EDITORIAL PAGE of the ADVERTISER

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Canada's Century

"AMERICAN PUBLICATIONS"

By ARTHUR HUNT CHUTE.

London Advertiser

SATURDAY, JULY 21, 1923.

The Element of Danger Is There.

The River Thames got its second victim since the warm weather started, this time a young lad of promise, the only child of a widowed mother. Tragedy has ontered the life of this woman with unusual severity, taking the husband and father in May and the son in July. All manner of regrets, opinions or resolutions cannot bring back the two young lives that have been lost in the river this year.

The suggestion is put forward that it should be made illegal to swim or bathe in the river without a guard. That opens up a big question, for there is a

long stretch of river around London. There are supervised places for swimming in the river now, and these close at dark, or slightly before. That is quite right and in the interests of safety. The question has been raised on several occasions of having utilities commission take the ground, and we think John had many of the same qualities as Peter. John wisely, that to do so would attract children and keep them there at night when they should be at home and in

If we are making a mistake at all as a city in connection with these public swimming places it is pos- rebuke on those who did not seem to fall in line with sibly in not seeking to set forth the idea that the things as John would have them. It was John for is even more dangerous than not being able to swim at the Master issued no rebuke; He probably knew all all. There are very few swimmers who can take care about it. He could judge then just as well as He can swimmer, upon getting a good mouthful of water, has a other devout people because they are not of their parbad time of it, and many have gone down from this ticular band, but seeking for the same great end. apparently simple cause. A new swimmer may try for

cannot do away with all the conditions contributory recognition. to that emergency.

and take chances.

When the Mob Stopped.

Savannah had a mob the other day that set out for the purpose of lynching a Negro who was charged with assault. The mob had the intention and desire to kill, but it failed because it met with the same element that drove it along, viz., force.

Citizens tried to reason with the mob, but the mob was in no mood to listen to reason. That gentle method failing, the fire department turned on the hose, but the mob remained an ugly organization until a machine gun manned by the militia scattered the members and pre-

A mob is driven along by passion and by hate. Its existence denies that there is a court of justice in the country capable of dealing with the case. It is not

organized and it is not brave. The Savannah mob scattered when it was met with

a firmness that dared to bring out a machine gun

The same procedure would put an end to lynchings in any part of the United States.

Suppose a Farmer Did This.

A car carrying a farm family of six comes roaring at 3 per cent. along one of the residential streets of London on a Sunday afternoon, about four or five o'clock. They have been dusting along at a prety fair clip for some time-nothing on the road has passed them-no, sir, otherwise there would have been just one more tragedy be few stepping in to stop them.

The farmer pulls his car up beside a nice-looking home. "Well, this is a good-looking spot; guess we'll have our supper here. Come on, get the baskets and some of you youngsters hustle off and get a few bits of wood and we'll boil the kettle for some tea."

A fence between the front and back yard is noticed, so a couple of boards are taken off that, and pretty soon there is a neat little fire, the kettle boils, and the feast

guess we better have some-don't see any person tion. around." So some of the younger folk attend to the onion patch, while another climbs a cherry tree and helps himself, also breaking off a branch so that the rest who couldn't get to the tree could get in on the feast.

"Well, we'll have to get along out of here," remarks the farmer, looking at his watch. "We've got to make 57 miles by 6.30 or know the reason why. Come on; never mind the ashes from that fire, they're good for the lawn. Forget those old newspapers and banana peelings; that old salmon can will be good for the family cat-come on, let's beat it."

Wonder how long this would go on before a cop on a motorcycle would be on the premises, inviting the party to come on down to the police station, where they could arrange surety for their appearance there next day on a charge of trespass and damage to property.

And yet that's just about what some city people do when they go about the country. A farmer's orchard is just the place for the stop for supper; the farmer is seldom consulted; if he has an attractive looking stream going through his property, that is apt to be the loca- interested pedestrian is solicited for money in support tion. No effort is made to clean up after the meal, and if objection is made then the farmer is an old grouch

It has taken us a long time to learn that property in the country is private just as much as it is in the

Racing With the Sun.

The idea of spanning the continent east to west between the rising and going down of the sun was an 20 per cent of their collections before turning in the ambitious thought. It had fired Lieut. Maughan to make several attempts in an aeroplane to do it.

He had done well, had traveled 1,925 miles, and was tearing through space at 170 miles an hour when

a leak forced him to come down. Everything was well staged for the attempt. laughan had a machine to his liking, the best that could be secured. At various points across the conwere stations waiting for him when he came down. Mechanics were on hand to replenish fuel and \$7,000 from the sale.

oil supplies so that the flyer might be away again with the loss of only a few minutes of time.

Yet, with all this, he failed in his race with the sun. The sun makes that trip every day-at least it seems to-and there is not the least trouble about it. Even in the short days of winter, with a couple of hours taken off each end of the race, the course is still completed each day, and there is no preparation made for its coming or for its going; no mechanics or repair stations to see that all is going well, and no uncertainty at all as to the result.

How well all these heavenly bodies are regulated! How surely they run their course and swing their way through millions of miles of space, and all with unerring precision and masterful exactitude.

'Tis only when man undertakes to compete with the course of some of these great forces of the universe that we fully realize his weakness and appreciate his finite limitations.

John Learned His Lesson Well.

Why should fishermen make such great preachers these bathing places illuminated at night. The public and disciples? Peter left the nets; so did John. And was not the loving, reasonable man of his later years when first he came to the Master. Far from it, for in him there burned the fires that called for vengeance and element of danger can never be entirely eliminated instance, who came in the days of his early ministry when a person enters the water. The strongest of with the complaint that there were others outside of the swimmers have been taken, lifeless, from a river or little band with which he was associated who were lake. There is always the temptation to take a chance. "casting out devils in Thy name." Others were doing a There is a period in between where a person learns a good work in the name of Christ, and John would have few strokes and where he becomes a good swimmer that them rebuked "because he followeth not with us." But of themselves if seized with a cramp. The average today. What a lesson to those today who seek to rebuke

Then, too, it was John who, when he found the bottom, and, not finding it, loses courage and is in village in Samaria that would not receive the Master danger right away unless possessed of great coolness and those with Him, would have had fire from heaven come down and consume the place. John was learning, In our provision of bathing places and the placing but he had not yet learned it all. This was the old John there of supervisors it may be that we have not placed who argued for the first place in the Messianic kingdom; enough emphasis on this side of the case. A bathing who had no toleration for any who worked for the kingsupervisor, no matter how capable, cannot eliminate the dom apart from his band. He had in him the spirit individual risk taken when a person enters the water. that makes men fight other men; that makes conformity He can deal with an emergency when it arises, but he to certain small things the touchstone of Christian

But all the time John was growing; it was neces-It is well to bring to the attention of bathers, young sary to have him pass through the mental torture of and old, that the water is a place where here is always the trial and crucifixion of his Lord; John was there danger, and that it is not a place where a person can go right to the last. It is significant to the point of being unusual that when John came to write his gospel he does not mention himself; not that it is intentional that he should conceal his name, but that he has ceased to think of himself.

He is no longer the man who wanted a high place in the kingdom, nor the man who asked vengeance on the village that shut its gates on the Master. John, disease - carrying the apostle of love, from whom immature enthusiasm had passed to make room for the intense purpose of a mad dog running surrendered life. John, with no time for useless argu- at large in your ment, and small thought for worded theories, stands would put aside forth as an example of what Christ came to do for men. everything else The Master must have loved John for the possibilities that were in him rather than for his worth as he left the deadly beast. the nets; He could see the matured John and overlook the shortcomings in the process of development.

The story of John the apostle takes up the time of you the responsibility to do the same Sunday school scholars on Sunday. It's to be hoped ing things which carry disease and they get the real lesson of development that is so death? wonderfully taught there.

Note and Comment.

Despite the entry of the province of Ontario into met a scientist in Poland last year thopaedist for an examination and backed by Loughrigg; on the east the hanking business with 4 per centre of the province of Ontario into who said he seriously doubted the advice about treatment. the banking business with 4 per cent to depositors, the danger of flies. I was startled and other banks continue to get all the money they need asked him this question:

If Jack Kearns and Tex Rickard are so anxious to I concluded that after all he was stage a fight, why don't they take off their coats and go at it. United States is a large country, and there would

Bricklayers in New York are instructed by their union to work on schools at \$12 per day rather than for private jobs at \$14 per day rather than for from the filth where they work. One habit. Try to break her of private jobs at \$14 per day. We are certain the youngsters will appreciate this \$2 sacrifice.

If you want to see which way the wind is blowing, get a new straw hat on the side of your head, and notice the direction you take when it starts to wheel on "Looks like some onions just inside that fence- its brim. The wind is blowing from the opposite direc-

> All sorts of publicity has been given to preventing great fan of peacock feathers. Thus forest fires this year. But we still have forest fires. Carelessness causes fires, and carelessness is a hard thing to cure with ink. It behaves better when wearing a striped suit alongside a pile of big stones.

The Peterboro Examiner feels called upon to apologize for the way the big lift lock acted there when a number of prominent American journalists were going through. The Examiner says the lock is generally a very obliging contrivance, but on this occasion it was not amenable to reason at all and acted like a spoiled The Examiner should not feel badly, because some person is sure to spill the pickled beets when there's company for supper.

LIKE PUTTING WATER IN A SIEVE.

Street drives for funds, in which the unwary and unof charitable enterprises of which he may know nothing, come in for well merited criticism from Bird S. Coler, commissioner of public welfare. The commissioner would bar from the streets all collectors, even the police in their time honored sale of tickets for police games

Indiscriminate collection is wasteful. Often solicitors are paid day wages, and their wages and other expenses are deducted from their collections before the "cause" gets a cent. In Chicago, an investigation proved that collectors in one important the labels with a wet collectors in one important campaign stole approximately sponge.

Even where there is no graft the major portion of the proceeds of public generosity is usually consumed in A.—If you have high blood-presexpenses. Commissioner Coler cities the case of an organization which gathered money on the street for the stant care of a physician, and follow organization which gathered money on the street for the penefit of a reputable rehabilitation center for disabled oldiers. At least 300,000 poppies were sold at a minimum of 10 cents each, or \$30,000. The collections probably ran much higher, because some purchasers in their enthusiasm paid much more than the standard price for decorations. Yet the beneficiary received only



Life's Little Tragedies.

"Oh, dear, I am so disappointed! red kind of tomatoes, for eating, but they make pickle out of."
We thought we were planting the we find we have the green kind that

Your Health

ARE YOU BANISHING THE CARRIERS OF DISEASE.

By ROYAL S. COPELAND, M.D., United States Senator from New York Former Commissioner of Health, New

York City. What are you - carrying

chase to banish curred to you that

cussion over the degree of danger associated with this or that insect

"If you were made health officer somewhat doubtful of his "convic-

It is generally believed by scientists and apparently proved, that would dysentery, diarrhoea, typhoid fever taken? authority says that from three hundred thousand to three million bacteria can be obtained from the out-side of a single fly and just as many strain, nerves or indigestion.

from its interior They breed in pig pens, in manure, in decayed garbage and in other filth

The other day I was a guest in a famous, and hospitable home in the Around the table walked a soft-footed, old, colored "mammy" who waved the flies away with a we were momentarily spared the an-

to destroy them and their breeding articles on "Looking Abroad," and am Everybody knows the part the mosquito plays in carrying malaria. It should be destroyed. Likewise lice, bedbugs, ticks and fleas are dangerous vermin.

uld be made to put them out of existence. I doubt if the average realizes what expensive pests rats are. The economic waste caused by them is amazing. It costs \$2 a year to maintain one rat. He steals this ch from his human neighbors. There are as many rats in

community as there are human berat is a real problem should be proceeded against in sys-

demic jaundice are carried by rats, the flea of the rat. For the should rid our communities of this mand that all disease-carrying ver-

N. D.—Q.—Will you kindly advise me whether it is harmful for me to moisten labels with my tongue? been doing this for

A .- This practice is liable to upset A. D. Q .- Will you kindly advise me whether cream of tartar is bene ficial in treating high blood-pres

the advice he gives you for

ment.
E. T. Q.—I have flat arches and would like to know whether this condition can be corrected by any means other than wearing supports.

A.—Proper exercises for the feet will con-

The Guide Post— By Henry van Dyke

He that pleadeth his cause first, seemeth just; but his neighbor meth and searcheth him out .- Proverbs xviii, 17. The first man to catch the ear of the public has an advantage over those who follow.

That is because the public is vain, and in a hurry, and does not like revise its hasty judgments.

A false report has long legs; but the honest correction hobbles after on crutches. The law's delay is a vexatious evil. But it is not as bad as "trial by ewspaper," or sentence by "Judge Lynch."

This applies not only to the action of courts, but also to the formaion of opinions, prejudices and prepossessions. What do those people who condemned Lincoln as a coward and Wait.

Keep your mind open. Don't give your heart to the first comer. Listen to the neighbor, who may "search him out."

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M. L. Q.-Will you kindly advise A .- If the scars are deep nothing of a large city would you discontinue all effort to kill flies?"

All the done. If slight, they will discontinue all effort to kill flies?"

appear or the X-ray will make them summit of Wansfell (1,600 feet above WORRIED, Q.-My little girl 9 the

years of age, shuts her eyes when she speaks and shakes her head when visible. Yours truly, walking or running. Do you think it would be advisable to have an X-ray Editor of The Advertiser: A .- No, I do not think it neces-The rough feet and bodies of sary to have an X-ray taken, as able paper for the last 40 years, I couldn't help but be amused at the

habit. Try to break her of it.

L. S. D. Q.—What is the cause of car-sickness A.—This may be due to eye

the exact cause of your trouble and a remedy will suggest itself. lightly before riding. The fly is a bad animal and should (Copyright, 1923, by Newspaper Feature Service, Inc.)

TO THE EDITOR.

NOT QUITE CORRECT. Editor of The Advertiser:

Sir,-I, like many others of your

readers, am much interested in your

quite sure ou value accuracy in all statements in your paper, and do not made. In the article of Wednesday concerning the visit of the Queen of Holland and her consort to England, and their residence at Rydal Hall, occurs a rather serious error. Your writer says: "From their temporary residence they enjoy an excellent view across Lake Windermere, on to Langdale Pikes and the Scafell group and the Scafell group of Anyone who knows the mountains." situation of Rydal Hall will at once see as long as we keep one day we are the error. Windermere Lake is four all right. How would it do to keep A SUBSCRIBER. miles from Rydal Hall, and, unfortunately a spur of Red Screes rises between the hall and the lake, while the mass of Loughrigg, on the opposite side of the River Rothay (connecting so near the river as to block a view of lake from that direction. The valley width, bounded on one side by the

Red Screes (at this point called Rydal Fell), and on the other by Loughrigg, and is densely wooded near Rydal. Nor can anyone see the Langdale Pikes or the Scafell group from Rydal, because the mass of Loughrigg, being mountains to the west, as does the higher range of Wansfell to the east. Even from the summit of Loughrigg, where the Langdale Pikes can be seen to advantage, Scafell is hidden behind the mass of Bowfell. Indeed the only s from Orrest Head, near Windermere illage, five miles down the lake from Ambleside-a mere glimpse of the cone,

Rydal Hall lies in a deep and narrow valley; two miles from Ambleside, and four from the lake, and the views from the hall are very limited. On the north of the hall is Nab Sear (part of Fairfield), on the flank of which the west and northwest is Rydal Lake

east and south; to the south lies Win-

dermere Lake. The only perfect view

summit of Wansfell (1,600 feet above

sea level, 1,400 feet above lake level),

THE SWIMMING POOLS.

Sir,-Being a reader of your valu

controversy going on about the swimming pools, and having read the

eply of the four preachers last night,

thought it was about the narrowest

argument I ever heard. These worthy

divines seem to think they ought to

run the earth. They put me in mind

of when I was young. Father was a

very strict Methodist, so one Sun-

so us four boys went to the creek,

about 200 yards from the house. Just

as soon as fathtr got his bath he

began to look around for us boys, and spying us in the creek, he armed him-

elf with a club and came down and

thrashed us most soundly for going

anyone can see the difference be-

tween taking a bath in the house of

n the creek, I can't.

n swimming on Sunday. Now, if

Another thing those preachers talk

read the Bible they would see that

God worked six days and rested on

the seventh, and hallowed it. So, according to that, we don't keep the Sabbath at all. Our Sunday is a day

set apart by man; the Sabbath was a day set apart by God. They say,

norning he was in the bath tub.

RYDAL.

about keeping the Lord's Day and then go on and say the Jews kept the last day of the week. Well, if they

Galt, July 18.

entire length of the lake

Red Screes rises sharply near the hall, and Wansfell is but a short distance

There has been a deal of talk on Northcliffe or a Cyril Curtis in Can-American magazines inundating the ada, I suppose we'd hear the Jeremiahs across the way uttering lamen-Canadian market. This is a question tations about the Canadianization of on which it is hard for the public to the United States. get on clear perspective, as there are Building Towns. so many special pleaders. More than

an American magazine is just as good mental pabulum for us, as a Canadian. That premise would be concerned with building towns than with build-

The Americans did not have de luxs magazines, and de luxe advertise in the days of their cattle kings and their clipper captains. I don't see any reason to be alarmed because belong to a more pampered and luxurious existence.

who still desire, on one side of the 49th parallel, a vigorous, clean cut in the States is advertising. Where they are able to put millions into that business, we in Canada just now must Americanism, on the other side a put those millions into pig iron and We cannot work up much respect

I am informed that one copy of the Saturday Evening Post costs from forty to forty-five to produce, and it preacher who came from England a sells on the American news-stand for Under the stars and stripes his first cents. Advertising pays the overutterance was to denounce the monthe Dominion will be able to compete archy and to praise republics. De- with such a proposition.

classed as a vulgar fraction. No Britisher ever hit the Americans a harder crack than Rudvard

hit with England than Theodore Roosevelt, and yet no American spoke more plainly than did Teddy in the advantage they have got with more plainly than did Teddy in the additions."

Guild Hall. The words of both Kiptheir millions."

"Yes," I ans smack and a tang, refreshing in this advantage which we have with home

United States.'

With so much colorless interna-

tinctions fade. But there are others

vigorous, clean cut Canadianism.

for the man who is not loyal to his

own. I remember a prominent

few years ago to the United States.

spite his eloquence, he was at once

smack and a tang, refreshing in this advantage which we have with home age of drivelling propagandists.

They may talk about the old-time news, which is always first news. The Post, backed by its millions of money, is made primarily for the United States. MacLean's Magazine that type, far rather than the latter-day sycophant who crows so loud for his neighbor's barnyard that he hasn't got a peep left for his own. Canada's Century.

posed to be visitors in Canada, but things have come to such a pretty pass that the visitors have nigh crowded us off from our own board. The present situation is not cheering. But for the man who takes a long view, this condition correct learning to the post is MacLean's greatest rival for Canadian circulation, with the present advantage to the Post. For people, who take a short view, the recommendation of the present advantage to the post. United States', the twentieth will be look far in this Canada's century, the Canada's." We had forgotten that, advantage, for the home field, is inthanks to the war, and consequent re- finitely with the Canadian publicaaction. But Canada is beginning once tion. In the words of H. N. Tyrrell, more to get her stride. With ingeneral manager of MacLean's: creasing strength will come increas-

publications is the sound way to combat what is styled the "Americanus, and we will crowd the Americanus, and we will crowd the Americanization of Canada." If there is no change in the heart and mind of the reader, he will simply pay the added brand of American magazine that it tax for the publication which he is clearly our duty to kick out of this Dominion, and that is the smut-

Despite sophomoric conceptions of ty magazine. certain members of parliament, you can't put a tariff against literature. Canada, not merely because of forever polluted by salacious publica-American push, but because such tions? writers as Stevenson and Kipling he realm of the enkindling mind.

If we happened to have a Lord leave some thing unsaid. the realm of the enkindling mind.

the stormy days when we can't work?

conto to the general conference and

raise their salaries and come back

and tell us we have to pay \$1,600 and

\$150 for horse keep, and so much for

superannuation funds, educational

funds, etc. Our preacher was giving

us a going over about being behind

in our missionary givings, and said it was the life blood of the church,

the missionary fund was, but I no

ticed by their superannuation reporthat they gave \$1,426,000 to the super

think just as much of themselves as

they do of the heathen. Another

preacher bemoans the lack of missic

funds this year, and says there wil

have to be something done to raise

a check on that two and a half million

dollars they have laid up for their superannuation. If anybody can

show me why in a rural district any

poor old farmers should pay to that

fund, with preachers riding up and

down on our highways in their nice

many of them a good deal older that

wo-thirds of the superannuated

people would have to go to church to

their church funds. If they had more

Christianity about them and preached

churches full. But they have not a

ing but finances to talk about, and

How would it do to give them

annuation fund, so they seem

The preachers go down to To-

It is not to be wondered that at one alleged Canadian, belonging to this stage the greatest emphasis of the U. S. A. in mind and soul be- the country should be directed tocause of a meal ticket, declares that ward material development.

Canadian. That premise would be ing publications sound if Canada's destiny was merely to become an "adjunct of the tionalism abroad, there are many Canada, still in the heroic age, has who would like to see the old dis-

we are going to take this thing lying

A Better Product

"To put up a tariff wall, and then Kipling, and yet no Britisher so captry to palm off an inferior article on the constituency, would be an outour constituency, would be an out rage. The only way to beat the Saturday Evening Post in Canada is to turn out a better product. "Impossible," says the doubter. "Look at

"Yes." I answer. "but look at the tion, or any other spoon-fed American publications are sup- | MacLean's has been steadily building

ong view, this condition cannot last. ple who take a short view, the race 'The nineteenth' century was the may look uneven. But for those who

"Give us here the same copyright ing independence.

I doubt if taxing our neighbor's and remove the handicaps which the

We are being treated to infinite as you do against potatoes, especially desirability of keeping the blood sup if that literature happens to be in ply of the nation pure. What's the our common English tongue. The good of striving to keep the blood American magazine has won its way supply pure, if the supply of ideals is

We are still old-fashioned enough have done their part to make these to keep the Sabbath Day in Canada, publications peerless. Such products and in the same spirit, we should should transcend all tariff, for there still be old-fashioned enough to caris no international boundary line in ry on with that noblesse oblige, that

Weeding Sugar Beets

By ANNE CAMPBELL Baby's in the shade Kicking up his heels. Through the leafy glade

Mother on her knees Weeds industriously. Father oversees. Little brother Bill,

Little sister Weeding hard until Up above the sky Cloudless is, and clear.

Birds are flying high. Haven't time to see Beauties all around,

For we have to be Looking at the ground Baby cries at last,

Hours are flying fast Sunlight's growing dim Through the meadowlands Wearily we go.

All the weeding hands Dreamless sleep will know. And the morning sun Drowsy robin greets. Finds us, one by one,

Weeding sugar beets

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all right. How would it do to keep Deople get tired listening to them. A SUBSCRIBER. A SUBSCRIBER. A SUBSCRIBER. A SUBSCRIBER. North American Newspaper Allance. 1923.)

SMOKE

TOBACCO

TOBACCO

TOBACCO