

## The London Advertiser

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THURSDAY, SEPTEMBER 18, 1924.

### A Definite Canadian Policy.

Hon. Frank Biggs, former minister of highways in the provincial government, told the Kiwanis Club of Brantford that it was new wealth that Canada needed to make it prosperous. Explaining his point, he said: "It is only the new dollar that is of service to Canada. The dollar that comes out of the ground in wheat, grain, pastures, is the dollar that builds and turns the wheels of industry in Canada."

All of which is correct in part, but Mr. Biggs left the thought too soon. He put on his coat and quit just at the stage where he had made of Canada a producer of raw materials, and not a manufacturer of the finished product. It is in the combination of the two that Canada is going to find the greatest measure of national development and profitable employment.

If Mr. Biggs' contention were correct, Canada should have no unemployment now because records show that for the year ending July, 1924, we exported more than we imported. But we have unemployment, and this condition shows that we must reach out for something better than a mere favorable trade balance. In the year mentioned Canada exported goods and produce to the extent of \$1,079,048,297, and imported \$450,501,995. There was a favorable trade balance of \$228,546,284, a showing better than this country has ever made before.

In these figures one finds that of lumber and pulpwood the exports amounted to \$118,544,000. It is an imposing figure, but it has gone from us, very often, in a raw or a semi-finished state, and the work of turning it into the finished article will be carried on in some other land. It is in these latter stages of manufacture that the skilled mechanic plays his part. It is here that factories are kept busy.

The grain exports were valued at \$400,013,000. In this would be a vast amount of Canadian No. 1 northern wheat, the finest flour wheat known in the world. It goes out, the great bulk of it, to be milled elsewhere. United States millers must have it to mix with their inferior wheat in order to compete with the product of Canadian mills. Canada has wheat enough of the highest known milling grade to dominate the flour markets of the world if it were milled here and sent out to the consumer with the brand of Canadian excellence on it. It is in the latter stages of the wheat business that we are falling down. Other mills outside of Canada are doing the work that should be done here. The bran and shorts, that make dairy and stock farming an assured success, are being provided for the agriculturists of other lands. Canada is producing wheat of a quality that gives us a peculiar national advantage, but we are not following it to the final and desirable conclusion. We are letting go of our product too soon.

The figures show that metals exported amounted to \$134,143,000. It is a large total, but it leaves the question—what will be the value of these by the time they go through the various processes—all of them providing employment—by the time they reach the ultimate consumer.

Mr. Biggs was quite right in his estimate of the "new Canadian dollar," that is the new wealth produced from the soil. Its value is very real, but it can be over-estimated, and so much emphasized that we shall lose sight of what becomes of this wealth between the time we part with it and the time it reaches the ultimate consumer. If, by following the new wealth which is peculiar to our land to a state of completion or even near-completion, we can use Canadian labor to make that "new dollar" of which Mr. Biggs speaks into four or five new dollars for Canada, would it not be the part of wisdom to do it?

Such a plan would be a Canadian national policy in every sense of the word. It would not seek to force manufacturing along lines where raw materials would have to all be brought in, or to attempt competition in lines that were foreign to us. It would be a definite plan of following our own natural advantages right through until we were prepared to hand them to the world as the finished article.

### Simplifying the Plebiscite Ballot.

The Ontario government has decided that the voter on October 23 shall place just one mark on the ballot. He will vote in the affirmative for either the O. T. A. or for the sale of liquor under government auspices.

The Advertiser has contended from the outset that the two questions to be asked really constitute one query: "Do you prefer the O. T. A. to the sale of liquor by government control?" The decision to insist upon an affirmative answer one way or the other simplifies matters, so there can be no misunderstanding of the issue. There are no other options to be given. It is a clear case of O. T. A. versus government selling.

With that matter settled, the prohibition forces know exactly the issue they have to face, and they know the time they have in which to work. Those who would have preferred to see changes in the existing law to make it more effective have not the opportunity to express that desire. They will support the present legislation because they do not want to become a party to legalizing the sale of liquor.

Making the ballot simple is undoubtedly the best step that could have been taken. The answer of the people will be easily understood.

### Four Score Miners.

Mining in United States is hanging up a death list in its 1924 operations that bids fair to establish a record that has not been equalled in years. Yesterday 81 men were entombed in a coal mine in Wyoming. Reports say the bodies of eight men have been removed, all of them beyond recognition.

Basing the belief on the history of mine accidents caused by fire and gas explosions, there will be 71 more dead miners to take out of that grave.

It is hard for people who know nothing of mining, or who have never lived in a mining center, to realize what it all means. It is hard for them to credit the fact that 81 men in a mine where there is an explosion caused by fire means 81 lives snuffed out.

Yet that is what it means because there is nothing for the men to breathe but the air out of which all the life-sustaining qualities have been burned. The miner calls it "choke-damp" or "after-damp." In plain language it is rank poison.

Today, as people in Ontario read of this disaster, the little town of Sublet in Wyoming will be passing through the unspeakable horrors of the day after. Wives, mothers, children will all be standing, after hours of ceaseless vigil, at the pit mouth. Now and then a group of rescue workers will come out of the pit. There will be the word passed around that four more have been brought out. The fear of disaster will turn into the blow of certain tragedy for four more of the little houses that make up the mining village. Husband, father, brother, lover—one by one they will be brought out from the place where only a few hours before they went in the full glow of manhood in pursuit of honorable toil.

The answer to all these disasters underground is that they are using faulty methods. There have been large accumulations of gas, and the machinery of ventilation is not sufficiently active. The toll of human life is too great, and it can be stopped by the adoption of safer methods.

### Business Now and In 1920.

Businessmen continue to look back to the volume of receipts they had in 1920-21, and compare them with the showing of today. They find they are smaller, and conclude that trade is less. If they were selling for the same price in the fall of 1924 that they were in 1920, and then showed a falling off, they could conclude with some degree of accuracy that they were slipping.

One London merchant, in analyzing his trade, took the trouble to look back over the prices of those fat years and compare them with those of today. He found that men's clothing, for instance, was selling at 40 per cent less now than in the peak price period of 1920. Based on this premise, he concluded that, even with a reduced cash income, his store was actually doing 16 per cent more business than in 1920. The discovery enabled him to see things in their true light.

It is the reasonable and proper way in which to view business conditions. It is perhaps easy to keep looking back to the years of big business, but it does not improve matters today. It would not have been a good thing had the high prices remained. It was necessary, in the interests of the purchaser, whose income had in many cases decreased, that prices should come down within the range of his purse.

The volume of trade today compares very favorably with that of other years.

### Note and Comment.

Probs for October 23—Fine and dry.

A man with one tooth out at the side finds it a handy way of letting the melon seeds slip through.

A thin man's club is now proposed. The election of officers could take place in a telephone booth.

Workers should put their efforts into the O. T. A. campaign before October 23. The day after will be too late.

Circus performers are not such a wild lot after all. The tight-rope performer has to follow the straight and narrow path.

Real estate men say the small house is in demand, while it is well known that the real demand is a big house that can be kept on a small income.

One scientist says it will soon be possible to talk with animals. What a chance to interview the skunk and ask him why he kicks up such a rumpus at times!

A man in Illinois attempted to take poison when he saw his wife come home with her hair bobbed. He's not made of the right kind of pig iron for a 1924 model husband.

John H. Kennedy, a former employee of the Home Bank, was fired because he refused to sign a false statement. Dismissed under such conditions was the highest testimonial a man could receive.

Detroit man says he stole automobiles to get money to marry a wife he had previously divorced. When a man gets tangled up with cars and divorces it's time for him to halt and put on the chains.

Frost has been reported in some sections. Montreal reports that there was even a thin coating of ice on the rain barrel of the Montreal Gazette the last time Hon. Arthur Meighen's name was mentioned.

Armand Lavergne, the firebrand of Quebec politics, says there are only three sincere men in public life today—Hon. Arthur Meighen, Henri Bourassa and Armand Lavergne. If it is the intention to strike a medal for this noteworthy trio to wear, the cost would be a trifle. On this score it is well that the number is so small.

## Rarebits By Rex

### SERVICE.

Tooled was a serving maid.  
Who served from spring to fall,  
In all the tennis games she played  
She served a wicked ball.

On Sunday afternoons when I  
Called on Miss Tooled, she  
Served me with twinkles from her eye  
As she served me with tea.

She was a naughty little miss,  
For once she had the nerve  
To serve me with a little kiss,  
And how I loved her serve.

I said I'd marry her—a myth  
I thought might please Miss Toot,  
And now the darling's served me with  
A breach of promise suit.

Mr. Chang, the Chinese rebel chief, was a former laundry expert in San Francisco. If his troops cut up the enemy as efficiently as some of his compatriots cut up our shirts he is certain to win.

The Shanghai volunteer corps are said to be pleased with the battle. Every week they are being paid in laundry checks accompanied by a ration of soap-suds.

Soap-suds, they claim, is a delightful drink. It makes them feel as if they were being shaved by a Canadian barber.

Last week the war was postponed because of rain. It was explained that wet grounds were liable to sprain some of the warriors' thumbs.

The casualties are mounting up. Yesterday one of the Chang soldiers got splashed with mud and another lost his collar button.

Chang has chosen Wui Pong, Kiating Kong and Hwangtu Pung as his aides. The only notable missing is Mah Jong.

The war is spreading. Yesterday Chang attacked the enemy clothes lines, capturing sixteen cakes of soap, eighteen handkerchiefs and three suits of B.V.D.s.

### THE DEMAGOGUE.

These patriotic gents who stand  
And speak to us in manner grand,  
Those blatant, blustering city hicks  
Who teach the yokels politics—  
I hate 'em all, those guys who're sent  
To preach 'agin the government."

You know the type—the master mind  
Who has a rusty axe to grind;  
And when he says with fiery breath  
"Oh, give me liberty or death,"  
I often crave and wish that he  
Would let me judge which it should be.

Lu Yung-Haiang, Manchurian general, assaulted the enemy with reinforced castle soap, nearly washing them out. Haiang's battle cry is: "A skin you love to touch," while Chang's is: "Keep that schoolgirl complexion."

A shortage of rope to round the enemy up is becoming so serious that an order has been issued for all troops to bob their pigtails.

Chang has organized a "strategy board," with which he hopes to iron out Mr. Haiang and submit him to a terrific scorching. After that they intend to clean Haiang's works.

Grandstand seats for the war will be reserved on receipt of laundry tickets from reliable dealers. Any dealer who sends back your socks with less than seven holes in the heel is deemed reliable.

### About V. K. Greer

Say, Mr. Greer, you have a job I do not wish to take at all, nor be the man on whom most times the irate parents come to call.

What do you say unto the folks what rap upon your polished door, and threaten to upset the place and bang your dome upon the floor? You're not a man six feet in height, who'd fling the inkstand and the chairs, and take the warring parents out and cast 'em headlong down the stairs.

When folks go off to see trustees, I know it may seem kind of queer, but they look wise and tell their guests to go and talk to V. K. Greer. They figure that it's handy like to pass the buck along the line, so voters won't have cause to kick when rolls around election time.

How do you do it, Mr. Greer, you always seem as smooth as silk, like cows upon the dairy ads what always lay contented milk?

How do you keep the teachers sweet, and don't they ever raise a row, how do you settle all their griefs and iron the furrows from their brow?

When parents come and say to you that Johnnie is a smart young lad, but that the teachin' done on him is stupid like and powerful bad—ah, tell us what your answer is, do you agree the teachin's punk, and that the methods what they use is nothin' short of ancient junk?

Or do you, in a case like that, get riled up like a thunder sky, and shake the parents by the neck and poke your finger in their eye?

And when examinations come, and little folks set forth their views, a-scratchin' at their little heads and waverin' in their little shoes. And when they fail to get across, now must you sit in there all day, and hear the parents tell you then the teachin's thin as last week's whey.

Ah, tell us, Mister V. K. Greer, how do you keep your temper sweet, how do you smile at all the folks what lay for you upon the street?

Perhaps you'll write a book some day of all the things that you have done, and how you got off with your life and never swung a six-barrelled gun. We'll watch out for that pamphlet, sir, we'll scan its pages quaint and queer, a-notin' that the cover says, "The Life and Ways of V. K. Greer."—ARK.

## Dr. Frank Crane

### THE ART OF DYING.

A French author, Abbe Bruguerette, has issued a volume on the art of dying.

Without having read the book I have much fault to find with it. In the first place, no one should write about the art of anything unless he has practiced it at least to some extent. Unless the Abbe Bruguerette is the reincarnation of Lazarus or some other dead man, we do not understand how he could have gone through the experience.

The question remains whether dying is an art at all. In the theater and the novel it is an art, perhaps, for much depends upon the way it is carried out. Also the historian has to deal with death in an artistic way.

But in real life, dying is a matter of improvisation and no amount of learning can render one perfect at it. It is usually a very disagreeable and sometimes a very anguishing performance. It can be disguised a good deal for the sake of the people around, but nothing can conceal the fact from one's self.

It is much more important to write upon the art of living, which is a difficult matter, one which has been tried many times, upon which we have abundant experiment, and which remains a mystery.

Dying is simply quitting the business of living. It is the end of life, its conclusion, and if one knows how to live well, the dying will take care of itself.

Perhaps, however, the art of living and the art of dying is exactly the same thing.

If one believes in the future life there is no art in dying except the art of preparing for a future existence, and the best way to prepare for the future is to improve the present. The same conclusion is reached by one who does not believe in the future life. Often a religion is of value to us only as it increases the importance and induces us to accept the responsibilities of this life. A religion that looks wholly beyond the grave is of little value to the living.

## KINCARDINE BOY SCOUT HEADQUARTERS CLOSED

Board of Education Decides To Sell Building—Club Will Disband.

### Special to The Advertiser.

Kincardine, Sept. 17.—Due to the loss of their headquarters and meeting place, the Kincardine Boy Scouts have been forced to disband. For over 16 years there has been a branch of this great boys' movement in Kincardine. Seven years ago the local board of education granted the use of an unused school building, known as the Williamsburg School, for a scout hall. Thus, having a permanent and suitable meeting place, the movement advanced. At present there are 120 boys enrolled, divided into three troops of Scouts and one pack of Wolf Cubs.

At a recent meeting of the school board it was decided to sell the building. Being unable to secure a new headquarters that would accommodate their members, there was this season outdoor meetings being out of the question, it was found necessary to disband. Scoutmasters Douglas L. Young, John A. Reynolds, Beverley Ford, with fifteen, eight and five years' service in scouting, respectively, together with twelve assistant scoutmasters, have tendered their resignations.

## BIG GAS FLOW STRUCK SOUTH OF TILLSONBURG

200,000 Feet Per Day Registered at Well Near Mabees Corners.

### Special to The Advertiser.

Tillsonburg, Sept. 17.—Local gas users were glad to learn that the Dominion Natural Gas Co., Ltd., had struck a gas well near Mabees Corners, south of Tillsonburg, with a flow of 200,000 cubic feet per day. The well will be connected with the local mains. The company is moving another drilling outfit into the territory, from Lakeview, and hope to strike another producer this fall.

### DELAWARE W. M. S. Special to The Advertiser.

Delaware, Sept. 17.—The Women's Missionary Society of the Methodist Church met at the home of Miss Nagle. A large number were in attendance.

The program consisted of two parts, a quilting bee and an educational session. Miss E. Heatley, the president, read a portion from the textbook of the society for the year, "China's Real Revolution."

After a Long, Hard Day

## O'Keefe's IMPERIAL BEERS

Will Revive You Mentally and Physically  
Sold Everywhere  
Order a Case from your Grocer for Home use

### KNIGHTS OF COLUMBUS OFFICERS AT KITCHENER

#### Special to The Advertiser.

Kitchener, Sept. 17.—The Knights of Columbus elected as officers: Deputy grand knight, J. E. Phelan; chancellor, E. J. Belisk; recorder, J. Grundy; financial secretary, W. R. Dammers; treasurer, J. Barrett; advocate, J. A. Sullivan; warden, George Graham; inside guardian, G. Billings; outside guardian, Robin Hood; trustee, Hugh McHugh; alternate to grand knight, Hugh McHugh; alternate to deputy grand knight, P. J. Corbett; grand knight, F. N. Wiswell.

#### HOLD FIRE DRILL.

##### Special to The Advertiser.

Wallaceburg, Sept. 17.—The annual fire drill was held by the pupils of the Wallaceburg high school on Monday afternoon. The school, of 200 pupils, was cleared in 45 seconds.



## What makes jelly jell?

Your stock of jams and jellies is not complete unless you have a good supply of grape—one of the most luscious of all fruits. So quickly and easily made with Certo and the results are certain.

Certo is concentrated fruit pectin—the natural jelling nature of fruits, and contains no gelatine or preservative.

The short boil—one minute only—retains all the flavor and color and your jams and jellies have the natural, fruity taste never possible by the old method.

With slightly more sugar you get 50% more jam or jelly, which keeps perfectly, and the cost per jar is less.

Make jelly and jam from all your favorite fruits this season, including grape, peaches, pears and apples.

At your grocer's or send 40c direct to Douglas Packing Co., Limited, Cobourg, Ontario.

# CERTO

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Follow exactly the complete simple directions in the Certo Booklet of 73 recipes which goes with every bottle

Certo is pure pectin extracted from fruits

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# PLAYER'S NAVY CUT CIGARETTES



A little higher in price, but—what a wonderful difference a few cents make.

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