshevism he is ready to do almost anything to get them.

As for the rest of the world there can be no question of the desirability of Russian rehabilitation. Even the nations which most earnestly detest the bolshevik tyranny admit that bolshevism is at present pretty firmly established and that anything that is done for Russia must be done through the bolsheviks. France, not abating her abhorrence of the Muscovite establishment, is nevertheless ready to do her part toward curing the Russian malady which threatens to make all Europe sick.

Killing Hydro.

TORONTO INTERESTS seek to establish that PREMIER DUFFY is out to smash, wreck and bury the whole hydro scheme in Ontario. The commission he has chosen to investigate the expenditure on the Chippawa undertaking has been condemned before it ever starts operation.

This commission is painted as nothing short of a crowd of assassins waiting to get their hands on Hydro.

The DUFFY government could not wreck the hydro proposition, even if it had the notion and desire so to do. The hydro power business is an established fact. It is doing business with scores of municipalities and with hundreds of industrial concerns.

It has become a habit for some of the TORONTO DUFFY haters to shout: "He's killing hydro" every time the Premier dares to raise a hand or ask a question that seems to cast any reflection on the management of the development schemes, or the amount of money that it is proposed still to spend.

It is not possible to mislead the people of Ontario on this "killing hydro" propaganda. No person wants to kill it. The wild men in the case are all being brought in and set up by the DUFFY haters.

Dirt-Cheap.

SOMEWHERE IN your neighborhood they are building a house. Go over there, pick up a piece of shining metal out of a keg, and the carpenter will tell you it's a "10-penny nail." Other nails are 20-penny, 30, 40, and so on.

Originally, it designated the price per hundred. Thus, a "10-penny" nail meant one that cost 10 cents a hundred, wholesale.

The name has lost its old meaning, because today you can buy the nails dirt-cheap. Yet years ago the price was not considered high, for previously buildings were put together with hard wooden pegs. Maybe you've noticed them when an ancient house was torn down.

In the name of the "10-penny nail" you have the key to the whole scheme of modern life—cheap prices, made possible by quantity production.

Nearly all of man's important productive inventions were discovered within the last 200 years. For thousands of years before that human muscles were in a general sense the only important machinery.

THE WRONG HOUSE!



—THE WRONG HOUSE—

25 YEARS AGO TODAY

Here We Have Items of Local and District Interest As Recorded in The Advertiser of 1897.

WEDNESDAY, MAY 3, 1897.

No. 3 committee had a meeting last night and as the conservative members did not imitate their brethren on No. 1 the committee were able to finish business before 8 o'clock. Chief Roe reported that he was thoroughly satisfied with the firemen's new uniforms.

The management of the Y. M. C. A. are negotiating for suitable athletic grounds, and hope soon to secure them.

The excise returns of the port of London for April, 1897, have just been completed and show a considerable increase as compared with the same month last year. The total of the excise duty collected for the month

was \$65,685.17, as compared with \$26,044.68 in April, 1896.

The London west council met to-night when it was expected the curfew bell bylaw will be finally passed.

At the regular monthly meeting of the Anglican Clerical Association the following resolution was passed: "Having learned through the daily newspapers that it is in contemplation to erect what has been termed a theatre at Springbank, we as the Anglican Clerical Association of this city venture to express our most emphatic disapproval of such a step, on the grounds that such a theatre would seriously interfere with Springbank as a summer resort for our citizens as at present conducted, and likely to prove detrimental to morality."

DR. BISHOP'S ADVICE.

A CATARACT

BY DR. R. H. BISHOP.

Most people have a mistaken idea as to the nature of a cataract. They usually think this term describes a white scar or film which mars the front or colored part of the eye after an accident or ulceration.

But a cataract is not such a disfigurement. It is disorder of the crystalline lens of the eye.

The crystalline lens is back of the colored part of the eye and can be seen by one looking through the pupil of your eye.

It is only a tiny little thing, about half an inch in diameter and is normally clear and lustrous.

The function of this little lens in the interior of the eyeball is to focus the images of the objects you look at.

In old age the lens loses its normal flexibility and sometimes much of its transparency, which results in cataracts. It may be only slightly opaque at first, but gradually figures grow dim and the cataract is "full grown."

A cataract may be fully developed and not be at all noticeable to another person.

A cataract is one of those diseases, however, that can be easily remedied by a simple operation. The operation, consisting of an incision on the side of the eyeball, requires considerable skill, but is short and painless.

TO THE EDITOR

NO POLYGAMY.

Editor Advertiser:—Sir, We believe in Paul's dictum, "prove all things." The April 29th issue of your paper contained an article vilifying the Mormons, and in answer we wish to make some corrections.

Polygamy is obsolete to the Mormons.

In a recent conference Heber J. Grant, president of the church, stated: "Any man who has more than one wife is guilty of committing adultery."

There is a law in the United States which prohibits plural marriage, and our 12th article of faith says: "We believe in honoring, obeying and sustaining the law."

There is no law against polygamy in Mexico, and the Mormons there do not practice it, because it is against the principles of the church.

Instead of throwing mud at the grave of Brigham Young, why not treat all dead polygamists the same by deifying Abraham, Jacob, David, Solomon, etc.?

We neither preach nor practice polygamy.

A statement by Mrs. Williams, who lectured recently in this city, to the effect that the Mormons control "the vote in the Western States, is spurious. Statements from the governors of western states are as follows: "It is estimated that about 14,000 of Arizona's citizens are members of the Church of Jesus Christ of Latter Day Saints." Arizona's population is 325,273. Colorado says: "The number of Mormons in this state is so negligible that it is impossible to estimate their numbers."

"About 30 per cent of the population of Idaho belong to the Mormon Church," says the Idaho governor. Montana's statement is that "the percentage is very small." Nevada states that "about 7 per cent are Mormons." Oregon's governor says: "I doubt if one-half of 1 per cent of the population of Oregon belong to the Mormon Church." The governor of Wyoming says: "About 3 per cent of the population belong to the church." Statistics talk for themselves.

The Church of Jesus Christ of Latter Day Saints wields no political power whatsoever. We do not believe in mixing politics and religion. Salt Lake City, generally considered the stronghold of the so-called

LEARN A WORD EVERY DAY

TODAY'S word is—OVERT.

It's pronounced—o-vert, with accent on the first syllable.

It means, in general, "open to view, public, apparent," but has this special legal signification—an outward act, done in pursuance of an intent or design, the mere design or intent not being punishable without the act.

It comes, probably, from—Latin "aperire," to open, influenced by "cooperare," to cover.

It's used like this—"The accused miners cannot be convicted of treason unless the prosecution proves overt acts."

Our Own Country.

Question—What is the industrial strength of London?

Answer—London had, in 1919, 350 industries, employing over 10,000. Annual production value nearly \$4,000,000; substantially increased since then.

Question—How much of New France is still in the possession of France?

Answer—All that France now possesses of her territory in North America and New France are the two little islands of St. Pierre and Miquelon in the Gulf of St. Lawrence.

IT HAS ITS USES.

An old Scotchwoman, much against her will, was induced to sit for her picture, the first she had taken since she was a girl in her teens. When the photograph was handed to her she failed to recognize herself. She thought there must be some mistake. "Is this me?" she asked. "Yes, madam," said the photographer, "and it's a speaking likeness." The old lady gazed at her counterpart in amazement for a full minute in silence. "Aweel!" she said resignedly, "it's a humblin' sight."

The BOOKSHELF

THE MARRIAGE OF PATRICIA PEPPERDAY. By Grace Miller White. Boston: Little, Brown & Co. \$1.50.

THIS tale is a pot-pourri of many characters, incidents, events and side issues that, although they have more or less bearing on each other, are chiefly thrown in to artificially stimulate interest, complicate the plot and add a few more chapters to an already exceedingly tedious story. It is apparent throughout that this somewhat heterogeneous jumble of people and happenings is the author's conscious effort to intrigue the reader.

Patricia Pepperday, the heroine, and an altogether ravishing young person, receives four—four, at least—proposals of marriage during the course of the book. At her father's suffering financial losses she and her two very handsome twin brothers—Barney and Michael—go immediately on the stage. They apparently need no training of any sort, for the three are evidently just born with remarkable histrionic talent. There is a murder in the boarding house in which they live, and Michael, to shield Milly Foster, whom he loves, permits himself to be convicted and sent to jail for the crime. The grief of the Pepperday family is prostrating. Patricia is ill for a long, long time. On recovering, she gets into a stock company, using the name of Patricia Rushmore, and swearing vengeance in her heart against Patrick O'Kelleron of the district attorney's office, who convicted Michael, the innocent. Her bitterness against him is particularly deep and keen, for her father died through his over the trial, and she feels O'Kelleron to be "Father's" murderer, in the bargain. While west, she marries Stephen Claypole, the playwright, and later discovers that he is in reality Patrick O'Kelleron. Visualize her inner struggle now with love and hate!

The characters are innumerable—besides the Pepperday triplets, their mother and father and Aunt Adeline, the Fosters, Eddie Blake, Martin and Benny Brewer, Fanny Cavendish, the Clarks, Flossie Baker, and any number of others. And not one of them has flesh-and-blood characteristics or any real individuality. The incidents, too, all lack even a semblance of realism. One is never allowed to forget for an instant that this is all pure, unadulterated fiction—and shoddy fiction at that.

READ YOUR CHARACTER

(By Digby Phillips.)

NO. 204—LEADING THE COARSE-SKINNED.

There is a sort of stigma often attached to the word "coarse" which is more or less embarrassing to the characterologist, for there is no other word which so well describes a certain type of person, though nothing derogatory may be meant. "Non-sensitive" or "thick-skinned" are alternatives which don't quite fit.

Coarse-skinned people are those who have large pores. They are, for instance, the opposite of "dainty."

Their outstanding mental characteristic is appreciation of the bigness of things. Men of this type as merchants seem naturally to gravitate into some line such as coal, steel, bricks or into wholesale lines. They like to measure things by the ton, the mile or the \$1,000 unit of value. As salesmen they'd rather sell one big order than a lot of small ones.

In appealing to either men or women of this type you must be vigorous, forceful and generous in your attitude. Don't tell them that \$1,000 in a certain investment will net them 7 per cent. Tell them it will net them \$700, or "the best part of \$1,000." Talk to them in round figures. Talk quantity and size.

Of course there are many types of coarse-skinned people. They may be convex or concave in profile. They may be square-built people of energy and activity, or they may be quiet thinkers and very keen for all their love of the bigness of things. And so you will naturally vary your tactics according to your observations of them on these other points.

Tomorrow—Selling the Hard "Customer."

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CHOICE OF ROUTES TO WESTERN CANADA.

The Canadian National Railway, in addition to providing unexcelled service between Eastern and Western Canada, offers patrons optional routes. You may travel westward via the Port Arthur-Fort William route, terminating the northern route via Cochrane and North Bay, or vice versa. This means that you are in new environments continuously. A train leaves Toronto (Grand Trunk Railway) at 8:45 p.m., carrying Standard Sleeping Car to Winnipeg, via North Bay, Cobalt and Cochrane daily, and through Tourist Sleeping Car, Toronto to Winnipeg, on Tuesdays, Thursdays, Saturdays and Sundays.

"The National," a solid through train, leaves Toronto for Winnipeg at 10:35 p.m. every Monday, Wednesday and Friday, via Sudbury and Port Arthur, with Standard and Tourist Sleeping Cars, Coaches, Colonist and Dining Car Services. Get full particulars, reservations, etc., at Canadian National-Grand Trunk ticket office, corner Richmond and Dundas streets, London, Ont.

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You just light the little lamp that vaporizes the Resolene and place it near the bed at night. The soothing antiseptic vapor makes breathing easy, relieves the cough, eases the sore throat and congestion, and protects in epidemics. Recommended for Whooping Cough, Spasmodic Croup, Asthma, Hay Fever, Bronchitis, Croup, and Nasal Catarrh. Resolene has been used for the past 40 years. The benefit is unquestionable. Send for descriptive booklet. Sold by druggists. VAPOR-RESOLENE CO., London, Ont.

TO MEET AT BRANTFORD

Waterworks Superintendents and Engineers Will Hold Convention on May 12-13.

WINDSOR, May 2.—Waterworks superintendents and engineers from all over Ontario and Quebec will meet in Brantford May 12 and 13 to discuss waterworks problems and to view the manufacturers' exhibition of waterworks specialties.

The meeting is being called by the Canadian section of the American Waterworks Association. Papers on sewage control, treatment of impure hard water, filter plant construction, manufacture of cast iron pipe, and standardization of fire hydrants will be presented and discussed by prominent waterworks engineers.

R. C. Harris, Toronto, is chairman of the Canadian section and C. D. Brown, Walkerville, secretary-treasurer.

EDUCATE GIRLS TO BE BANKERS

ATLANTIC CITY, May 2. — Girls are to be educated to become bankers, according to a plan of the National Association of Mutual Savings Banks, whose third annual convention opened here today. The national association will officially recognize women's rights to equality as fellow-workers, and a number of women employed in savings banks are attending the convention for the first time. A special division is to be organized for them.

The savings bankers said women have shown a special aptitude for constructive thrift promotion.

The right management will get 1,000 eggs from each hen.

The right management will get 1,000 cents from each \$7.

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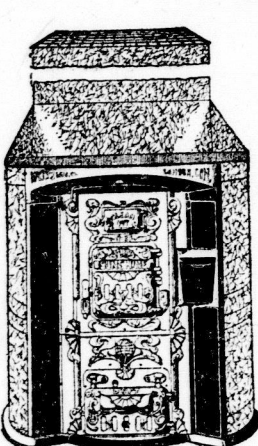
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Special for Soft Coal burning districts—McClary's all cast Sunshine Furnace.

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Buy London made Furnaces and help keep a London Industry busy



Bread—Food of Poets

O MAR, the Persian poet, sang of life as he would make it—life filled with joy and a zest for living, simple pleasures and happiness. With unerring instinct he chose Bread as an essential—this philosopher who sought food for mental effort and physical nourishment.

In the wilderness, in the ancient Persian city of mosques and minarets—Bread.

In the modern world of today, in centers of industry and on far-away farms and ranches—Bread.

Bread, the food all nourishment, if substituted for the heavier foods full of clogging toxins, extends the years of youth and endeavor far beyond the boundaries of middle age.

NEAL'S Good White Bread

contains the all-pure ingredients that build brain and muscle and supply new energy for mental or physical labor.

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