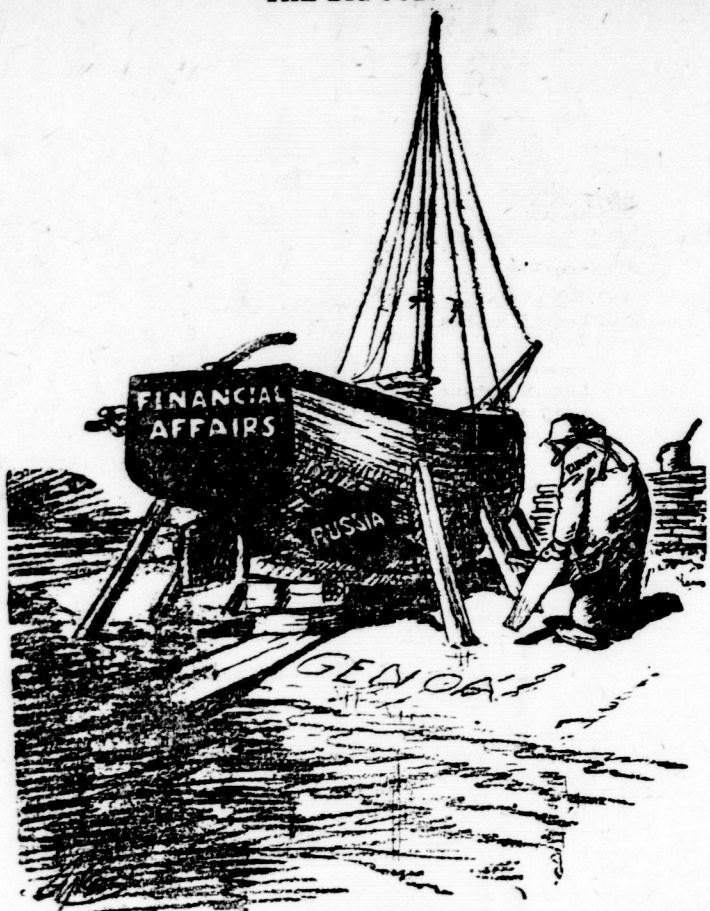


**London Advertiser**  
Published by  
THE LONDON ADVERTISER  
COMPANY, LIMITED,  
London, Ontario.  
MORNING. EVENING  
TELEPHONE NUMBERS  
3670 "PRIVATE BRANCH"  
EXCHANGE  
From 9 p.m. to 8:30 a.m. and holidays  
call 16. Business Department: 15.  
Editors and Reporters: 1171. Compo-  
sition Room: 15. Circulation Department  
London, Ont., Tuesday, May 2.

## THE BIG JOB.



bear enough gentle pressure, wise supervision and tact, to successfully bridge that period.

THERE is also a big part here for the schools to play, and it is the wise educationalist who realizes that his position is one that puts upon him the responsibility of turning out boys who will be mentally equipped to meet the demands of the employment world. There are educationalists, and we have some of them in London, who take a keen and persistent delight in holding up the charge that the press is set against the "fads" of present-day schooling. We are not going to enter into a discussion of that point here, because it is beside the question.

Consider a few facts, though. A banker wants a junior clerk. What are the qualifications he desires? A neat, clean boy, one who is honest and honorable. One who knows what work means, and one who can run up a column of figures and give the correct answer, despite the fact that adding machines may be situated in every corner of the building.

A newspaper wants a junior reporter. What qualifications? Much the same as the banker desires, with a good knowledge of English, of Canadian and British history.

It is possible to go through the entire list of wants of the commercial and business world today and prove to the hilt that the boys who are wanted when leaving school are those who have an all-round education, with special emphasis on fundamental subjects. Anything that does not tend to equip boys with these things cannot rightfully crowd into the front rank of the school curriculum.

If Boys' Week can successfully drive home to the boys themselves the positive and absolute need of getting every bit of useful education they can, the week will be abundantly justified. The under-equipped boy, in this day of intense competition in all lines, is starting out under a handicap too serious to be lightly regarded.

## Paying Taxes.

PAYING INCOME taxes in London has been lifted out of the rut of ordinary things. Now it is a real occasion, and we do our coughing up to the accompaniment of wide sombreness, red coats and blue trousers with yellow stripes.

For are not our local collectors protected by the strong arm of the law now that we are paying tribute to the state?

It gives a man a thrill to think that he is party to handing over so much money that it is necessary to bring in outside strong men to see that nothing is pilfered from his offerings in the way of financial aid and assistance to the state. A while back paying taxes used to be a monotonous sort of business. Simply pay and get out without anything in the way of a thrill.

Now it's different. When a man has tossed every hang relative he can think of into the list and borrowed all the youngsters he can to swell his batting average, and piled all other deductions into the balance in his favor, he trots along with a check drawn in favor of the government, to confront the strong men of the law, who chase wild and murderous Indians up around the North Pole. No doubt it is figured out that it takes a good swindler to go through with the mounted police looking him square in the eye. Likewise, would it deter any wild and wicked man from coming along and running off with these much-stewed-down returns, so it works both ways.

Thus, if Londoners can get any satisfaction out of the presence of the mounted police looking them over when they go to the public coffers to get rid of their money, let them be welcome to it.

## LITTLE TISERS

The high school inspector presses upon the board of education at Walkerton the need for more accommodation at its school, claiming that it is inadequate to care for the number of pupils. As Walkerton is not showing an increase in population where are the additional pupils coming from?

School capacity and population should have a rather direct bearing one upon the other, but seemingly they have not in this case.

The three new senators from Ontario, MESSRS. PARDER, McCOIG and HARDY, are occupying one room just near the entrance of the Senate. The number of visitors from Western Ontario who find their way to Room 154 shows beyond any doubt that if these gentlemen have ceased to be Commissioners in name they are regarded very much by their constituents as still being in the public service of the community. Room 154 will be heard from in matters of public interest.

In this week's issue of the *Listowel Banner* a clipping is reproduced from the columns of THE ADVERTISER, to the effect that a well-edited weekly paper is worth \$2 a year if it is worth anything at all. Right on top of the column the *Banner* has a notice: "The *Banner* doesn't necessarily agree with views expressed." Of course, we don't want to press the matter, but from where we sit we can almost see the *Listowel* man putting up his right hand in favor of the motion.

And now the Senate is going to tackle the problem of unemployment. This is intimated in a motion for the appointment of a committee "to inquire into the causes of unemployment in Canada, and to report to the Senate before the close of this session in regard thereto." The committee is headed by SENATOR ROMERTSON, late minister of labor. If the senators can dig up any new facts or reasons on this problem, then by all means let the senators dig, and may their digging be deep and thorough.

Every few days now there comes from the Senate at Ottawa a number of "Acts." These read: "An Act for the Relief of So and So," naming some of the many who are applying for divorce. These bills are becoming more numerous, and Canada can no more stand back and wrap the cloak of righteous indignation about her young shoulders as she upbraids other nations for the number of divorces that are applied for and granted. Meanwhile, the third person—for there must be a third person in these cases—is going free. There is a looseness there that needs some severe checking up, and it should be done quickly.

In the West the Kinc government is blamed for engineering the course of events that ditched the wheat board. That is the message H. W. Woon takes back from the capital.

## OOR INGLESIDE

Folk travel noo for miles awa—  
They're keen on pleasure bent—  
Yet, gin they reach oor farthest shore  
They're nae ava' content.  
Oor choicest pleasures, doon on earth,  
Are by oor hames supplied:  
Oor foretastes here o' bliss aboon,  
Are at oor Ingleside.

Oor guid Creator's wise decree  
Ordained th' hallowed hame;  
A' folk wae serves their fellows best  
Revere that sacred name.  
Th' greatest influence we feel  
Is by oor hame supplied:  
For weal or wae oor lot is cast  
At oor ain Ingleside.

Oor forbears an' oor ain lo'd bairns,  
We cherish an' baud dear;  
Th' names o' mither, wife an' hame  
Are sweetest we hae here.  
Th' safest guards for oor dear lan'  
An' ither lan's beside,  
Are weel committed tae th' trust  
O' iika Ingleside.

There're dangers, sair, in oor swift age,  
O' breakin' doon th' hame;  
Gin this is gane thae maun arrive  
Disaster fu' an' shame.  
What has made Scotlan' what she is?  
Tae ye I'll noo confide—  
It wis th' hallowed atmosphere  
O' iika Ingleside.

Affection gars a hoose a hame,  
Altho' that hoose be sma';  
Gin that is absent—then, alas!  
It's nae a hame ava'.  
God gies his richest, choicest joys  
Tae bridegroom an' a' bride,  
Wha, in th' fear o' Heaven big,  
A model Ingleside.

—MACK.

Mr. Woon was at Ottawa and appeared before the committee on agriculture himself. He knows, as every person who watched the proceedings knows, that the leader of the Progressives was no enthusiast over the re-establishment of the wheat board. The government referred that matter to the legal offices of the country, and there it was announced that the wheat board was illegal. In Mr. Woon prepared to go the limit of saying that the legal advisers can be influenced to say anything the government wishes them to?

MR. MANION was addressing Parliament last Wednesday, when he remarked there were three problems before Canada today. "One of them is the tariff. . . . Next is the matter of immigration, and last of all, perhaps as important as the others, if indeed not more important, is the question of transportation." It took the speaker a little while to get the thing right, but in the end he got into the proper groove. By the time the house and the country at large thoroughly realizes what Canada faces in its transportation problem, meaning, of course, the railway question, it will see that the last mentioned is so big that it will well obliterate the others in the place of supreme importance.

## READ YOUR CHARACTER

By Digby Phillips.

NO. 203—PERSUADING THE THINKER.

The "thinker," as has been explained in a previous article, can be recognized by the head and face, which are wider at the top than across the cheeks or jaws. Nine times out of ten they are the sort of people you would never call "robust." Their bones are small. They may be stout, but often they are thin. If an education has not been given to them they make it a point to get one anyhow, in the way of or another.

In these people the mental predominates over the material. When you want to persuade a man or woman of this type your quickest road to success lies in starting him or her to thinking. Demonstration may aid, but it isn't the predominant factor as it is in the case of the "square" people.

If your subject has a convex profile you know that his attitude is practical and scientific, and quite naturally you should give him facts and very definite statements upon which to think. If he (or she) is concave you know your subject is more inclined to be theoretical or philosophical, and you wouldn't emphasize statistics, for instance, in the way of or another. You would keep more to generalities and theories. But in either case you have to remember that you are dealing with a keen mentality. You must try to start them thinking and to steer their thoughts (by suggestion) in the desired line; but do not make the mistake of trying to do their thinking for them.

Tomorrow—Leading the Coarse-Skinned (Copyright, 1922, by Public Ledger Co.)

## Our Own Country.

Question—What is the population of the Maritime Provinces?  
Answer—The population of the three Maritime Provinces, per census of 1921, is 1,092,207.

Question—Has Canada a National Art Gallery? If so, where?  
Answer—Canada has a National Art Gallery at Ottawa.

## 25 YEARS AGO TODAY

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

TUESDAY, MAY 2, 1897.

The Organized Charity Society now have their Pingree potato scheme ready, and it will be launched at once. Mr. Edward Daly has kindly given them free of charge, the use of six acres of desirable land between the barracks and the C. P. R. roundhouse. The deserving poor are to be allowed to cultivate this property, which is to be laid out in plots for their use.

A meeting of the representatives of the Masonic Lodges of the city was held in the library of the temple on Saturday evening to complete arrangements for a \$10,000 subscription which the Masons of this district will donate for the purpose of erecting a pavilion in the new Victoria Hospital.

The Southern Congregational Church was formally dedicated to the worship of God yesterday, Rev. Mr. Unsworth of Scotland preaching two eloquent and impressive sermons to large congregations.

## NO FILTH—NO FLIES

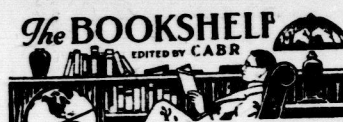
BY DR. R. H. BISHOP.



It from breeding and destroy all eggs and maggots.

Of course, it helps to swat flies and to catch them in traps. Such efforts should be energetically maintained, but the fight against the pest will be successful only when all breeding places are eliminated or treated to prevent the full development of the flies.

Where flies are plentiful it is reasonably certain fertile breeding places are nearby. Frequent removal or treatment of manure, proper care and frequent disposal of garbage and the prevention of accumulations of all other filth is necessary in eliminating flies. It is useless for municipal officials or civic organizations to start a swat-and-trap the fly campaign and overlook the manure piles in the stables, the frequent and proper re-



MY TRIP ABROAD. By Charles Chaplin. Illustrated. Toronto, Hodder & Stoughton, Ltd., publishers, 265 Adelaide street west. \$1.10.

ANYBODY who expects to find in Charlie Chaplin's account of his journey to England and the continent a narrative similar in language to his comic antics on the film will be disappointed, but will see revealed instead another Charlie, and a very different one from the humorous star of the movies.

They will find a young man eager to see things of consequence and to meet people who count in the world, who has his own ideas about the world's problems and who wants above all things, to get at the heart of life and see and touch its inmost springs. If there is any fun going sure to be in it and, apparently, to be one of its most joyous instigators. But he is also a serious-minded young man, who frequently turns over and over in his mind serious and important matters and feels deeply about them.

He is sensitive to beauty, quickly responsive to any fine appeal to the emotions, sometimes sentimental, but usually level-headed and always very engaging. So engaging is he and so naive in what he writes and in his manner of writing, so direct and simple, that however much one may be annoyed in his early pages by the capital letters and the use of the capital letters to a forgiving state of mind and soon would not have it otherwise.

It is just part of the story of an engaging young man on his travels, who is always forced by the crowds and his friends into the middle of the picture, who is having the time of his life, the best time that anybody ever had.

His experience in Germany puzzles him and leads him to whimsical honesty with himself and his reader. On the way thither he is told that his pictures have never been shown there and that he is practically unknown, and he comments, with satisfaction, "This rather pleases me, because I feel that I can relax and be away from crowds." But when he reaches Berlin, goes, through the streets and stays at the Odion Hotel he says: "I have never been heard of. It interests me and I resent it just a bit." He and his friends go to the Palais Herminette, "the most expensive place in Berlin and the high spot of night life," and he comments at once that "My appearance does not cause any excitement." Presently he adds, when they are shown to an undesirable table in the most obscure part of the room, "This brings home forcibly the absence of my reputation. It nettled me. Well, I wanted rest. This was it."

In Paris, both on his way to Germany and when he stops there on his return, there are sufficient recognition, crowds and interest to fill every moment. He has a difficult time with the French reporters, who hang upon his movements and sometimes wait all day at his hotel. But the barrier of language proved well high fatal to the process of interviewing and the reporters did not seem to learn much about "Charlie's" impressions of France.

But it was in his homeland, England, and especially in London, that Charlie Chaplin enjoyed his greatest triumphs in public and in private and had his happiest experiences.

## HEADS THAT ACHE AND PAIN

It is hard to drag along with a head that aches and pains all the time.

In nine cases out of ten, persistent headaches are due to poisoned blood, the blood being rendered impure through some derangement of the stomach, liver or bowels, but no matter which organ is to blame the cause must be removed before permanent relief can be obtained.

BURDOCK BLOOD BITTERS, which has been on the market for the past forty-five years, removes the cause of the headache by starting the organs of elimination acting freely, and when the impurities are carried off from the system, purified blood circulates in the brain cells, and the aches and pains vanish.

Miss Clara Murphy, Center Dummer, Ont., writes: "My system was greatly run down and my blood out of order. I suffered a great deal from severe pains in my head which made me very miserable. After having tried other remedies I purchased a bottle of Burdock Blood Bitters, and was very glad to notice a decided improvement in my health. I took another bottle and it has done me an enormous amount of good. I have recommended it to some of my friends who were in a similar condition, and they all say it is a wonderful remedy."

B. B. B. is manufactured only by The T. M. M. Company, Limited, Toronto, Ont.—Adv't.

## FACE DISFIGURED NINE MONTHS

Itched and Hard Pimples Broke Out. Cuticura Heals.

"My face and neck all broke out in a mass of nasty pimples. My face used to itch and then hard pimples would break out and fester over. They itched and burned dreadfully at times, and my face was badly disfigured for about nine months."

"I tried different remedies without any effect. I saw an advertisement for Cuticura Soap and Ointment and sent for a free sample. It helped me so much that I bought more, and after using two cakes of Cuticura Soap and two boxes of Cuticura Ointment I was healed." (Signed) Miss Hattie E. Cruickshank, Lower Caledonia, Nova Scotia.

Give Cuticura Soap, Ointment and Talcum the care of your skin.

Sample Book Free by Mail. Address: "Lymans, Limited, 244 St. Paul St., W. Montreal, where Soap, Ointment and Talcum are sold."

Cuticura Soap shaves without mug.

## FREE—This 65c Can Johnson's Floor Varnish



You know Johnson's Floor Wax—it's used by housewives everywhere. We want you to know Johnson's Floor Varnish, too. Our Varnish is just as good as our Wax. To prove this statement we offer you a 65c can absolutely free.

For Everything About the House.

## FREE OFFER!

Take coupon below to your nearest dealer in paints and get a half-pint of Johnson's Floor Varnish free, or use coupon as a 65c credit on a larger can of Johnson's Floor Varnish.

Johnson's Floor Varnish is fine for tables, chairs, furniture, woodwork, trim, oilcloth and linoleum. It will rejuvenate the whole interior of your home.

Johnson's Floor Varnish is very easy to apply and has good body. It dries dust-proof in two hours, and hard over night—gives a beautiful, high gloss which will not mar or scratch white—has great elasticity—is very pale in color—and absolutely waterproof.

Sold and Recommended by

W. A. O'DELL

389 TALBOT STREET.

PHONE 187.

--- 65c Coupon FREE ---

MR. DEALER—

Please give me a 65c can of Johnson's Floor Varnish FREE—or apply this coupon as a 65c credit on a larger can of Johnson's Floor Varnish.

NAME .....

ADDRESS .....

(Free cans given only to adults—one to a family)



## CHILDREN'S TEETH need protection from decay

Let the children have Minty's Tooth Paste! They like its taste and refreshing after-effect—they need no coaxing to clean their teeth with Minty's.

It assures the protection from decay that children's teeth need. It positively destroys the decay germs where the tooth brush cannot reach.

Minty's removes the discolored coating without the danger of scratching the most delicate enamel,

because it does not contain any coarse scouring matter.

Minty's is the most economical tooth paste you can buy for the children because it is highly concentrated—there is no need to use more than half-an-inch—and the large tube is sold by all druggists for 25c.

Minty's does more to preserve and whiten the teeth than higher-priced tooth pastes because it contains only ingredients approved by the foremost dentists.

## Minty's TOOTH PASTE 25c — Genuine Value

MANUFACTURED IN CANADA BY PALMERS LIMITED, MONTREAL

## WHY ARE WOMEN ALWAYS USING POWDER PUFFS?

Most face powders come off before they have been on ten minutes. This is why women are always using powder puffs. MINTY'S MA CHERIE Face Powder is so fine in texture, so adherent, that it stays on until you wash it off. It is delicately perfumed with MA CHERIE perfume. Most good toilet goods counters carry a full assortment of MA CHERIE toilet preparations. If your's doesn't—write us.