

SEEKING DESIGN FOR NEW ICE CHEST

Ice Dealers See Menace of Electrical Refrigeration, But Are Not Discouraged.

LONDONER ON BOARD

S. Gilles of London was elected a member of the executive of the Ontario Ice Association at the annual convention being held in Toronto.

The ice dealers, among other things, met to consider the menace of the electrical refrigerators. Like philosophers they decided to take conditions as they are, admitting that mechanical refrigeration has come to stay. They decided, therefore, to develop trade among the 55 per cent of Ontario people who do not use ice. To this end a committee will gather information and will consider the question of designing a new ice chest that will be efficient as well as cheap.

P. J. Moody of Hamilton, president, in his annual report said that practices which formerly brought into ridicule the ice dealer being brought into ridicule or even, disrepute had given place to such systematic and efficient service that the ice dealer today on a level with men in any other line of business in the respect in which he was held by his fellow-citizen.

"With an industry representing an investment of nearly five million dollars," said Mr. Moody, "ice dealers have no small part to play in the business of this province."

In an address on "How Best to Reach the Consumer," J. L. Lane of the Norris-Patterson advertising agency, stressed the value of newspaper advertising peculiarly. A consistent educational campaign in the newspapers and otherwise, he said, would be of great value to the ice dealers.

Chancellor Whidden of McMaster University discussed high ideals in business at a banquet in the evening.

ADVERTISING CLUB TO HEAR NOTED SPEAKER

Thomas V. Hendricks, Prominent Cleveland Businessman, Coming Here Tuesday.

Thomas V. Hendricks, Cleveland, Ohio, past president of the Cleveland advertising club and vice-president of the advertising affiliation, comprising the advertising clubs of London, Hamilton, Buffalo, Rochester, Erie and Cleveland, is to address the members of the advertising and sales club and their friends at the Tecumseh house on Tuesday, Dec. 1.

Mr. Hendricks is a business man who talks business entertainingly. For over 20 years he has been engaged in newspaper work. As a professional platformist in lyceum and chautauque work for four years, he knows audiences. As a teacher of public speaking, in charge of classes for the Cleveland advertising club and the Cleveland chapter of the American Institute of Banking for several years, he knows the technique of public speaking. Having been an editor, publisher, chautauque manager, advertising and sales manager, he possesses a knowledge of the practical as well as the theoretical angle of merchandising.

Mr. Hendricks was identified with the big Liberty Loan and Community Chest drives in Cleveland, having directed the speakers throughout these campaigns. He managed the Cleveland war exposition and also that city's 125th anniversary celebration.

The Advertising and Sales club of London is extending through the amusement columns of the daily press, a cordial invitation to advertising men to hear Mr. Hendricks, who has chosen as his subject for Tuesday night "Comin' Thru the Wry."

CANADIANS WILL SEND DISPLAY TO BIRMINGHAM

It is now certain that many Canadian manufacturers will send exhibits to the British industries fair, which opens about the end of February, and which will probably be visited by between 40,000 and 50,000 people from all parts of the world, according to F. W. Field, senior British trade commissioner for Canada and Newfoundland. The great fair will be held simultaneously in London and Birmingham, and is now the largest annual trade fair in the world.

The fair originated immediately after the great war, when buyers who had been in the habit of drawing their supplies from Germany and Austria were forced to find alternative sources and sought names of likely British manufacturers, asking them if they could produce these commodities, and the fair started so that manufacturers might view these products and thereby the better form an opinion.

After a short time the buyers declared that they found the English products satisfactory, adding that an exhibition has been held each year since 1915, with the exception of this year, when it was decided to suspend operations in view of the Wembley exhibition being held a second year. But the fair will be resumed again next year at London and Birmingham, England.

Much public and political interest is centered about the exhibition, and it is not strange to hear it discussed in clubs, meetings and in homes.

Information with regard to the fair can be secured from the London chamber of commerce.

MORTGAGES QUESTIONED.

In an action that has been set down for trial before Mr. Justice Mowat in the non-jury sittings of the supreme court of Ontario which opens Monday, December 7, the plaintiff is Victor Jackson, trustee of the Purdy Products, Limited, in bankruptcy, against the Western Canada Flour Mills.

A. R. Douglas is solicitor for the plaintiff, with McFarlane & Thompson of Toronto appearing for the defendant company. The action is entered to decide whether two chattel mortgages each from the Purdy Products Limited and Robert Faircliff shall be declared void against the trustee.

CYCLONE HITS SICILY.

Palermo, Sicily, Nov. 27.—A violent cyclonic storm swept this section of Sicily during the night, interrupting railway and steamship services. Several persons were injured by stones and bricks dislodged by the wind.

MODERN TRAFFIC DEMANDS MODERN BRIDGE, SAYS NEAR

City Engineer Says \$75,000 Will Build Suitable Ridout Street Structure in Time For Next Summer's Rush of Traffic.

City Engineer W. P. Near, in discussing the Ridout street bridge blylaw asking the people to vote \$75,000 for a new structure, declared that a new bridge was an absolute necessity.

"The present bridge has been condemned for present-day traffic, and doesn't admit of repairs or strengthening," said the engineer. "The only solution is a new bridge, and the only type that should be considered is one with room for street railway tracks down the center which would separate the lines of traffic and promote safety."

Not a Luxury.

"A new bridge is not a luxury, but a necessity," continued the engineer. "We can't hold traffic up forever and make it slow down on the bridge. Modern traffic demands modern bridges."

"The \$75,000 will build a substantial bridge of fair appearance, and the existing foundations will be used as far as possible."

"I would think that a new bridge could be put in commission by next summer."

Seven Good Reasons.

In a signed statement issued to the public, Mr. Near says:

Ballot Spoiled If 'Yes' Written

City Clerk Baker warns voters that any bylaw ballots in the coming municipal elections that are marked "yes" will be thrown out and not counted.

"The advertising reads vote 'Yes' on the bylaws," said Mr. Baker. "If people literally do that very thing and write 'Yes' they are out of luck. If you are in favor of the bylaw, place an X opposite the word 'For' and if you are voting in opposition put an X opposite the word 'Against.' A cross is the only legal way of marking any ballot."

COUNCIL MUST DEAL WITH FILLING STATIONS

Complaints That Many in the County Are Built Too Close to the Road.

Middlesex county council will meet in the council chambers in the county buildings at 2 p.m. on Monday, Dec. 7.

A communication has been received from Halton county council, asking that the Middlesex body support asking for a provincial law regulating the carrying of lights by all vehicles. Were such a law passed it would relieve the county councils of all responsibility in the matter.

The council will also deal with the matter of gasoline filling stations along the county roads. Many complaints have been coming in saying that these stations are built too close to the roadways.

COLLEGIATE STUDENTS ARE PLANNING ENTERTAINMENT

A program of unusual interest will be offered by the students of London Central collegiate institute at two concerts on the evenings of Dec. 4 and 5.

In addition to musical numbers from their own glee club and orchestra and physical culture exhibits from both boys and girls, there will be given the clever one act play, Mother Saves the Day.

The story concerns itself with an incident fairly common in young married life before adjustment has been completed—a quarrel over mothers-in-law.

By a very smart scheme the mothers themselves save the situation, and through some 40 minutes of snappy dialogue and clever action, the story draws to the usual happy conclusion.

The cast includes: Anne Macgregor and Edward Hammond as the young married couple; Margaret Griffiths and Mary McPherson as the mothers-in-law.

RECOGNIZE REPUBLIC.

Associated Press Despatch. Athens, Nov. 26.—As the result of a conference of the various party leaders in Greece today, all except three of the leaders signed a declaration unreservedly recognizing the republican regime in Greece as established by the plebiscite of March 13 last.

Special to The Advertiser.

Thorndale, Nov. 26.—A meeting of the Thorndale fair board was held in Harding's hall on Wednesday evening to receive the report of the fall fair. It was arranged to hold the annual meeting of the board on Jan. 13 at 8 p.m., in Harding's hall.

BUSINESS METHODS APPLIED TO CIVIC AFFAIRS.

VOTE FOR

TOM TERRY

for **ALDERMAN**

CAMPAIGN MAY GO INTO SECOND WEEK

Canvassers For Beck Memorial Are Anxious To Attain Objective.

With the mailing yesterday of 17,000 return postcards to every hydro customer in London, the local campaign in behalf of the Beck Memorial endowment fund entered its final stage.

Although it will be a week or ten days before all the reply cards are in, there will be sufficient replies received by Tuesday or Wednesday of next week to enable the committee to estimate the success of this new departure in campaign ideas.

With the permission of the executive committee of the board of education, teachers in all the public schools of the city will speak briefly to the children explaining the idea of the postcards and asking them to carry the message home.

Team workers are still busy following up calls preparatory to tonight's report meeting at Smallman & Ingram's dining-room at 6:15.

Several instances have occurred where prospective subscribers have declined to sign a card on the first call of the canvassers, but have later made substantial subscriptions. This fact has resulted in team workers making a number of second calls, which have been quite successful, and will help to swell the total reported tonight.

The workers are all anxious to continue the canvass until the objective is reached, and may decide at tonight's

WINNER OF GIBBONS MEDAL NOT CERTAIN

Principal Miller Is Forced To Write Department For Marks of Five Students.

Principal E. A. Miller, M.A., London central collegiate, has been forced to write the department of education for the marks made by five students on the pass matriculation examinations last June to determine the winner of the Allan Gibbons memorial medal at that collegiate.

The Gibbons medal, presented by the estate of the late Sir George Gibbons, K.C., has been competed for by students of the central collegiate for many years, but this is the first time, in recent years at least, that Principal Miller has not been able to decide the winner upon the results announced by the department of education as to the grade standing secured on the papers written on without knowing the actual marks secured on each individual paper.

Here is Principal Miller's problem, to decide between the following, keeping in mind that grade I means from 75 to 100 marks, grade II 65 to 74 marks, grade III 50 to 64 marks, and credit: 50 to 59 marks: girl, 11 firsts, 1 third; boy, 10 firsts, 2 seconds; girl, 3 firsts, 1 second and 1 credit; girl, 3 firsts, 1 second, 2 thirds and 1 credit; girl, 3 firsts, 1 second and 2 thirds.

When Principal Miller receives the marks made by these students he will be able to name the winner of the Gibbons medal and complete his list of 20 scholastic and medal winners preparatory to the concert and commencement exercises the latter part of next week.

ODDFELLOWS GET TROPHY ON VISIT TO ILDERTON

Over forty Oddfellows of the local Eureka lodge, as well as many members from other lodges, visited the Ilderton lodge last night and received the travelling social trophy from their guest. The presentation was made on behalf of the Ilderton lodge by the noble grand, Bro. Chester Hutchinson, and was accepted by L. Stanley, N.G. of the Eureka chapter.

Short addresses were made by George Haylock, D.D.G.M., Bro. L. McRoberts, P.D.D.G.M., Bro. John Martin and Bro. H. A. Clement.

Musical numbers were provided by the symphony quartet of the Eureka lodge and a social evening spent with cards. Refreshments were served at the close of the program.

FUNERAL OF MRS. NORTHCOTT.

The funeral of the late Mrs. Mary Northcott was held this afternoon from the residence of her daughter, Mrs. C. B. Chapman, 96 Elmwood avenue. Rev. J. E. Milward and Rev. J. Garbutt of Wesley United church conducted the funeral services, during which Miss Campbell sang One Sweetly Solemn Thought, the favorite hymn of the deceased.

Mrs. Northcott, though practically confined to the house for years past, had always maintained her membership in her church and taken a deep interest in all Christian work. Her death occurred Wednesday, 25th inst., after a long and painful illness, in her 71st year. She was born in Devonshire, England, in 1855, coming to London in 1870. Her husband, Aaron Northcott, predeceased her in 1917.

She is survived by one brother, William Jenkins of this city, and three sisters—Mrs. T. J. Brooke of Portland, Oregon, Miss Annie Jenkins of Schenectady, N. Y., and Mrs. Grace Parry of Los Angeles, Cal.; also one daughter, Mrs. C. B. Chapman of this city, and two sons, George of Windsor and Walter of Lansing, Mich.



Kingsville, Ontario, is the only known place in North America where native swans assemble. For years they were

considered by ornithologists to be practically extinct, until they followed the wild geese to Jack Miner's bird sanctuary, where they found a safe resting

place. An unusually large group of the beautiful birds is shown above. They were photographed recently a little way off shore on Lake Erie.

SCHOOL PUPILS TO WORK FOR CENTENNIAL PROGRAM

London collegiates and public schools are getting behind the centennial celebration to be held the first week of next August. A committee of six boys waited on Mayor Wenige yesterday to tell him that the collegiate pupils were willing to do whatever they could to make the reunion a success.

The mayor presented the boys with 200 reunion buttons and told them that once the heat of the election campaign was over, he would have more work mapped out for them.

meeting to continue the effort during part of next week.

Dr. Pratten, medical superintendent of the sanatorium, who was to go to Preston tonight to speak in behalf of the fund, received a message saying that the proposed meeting would not be necessary as that town had more than reached its objective.

PROSPECTOR CONFESSES MURDER OF HIS RIVAL

Pioneer B. C. Trapper Killed in Fight While Visiting Trap Line.

Canadian Press Despatch. Williams Lake, B.C., Nov. 26.—Through the telephone here Provincial Police Chief Gallagher on Tuesday listened to a dramatic story of an alleged murder in one of the wildest spots of the Chilcotin district in Central British Columbia. At the other end of the wire Constable Ian McEae reported that Fred Cyr had appeared

BRITISHER WILL LECTURE ON "HIGHWAY OF LIFE"

C. Roberts of England, representing the International Bible Students association, will lecture on "The Highway of Life," Sunday, Nov. 29, at Hyman Hall, at 7:15 p.m., and will take up the subject of redemption as it relates to humanity getting life in its fulness, without sickness and the fear of death.

at police headquarters at Hanceville and confessed he had killed Alex Ducharme, a pioneer British Columbia trapper, as a result of a quarrel over a trap line.

According to the alleged confession Cyr, after shooting Ducharme, had buried the body in a grave near where the tragedy occurred in the forest at Chilko Lake, on November 2.

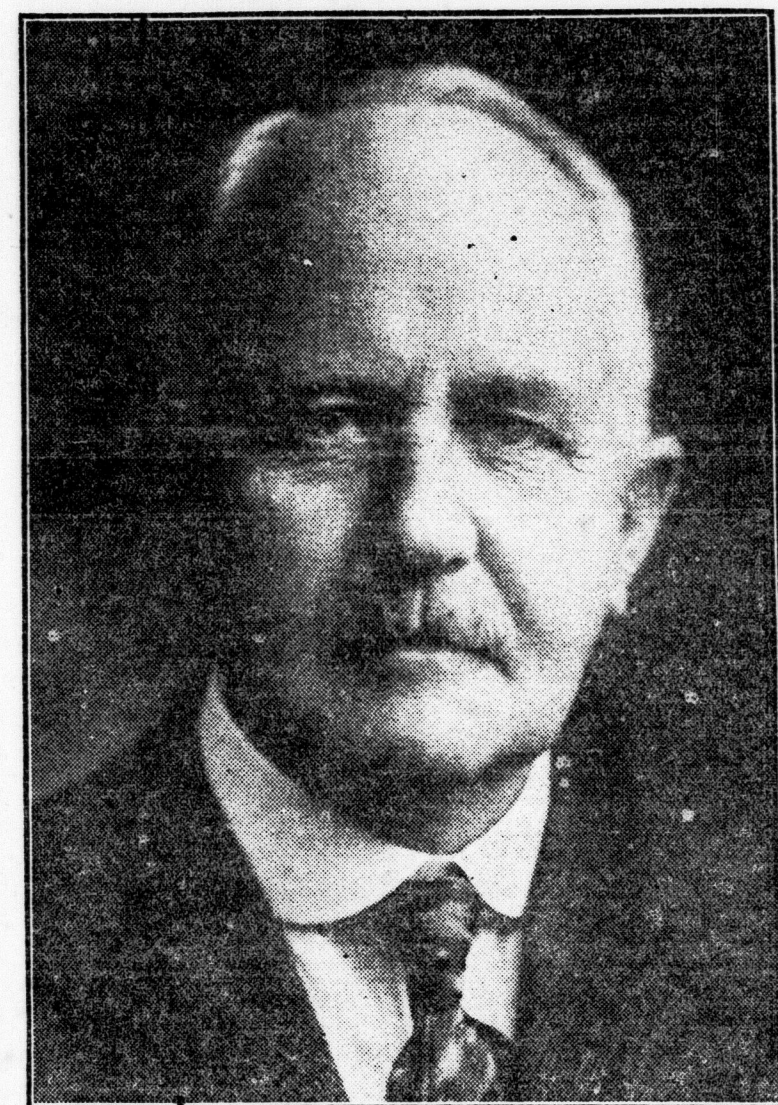
CADET CORPS SUNDAY TO SEE SPECIAL EFFORT

Recruiting of Men For Salvation Army Work Will Be Chief Aim of Day.

Sunday, the 26th of November, is the last stage of training in the study of the Bible, history, and the doctrines of the army. This brigade is usually regarded as the organization from which the officers of the army are drawn.

The course is so successful that over 70 per cent of the candidates succeeded in passing the examinations. The local leaders of these corps are: Mrs. John Leghorn, Mrs. (Adj.) Lewis, Mrs. Dave Thomas, and Mrs. Ensign Thompson.

In connection with the birthday fund to be raised in honor of the general-in-chief of the army, General Booth, who celebrates his 70th birthday in March, it has been decided that first-class corps, such as London No. 1, should raise \$500 by voluntary subscription, and the smaller corps unitedly as much as is possible.



JOHN M. MOORE.

JOHN M. MOORE STANDS AS CANDIDATE FOR THE MAYORALTY IN HIS NATIVE CITY IN ANSWER TO AN URGENT APPEAL FROM 1,500 RESIDENTS IN ALL WALKS OF LIFE WHO REALIZE THE IMPORTANCE OF LONDON'S CENTENNIAL YEAR IN THE PROGRESS OF THE CITY—HE STANDS ON AN ADMIRABLE RECORD OF MUNICIPAL ADMINISTRATION ON A BUSINESS BASIS — HIS PLATFORM CARRIES NO IDLE PROMISES BUT REPRESENTS A THOROUGH ADMINISTRATION, CO-OPERATION AMONG CIVIC DEPARTMENTS, EFFICIENCY AND ECONOMY

Use Your Franchise

FOR MAYOR---VOTE

JOHN M. MOORE

City Business On a Business Basis