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The Drop in Rural Population.

The number of farmers in Ontario is decreasing and the city population is increasing. It is a process which has been evident in Ontario for half a century and it is still progressing. The president of the Ontario Agricultural College estimates that during the past eighty years Ontario's rural population has declined by 700,000, and recent years have contributed largely to the total.

This migration of the farmer has been a favorite subject for lament. Writers, politicians and editors have all discerned in the movement from farm to city a sinister thing, a cause for alarm, an evidence of decadency. The argument has been that agriculture constitutes the backbone of the country's wealth and that if our young men are no longer willing to stay on the farm, which was good enough for their fathers, things are reaching a sorry state of affairs.

A directly opposite conclusion, however, is presented by Allan L. Benson in a recent article appearing in the Dearborn Independent. Mr. Benson holds that fewer farmers are a good thing for farming and that the trend citywards is merely a natural and healthy result of greater productivity in farming methods. Statistics both in Ontario and the United States appear to support Mr. Benson's argument.

Ontario's decrease of 700,000 rural population since 1845 is matched by American figures. The first American census in 1790 showed that of each 100 population 97 were engaged in farming. In other words these 97 people produced only enough food for themselves and for three people in the city, with no surplus for export. The American census in 1920, however, showed that of each 100 population only 30 were occupied in agriculture, while 70 lived in cities and towns. The 30 farmers of 1920 thus supply with food themselves 70 other city dwellers, with huge surpluses for export to foreign markets. In Ontario a similar decrease in rural population has been complemented by a steady increase in farm values. It is estimated that Ontario's farms have more than doubled in value in eighty years, while the crop of wheat, oats and barley during the last eighteen years alone has increased in value by the sum of \$134,667,000.

These figures, both in Ontario and in the United States, mean, of course, that the productivity of the individual farmer has enormously increased. Thirty farmers in the United States now produce far more than 97 farmers a century ago; a greatly decreased farmer population in Ontario is producing a tremendous increase over the total of fifty years ago.

Two things have happened to bring about this change: agricultural machinery and power. The flail has been replaced by the threshing machine, the scythe by the binder and mower; the horse is giving way to the gasoline tractor. New and improved machinery is constantly being introduced and each new machine means an increased productivity for the individual farmer, or, to express it another way, each new machine means that fewer farmers are needed to produce the required food supply.

This is the basis of the population drift from farm to city. Men leave the farm because there is not work for them to do, because fewer farmers are needed. The age of machinery has affected the farmer just as it has the city worker. The individual productivity of both has increased, but the adjustment has been more rapid in the cities because there is no limit to the market for manufactured articles. The automobile alone, a product of this century, has created vast new markets and a corresponding demand for workers undreamed of a few years ago. The market of the farmer, on the other hand, is comparatively fixed, because the food supply required by the world has changed very little.

The real trouble with farming, therefore, according to Mr. Benson, is not that the rural population is decreasing but that it is not decreasing fast enough to keep pace with machinery. "The farmer has from the first," says Mr. Benson, "been doing the right thing by quitting the farm. Readjustment was what was needed and he is readjusting himself. The process of readjustment is still going on. Migration to the city has not solved the problem, because the forces that make migration necessary are still in operation. A state of equilibrium (by which he means a point where farming will be consistently profitable) will not be reached until all the machinery and power that can be used on the land are there and all the farmers that are not needed there are elsewhere."

It is never wise to carry a theory too far, especially an economic theory, and The Advertiser has no intention of introducing a campaign to move the farmer from the land to the city. The decrease in rural population, however sound and necessary it may be from an economic and industrial point of view, remains a thing to regret from the standpoint of citizenship. The rural citizen has been and is a healthy and saving factor in national development, and it must be regarded as a misfortune if that factor is to decrease in weight or influence. There is comfort to be found, however, in the conclusion that the process of migration proves the farmer's ability to adjust himself to changing conditions without advice from the

city. The farmer is following the natural law of self-preservation by diminishing his numbers and he can be depended upon to take care of himself.

Mr. Fielding to Retire.

Right Hon. W. S. Fielding has intimated by letter to the voters in his old riding of Shelburne and Queen's that he will not be a candidate for reelection. His definite retirement from political activity has been expected, but it will come to Canadians throughout the dominion as an occasion for deep regret. Canada is bereaved in losing from her public life a man of Mr. Fielding's outstanding ability and integrity. As long as he has sat in parliament, and the years have been many, Mr. Fielding has served his country with faithfulness and distinction. Some have disagreed with him, but no person has ever doubted his honor nor failed to respect his opinion.

Mr. Fielding is retiring at the age of seventy-seven. He entered political life forty-three years ago as a member of the Nova Scotia assembly and became premier of the province two years later. In 1896 he resigned the premiership and entered federal politics as minister of finance in the Laurier administration. His record has been unique. In every Liberal government since that time Mr. Fielding has directed the country's finances, and only ill-health has obliged him to relinquish his responsibilities during the course of the present parliament. In the anticipated reorganization of the cabinet Hon. J. A. Robb, who has been acting minister of finance, is almost certain to be appointed to that position.

No Bathing Beauties From Cape May.

Probably few people in Ontario have ever heard of Cape May, New Jersey. It has nevertheless acquired recent and deserved fame by declining to send a representative to the annual bathing-girl contest at Atlantic City. The city manager of Cape May, who corresponds to the mayor, replied to the invitation by saying: "We can not see the propriety of young women being sent with pomp and circumstance to Atlantic City, or any other city, once a year to be measured, weighed, appraised and gazed on by a curious multitude. Call us old-fashioned if you like, but count Cape May out. We will keep our beautiful girls at home."

Undoubtedly Cape May is old-fashioned, the kind of wholesome old-fashioned place that most Canadians like. The bathing-girl competitions in which our American neighbors have learned to delight during recent years are probably not as serious from a moral point of view as they have been painted, but they are an example of cheapness and often of vulgarity which can serve no good purpose to any community. In any case the bathing-girl competition is a futile affair, for it has never yet resulted in the selection of a winner who can be accepted as representing properly either the most attractive or the most intelligent of a community's girlhood. Being old-fashioned like Cape May is a pretty good thing sometimes. It saves money and prevents trouble.

Deaf to Good News.

The Brantford Expositor observes that The Advertiser has made reference to its recent Prosperity Edition and says that "Conservative newspapers have been less kindly." The Expositor explains that its motive in publishing the special edition was not political but entirely a desire "to tell the truth, the whole truth and nothing but the truth."

The truth about Brantford vindicates the policy of the Liberal government and its significance is well demonstrated in that remark: "Conservative newspapers have been less kindly." These papers which choose to ignore good news seem to reverse the program of the three evil-shunning monkeys in the familiar little image. The Conservative monkeys will "see no good, hear no good, speak no good" of Canada's progress.

Note and Comment.

Scientists think they have found the world's oldest building in the British Honduras, but they haven't yet seen London's city hall nor the C. N. R. station.

Ambiguity is a dangerous thing. A sign in a local drug store advertising a certain face lotion says: "Girls, don't take a chance with your complexion—it isn't worth it."

All Western Ontario will sympathize with the McIntosh family near Parkhill, to whom the swift tragedy of a lightning bolt has brought the death of a son and injury to the father.

A Brantford motorist, struck by a T. H. & B. train, was carried 400 yards on the cow-catcher without serious injury. The Office Grouch now asks if the conductor collected his fare.

Three "speed cops" are now operating in the Talbotville district. Are they to be merely speed cops or will they also regulate traffic by correcting the driver who idles along and blocks traffic?

Henry Ford is considering Toronto as a point in his proposed commercial air route because it would provide good landing accommodation. Here is another use for the Federal square, with hot-dogs right at hand for weary pilots.

One must sympathize with the Free Press in its prediction of a three-cornered mayoralty fight next December. To please two candidates is difficult enough, but the task of supporting three, without offending anybody, is bound to cause the Free Press some worried moments.

The August 1st edition of the Dawn of Tomorrow, the national negro weekly published in London by J. F. Jenkins, contained an editorial in connection with action against a Hamilton hotel which as a vigorous pronouncement of equal rights for all Canadian citizens might well be read by all.

Tailors Are Born

The organization of the "Born Tailors' Guild" is announced. The slogan of the guild is "Tailors are born, not made." The first president is M. Born, who established a tailoring house bearing his name fifty years ago.

The interesting thing about this particular business association, among the hundreds that are born every day, is that it will have nothing to do with, and will refuse even to discuss, wage scales, working conditions, labor controversies, costs, prices, output, or profit. The guild will concern itself solely with the development of the idealistic in its business.

The hope is that it may develop something of the spirit of the ancient guilds of European craftsmanship. It will concern itself principally with the artistry of making clothes. Its only goal will be perfection in the fashioning of habiliments for men.

25 Years Ago Today

A sensational horse race at Queen's park was a feature of the Old Home celebration in London. The jockeys, dressed in pink, blue, yellow and red silks, were Frank Love, "Jack" McIntosh, Charlie Graham, "Billy" Strong and Walter Bartlett. The horse-rubbers, attired in the latest style of blue jeans and overalls and guernseys, were Mayor Rumball, E. J. McRobert, Barney McCann, Bob Cowan and Dr. Fred Wood. Each carried surplus and pail, and devotedly prepared the racers, Cyclone, Endurance, Nicholas W. Gee Whiz, and Holy Smoke. Thousands of people enjoyed the fun.

The committee of the London Horticultural society handling the second annual show of the organization is as follows: W. E. Saunders, W. H. Hamilton, John Payne, Rev. Dr. Bethune, J. A. Balkwill and W. W. Gammage.

In the British house of commons Under-Secretary Wyndham said the Transvaal war would be over in three weeks.

J. Brierly, of London, with the Canadian contingent in Africa, writes that he is in hospital, wounded, and expects to return home soon.

The London ball team has been disbanded. There was a dispute with Hamilton and the local management accepted an engagement to play in Detroit instead of playing Hamilton team in London. Hamilton team will disband soon.

Waterford high school has engaged as teachers W. R. Saunders and Miss E. W. Gould of Coburne.

To the Editor

Remembers Old Friends.

Walter J. Ashton Writes From Indiana—Pays Tribute to Late William Skinner, a Friend of Boyhood Days.

Editor of The Advertiser:
Sir,—I have just received a copy of your paper of July 21, 1925, containing an account of the death of a very old friend of my boyhood days in London, Mr. William Skinner. Well do I remember him and his wife and the Sanders family; also I remember when William Skinner, Mr. Skinner's brother-in-law, went into the drug store of Dr. Salter as a young boy. While Mr. Skinner was older than I, we were intimate friends and the account of his death brings to me many memories of past times in London, and if any of my old boy friends are yet alive a card at least would be gladly received. I was a member of the Phoenix fire company of London and attended the old boys' reunions several times. I knew London as a small town, in fact as a village, having been an apprentice in the Oliver McClary tinshop in 1849, but now a resident of this city and have been for more than 60 years. Respectfully,
WALTER J. ASHTON,
Justice of the Peace
317 Bloomington street, Greencastle, Ind., U.S.

Naming the Hotel.

Would Drop "Lloyd George" and Find a Name Which Would Be Truly Canadian.

Editor of The Advertiser:
Sir,—Every Londoner must be enthusiastically in favor of rendering every reasonable support to the latest proposal for the construction of a new hotel in London. But since the previous promotion schemes have been thereby eliminated, please let a Canadian suggest that the "Lloyd George hotel" idea drop overboard too. Lloyd George in England ranks as a defeated politician and to many is a discredited politician. Surely some Canadian in all Canada's history has done something that would better entitle him to whatever honor there is in it. I believe that one of the reasons so many Canadians leave Canada is that Canada has been taken from them, even in such inconsequential details as the naming of a hotel. I am not a separatist or an annexationist, but I am an enthusiastic about Canada as the average European continues to be about his homeland, and I give him credit for that, too.
CANADIAN.

Harvest Moon

By ANNE CAMPBELL.

Harvest Moon, so high above me,
Shining on my little home,
Do you see the fields that love me,
As through heaven's paths you roam?
Do you glimpse the woods I wandered
When I sought, a happy child,
For the violets I squandered
On the roadway from the wild?
Harvest Moon, through heaven riding,
Do you see the wide brown door
Where so much of love was hiding
In the days that are no more?
Is the tranquil village sleeping
Where I spent such joyous hours?
Is the silver river leaping
'Twixt its banks of grass and flowers?
Harvest Moon, shafts tall and slender
Gleam in your reflected light,
Bless them with your beams so tender,
Kiss the graves they mark tonight.
Tell them that their child's returning
In the fullness of life's noon,
All their love and all their yearning!
Tell them, tell them, Harvest Moon!
(Copyright, 1925)

HAIG YOUNG ENOUGH.

(Edmonton Journal.)
Earl Haig says that he is getting too old to accept such a post as the governor-generalship, which it has been strongly urged should be tendered to him. Such a statement must cause surprise to those who have seen him in the course of his tour, for there is not the slightest suggestion of old age about him. Consultation of "Who's Who" shows that he was 64 in June, but if that authority were not available, one would find this hard to believe. In order to put an end to the movement for his selection, some more valid reason for his not accepting than that which he offers will have to be given.

HYDRO PLAN HIT BY CONSERVATIVES

Hon. J. B. M. Baxter Opposes Scheme To Develop Grand Falls Project.

Canadian Press Despatch.
St. John, N.B., Aug. 7.—In public statements given out tonight, both Premier P. J. Veniot and Hon. J. B. M. Baxter, rival leaders in Monday's balloting to decide the complexion of New Brunswick's legislative assembly, predict victory.

Premier Veniot said: "After a tour of this province, in which I have spoken in every county except one, I can assure my friends that the government will be sustained. I count on 29 seats out of the 45."

Dr. Baxter declared: "It looks to me, from all indications, that popular sentiment is in our favor and that we shall win by a large majority."

With the elections but three days off, the premier returned to his home town of Bathurst tonight, and, continuing his defence of the administrative record of his government, reiterated the charge that the opposition of his fellow-townsmen and former close political associates, Angus McLean, president of the Bathurst Company, Limited, to the immediate development of Grand Falls as a public utility, was due to the fact that the lumber interests of the province to the government's policy regarding stamperage.

Baxter Opposes Scheme.
At Fredericton, Dr. Baxter renewed his contention that the Grand Falls project was not in such shape as to justify the immediate prosecution of the work, and renewed his allegations of extravagance and waste in the administrative departments of the government. At scores of other meetings throughout the province, rival speakers repeated their stories of the merits and demerits of a public utility Grand Falls development, immediately begun, which has come to be the main issue of the campaign.

There will be no officially printed ballots in Monday's election. When the voter goes to the polls he will be handed a sheet of blank papers enclosed in a marked envelope. He may either use the blank paper by writing thereon the name of the candidates of his choice or he may use a printed ballot handed him by any of the agents of the rival candidates. Marking a cross on the ballot paper invalidates it, according to the New Brunswick law. The polls open at 8 o'clock and close at 4 o'clock, Atlantic standard time.

USE KU KLUX CRY.
Special to The Advertiser.
St. John, N.B., Aug. 6.—Excited by rumors that the Ku Klux Klan is organizing in the province, spurred on by the unvarnished English employment by the Canadian volunteer speakers, and responding to racial and religious canvasses, the electors of New Brunswick are rapidly drawing into two camps as a direct result of the provincial election campaign now in progress.

Bitterness is being injected into the campaign by the religious arguments employed by canvassers for both parties. On the one hand, it is stated that Premier Veniot has favored the French Canadians in his appointments, to the detriment of the English-speaking aspirants to office, and on the other hand, that Hon. J. B. M. Baxter, if returned, will employ the weight of his influence on the other side of the scale. These points are

not being raised to any extent in the public speech, but are among the chief topics of conversation among the people.

Election Bogey

One adverse result has been the rumor of the Ku Klux Klan and while no one will admit joining, there are many who claim acquaintance with those who have taken the plunge. In opposition to this there is talk of an organization to combat the Klan, and while the whole proposition may be an election bogey of the worst type, there can be no doubt that a wide degree of ill-feeling is being created.

One reason for the wide spread of this type of election propaganda is found in the fact that in the larger centers of population such as St. John, the public meetings of the candidates are being poorly attended. Meetings planned by both parties yesterday and the day before drew average audiences of six or seven, while one banner gathering is reported as numbering thirty. Only the meetings of the leaders are receiving a healthy patronage.

Defend the Public.

Premier Veniot and his immediate supporters are still basing their campaign on the declaration that they are defending the common sense against the so-called big interests. They compare their record during the life of the legislature with that of the Conservatives when in power provincially. The people are being asked if they want to experience a further orgy of carelessness in high places. These references usually deal with the exposures in connection with the timber limits, and with charges in connection with contracts on the St. John Valley Railway in 1913.

The great danger to the Veniot government, however, is apparently in the feeling among a substantial number of the people that a greater measure of prosperity must be forthcoming. This again, is not expressed in direct criticism of the government as such, but rather is given expression in the feeling that the time has come to register against any and all governments as a matter of principle. The underlying hope is that the result will be better times. Future governments in this province will suffer from the same conditions unless the position of the people as a whole improves.

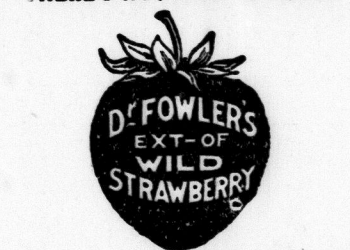
McTAVISH REMANDED ON CHARGE OF FRAUD

Allege He Gave Drugless Treatments, Securing \$500 From Woman.

Sarnia, Aug. 7.—Charles F. McTavish held here for obtaining \$500 by false pretenses at London and Port Stanley in 1921, from Mrs. F. J. Stevenson, of Sarnia, was again remanded today until the authorities decide whether he will be tried here or at London. It was learned that the charge is in connection with a drugless healing treatment which the accused gave to the woman. No evidence was taken, and officials declined to give detailed information of the case.

TO PREACH IN MONTREAL.
Exeter, Aug. 7.—Rev. James Foote, accompanied by Mrs. Foote and Mr. and Mrs. Stanbury and son Kenneth, are motoring to Montreal, where Mr. Foote will preach for two Sundays.

For Colic And Cramps Pains In The Stomach THERE'S NOTHING TO EQUAL



It has been in use for the past eighty years; its action is pleasant, rapid, reliable and effectual, and relief comes promptly.
Be sure that you get "Dr. Fowler's" when you ask for it.
Put up only by The T. Milburn Co., Limited, Toronto, Ont.

SORE THROAT
IS A COMMON AILMENT WHICH UNLESS CHECKED IN TIME MAY LEAD TO A SERIOUS CONDITION. SIMILARLY COUGH OR COLD MAY DEVELOP AND REQUIRE SUSTAINED TREATMENT BEFORE IT IS OVERCOME. BUT TREATED AT ONCE MUCH INCONVENIENCE AND SUFFERING MAY BE AVOIDED. AN OLD AND RELIABLE REMEDY IS FOUND IN
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Easy To Take-Quick To Relieve
CATARRH of the BLADDER
Safe, Successful
SANTAL MIDY
Each Capsule (MIDY) Bears name of
Bureau of Counterfeits

The POT of GOLD
IN fairyland there is a pot of gold at the end of every rainbow. This fancy becomes reality in the operation of the Mutual Life of Canada. Endowments are issued payable to the assured's estate if he dies, or upon reaching 50, 55, 60, 65, 70 or 75 years of age. Thus if he survives to reach old age, the second period of helplessness, there at the end of the rainbow, is the "pot of gold"—not a fable but a reality.

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OLD CHUM
The Tobacco of Quality

H.P. SAUCE
The rich, thick fruit sauce that makes you want to eat.

RIDLEY COLLEGE FOR BOYS
St. Catharines, Ontario
Upper School: E. C. Griffith, M.A., Principal.
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RESIDENTIAL College in 80 acres of ideal grounds. Four separate dormitories. Memorial chapel, swimming pool, covered rink. Separate Lower School for boys up to 14. Personal supervision in small classes. Courses lead to pass and honor matriculation. For Illustrated Prospectus write to—
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Neck and Chest Broken Out. Cuticura Healed.

"My daughter's neck and chest were very badly broken out with red pimples that festered and itched badly. She scratched the affected parts and caused the trouble to spread. At night she could not sleep and the breaking out caused disfigurement.
I tried everything I could think of but nothing helped her. I read an advertisement for Cuticura Soap and Ointment and sent for a free sample. I purchased more, and after using one cake of Cuticura Soap and one box of Cuticura Ointment she was healed." (Signed) Mrs. R. B. Cross, 81 Seneca Parkway, Rochester, N. Y.
Use Cuticura to clear your skin.
Sample Each Free by Mail. Address Canadian Depot: "Bathman Ltd., Montreal." Price, Soap 25c, Ointment 50c and 50c, Talcum 25c. Cuticura Shaving Stick 25c.