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London, Ont., Friday, July 28.

Knowing Farm Costs.

IT IS EASY for a man not engaged in farming to imagine that increases in the price of produce the farmer has for sale means a direct and immediate gain to the agriculturist. It generally follows, for instance, that an increase in hogs carries with it sooner or later an increase in the price of feed.

The case of hogs will allow of some figures being used that will have a fairly wide application, because feeding hogs for market is something that is carried on in a good many districts. Figures show for a number of years, from 1914 to 1920, the average of hogs, fed and watered, at Toronto:

1914\$ 8.29
19158.47
191610.54
191715.35
191818.15
191918.71
192019.21

The quotation today stands around \$14, a little lower than the 1917 price. It would be very easy for the consumer of bacon to imagine that the man who was raising hogs had made a nice little pot of money. There is no denying the fact that money was made on hogs in those years, but before jumping at conclusions let us take the average increase in the price of feed, for this purpose the following being used: Oats, barley, American No. 3 corn, bran and shorts. The average price of these in carload lots was:

1914\$1.35
19151.50
19161.48
19172.21
19182.28
19192.55
19202.75

It is seen from these tables that although there was an increase in the price of hogs, there was almost an equal increase in the price of feeds most used. Taking 1914 as 100 per cent, the advance in the price of hogs was 231.7 per cent, and the advance in the price of grain was 204 per cent—that takes in the whole period from 1904 to 1920. Between 1916 and 1917 the price of hogs was 127 per cent of 1914, and in 1917 188 per cent of 1914; the price of grains in 1916 was 110 per cent, and in 1917 164 per cent.

These figures have a deeper meaning than simply showing that farm profits are deceptive to the man who is not in the business. Their real significance is for the farmer as showing need for close study of market conditions and their actual relation to the things he has to sell.

Farmers of Saskatchewan are in session now in Saskatoon. And one of the chief things to be considered at their meetings is, according to advance notices, "placing farming on a business basis, where they will receive remuneration for their product equal at least to the cost of production." Just why a reasonable profit should not be added is not known, as it is one of the first principles of any business that returns equal to only cost of production will soon close up the works.

Worth-while advances have been made in Ontario in this regard, and we have farmers all over keeping accounts instead of taking things for granted. One of the best things that could happen to agriculture in Canada would be to reach the point that gave definite knowledge of what an article should sell for to make a profit. Against this, it might be argued, are world markets in the setting of which prices the farmer has no say. While this is an undoubted fact, the farmer would, by a thorough knowledge of his costs, be in a position to plan his crops along the lines that he knew, from definite facts, yielded him the best returns from the investment of his money and labor power.

One Hundred Years Ago.

ONE hundred years ago, 1822, the famous French scientist, LOUIS PASTEUR, was born. He has frequently been named as one of the six greatest men of the world, and the chances are that in the world of science and medicine he would rank even higher. The event will be thoroughly well celebrated in France toward the end of the year.

In the realm of bacteria—if there is such a realm—PASTEUR worked. His findings were revolutionary, and they opened up new fields and uncovered secrets that before had been as closed books. He showed that germs caused the various phenomena of fermentation, and from that revolutionized the wine and beer industries of France and all the world. He laid the base of the germ theory of disease, upon which idea have been built so many of the malady-conquering marvels of recent years.

PASTEUR turned his talent to practical things. A disease threatened the silkworm industry of France with destruction, but PASTEUR found the cure, and it is claimed it meant enough to France to pay the enormous Prussian indemnity.

Anthrax was decimating the cattle of France. It was observed that when diseased animals were buried that healthy animals eating the grass above the incriminated carcasses were stricken with anthrax. The opponents of PASTEUR cited this as



—FROM THE VIEWPOINT OF THE FAN—

positive disproof of PASTEUR'S opinion that anthrax was a germ disease. But PASTEUR by close observations discovered the fact that earthworms carried the disease germs from the buried animals to the surface and left them in the characteristic worm-built mound. He proceeded to develop the cure for anthrax.

But PASTEUR'S most spectacular triumph, to the public at large, was the conquest of rabies. This once most horrible name in the dismal catalogue of human misfortunes has lost almost all of its former terrors. And so, one after another, have nearly all of the ancient disease scourges gone their way into things of memory.

It is also stated on good authority that LORD LISTER, the eminent English surgeon, was at this time working on antiseptic surgery. PASTEUR'S theory of the bacterial nature of disease provided him with the clue he needed, and in time came the advanced methods of modern surgery.

LOUIS PASTEUR was a great man, and his work still lives, greater and more noted even than in the days when he started it. That is, indeed, the real test of greatness.

That Marconi Team.

LONDON can show something rather unique in athletics, viz.: a good baseball team of Italians. It might be fairer to use the name Canadian-Italians, for they are all residents here of good standing in the community.

The team is entered in one of the city leagues under the name, "Marconi." Every member of the nine is of Italian extraction—there are no "ringers," not even for a pitcher, and the whole team has mastered the game of baseball to such an extent that it can hold its own with the best of the amateurs.

The players go into the game with the enthusiasm and zest that is part and parcel of their nature; they play to win all the time, and are good enough sports to take decisions against them with good grace and fine sportsmanship.

The Marconi team in action is good evidence that this country is ready to recognize and take in any race that wants to come here, attend to business, and take its place along with the rest of the Canadian people.

LITTLE 'TISERS

The premier of Poland has quit and is going to play the piano for a living; now the premier of Italy quits, and we're wondering if he's going to take to the concertina.

With a farmer premier of Ontario, and another called to run Manitoba, the man who farms in his backyard suddenly feels that he has the makings of a great man wrapped up in his being.

SIR HENRY WILSON was murdered in England, and in 26 days the murderers had been sentenced to death. That is one element in the British system of justice that this continent might well seek to emulate.

And now Paris is to have divorce rings to distinguish divorcees from others. Especially in the holiday season in this country there is need for some mark to distinguish the married and single men. The former should be made to wear whiskers a foot long.

It is estimated that racetrack followers lost \$600,000 in the last 17 days at Windsor. A lot of the crop that got heavily stung fall off the gambling tree, but, unfortunately, there is always a brand new crop of very wise youths who are sure they can beat the racetrack.

A hotelkeeper in Peterboro claims the tourist trade is no use for his business, as auto tourists simply use the washroom, but seldom stop for a meal at his house. Couldn't he overcome this by having his wash basin and roller towels moved to the corner of the dining-room, where escape

AT RECREATION PARK!



would be almost impossible?

MRS. McCORMICK, daughter of JOHN D. ROCKEFELLER, now divorced, is having a sixteen-foot wall built around the premises, so people won't stare at her. Quite different to her illustrious father, at whom every time gasoline goes up a cent.

A Chicago story tells of a man who appeared in court for stealing potatoes, bringing his wife and fifteen children with him when the case was tried. The judge granted probation instead of a jail term. Jail terms may be helpful and necessary, but they do not provide for the wife and family.

The best political story of the summer recedes comes from Quebec, where it is stated that HON. A. B. HUSOY made arrangements to lead the whole Progressive party over to the Liberal side of the house, HON. T. A. CHERIER to be included in the lot. It is the best jail delivery story of the season.

Toronto Exhibition officials have a young army of chaps who think they look like the PRINCE OF WALES. An imitation prince is desired for a performance at the fair. Toronto also wants something that looks like a railway train to enter its union station, and something that looks like a stock show to make a noise in its million-dollar arena.

READ YOUR CHARACTER

By Digby Phillips.

NO. 278—SELECTING THE CAUTIONS.

In many occupations one of the prime requisites is caution. A good sense of caution will, for instance, be very likely to lengthen the life of the worker in an explosive factory.

Often it is important to the salesman to know whether his prospect is the cautious type of person.

How can you tell whether an individual is cautious or not?

There are a number of indications. One is the shape of the head. One is the coloring. One is the profile. One is the eyes. One is the handwriting. All of these indications do not have the same value, of course.

But you may be sure you have a cautious man if his head is wide at a point half-way up from the ears and

slightly back of them, and if he writes a neat, careful, backward style of penmanship with all the letters in a word connected with one another.

If his coloring is dark, and he has what is known as a "dish-shaped" profile, the chances are that he is extra cautious and careful.

Tomorrow—Picking the Persevering. (Copyright, 1922, by Public Ledger Company.)

NOAH'S POETRY

HEARIN' AN ANTHEM.

I went to church the other day, it was the proper thing to do, I ventured ten feet from the door and softly settled in a pew.

The choir had reached the stage by then when they were going to sing a spell, the name upon the weekly sheet it sounded unto something swell.

At first the organist he played a bit, and ambled round both here and there, while all his fingers coughed a spell and pumped their lungs chock full of air.

Then one soprano started in to tell about the setting "sun, and on each quiverin' note she made she loafed around and on it hung. She hadn't quit when "long there came an alto with a voice so deep, and sang a bar about the sun in mystic ways that made me creep.

About this time a tenor voice was waitin' for a chance to shoot—he warbled something on the sun in manner that was crisp and cute.

When all at once a basso came and hit the low notes all kerplunk, and hollered it was his belief that that there sun has sink, sank, sunk.

Then for a spell they took a rest, the organ played a little toon, then all the crowd they pelted in about the sun goin' down too soon. More stops was pulled, more air was pumped, and all the songsters raised a row, about the stars a-comin' out just when they did, and where and how.

Once more soprano opened out and sobbed a little ditty sweet, about the stars, the stars came out, came out to peep.

They kept it up for quite a length, about the sun not stayin' set, and 'bout the stars they said some things I couldn't neither hear nor get.

And there I sat 'till they was through, I heard the last exultant shout, and I've been wonderin' ever since just what the whole thing was about.

—NOAH.

25 YEARS AGO TODAY

HERE WE HAVE ITEMS OF LOCAL AND DISTRICT INTEREST AS RECORDED IN THE ADVERTISER OF 1897.

July 28, 1897.

A very interesting and exciting game of baseball was played at Springbank on Saturday between Yates' and Leonard & Sons' employees, with a score 20 to 21 in favor of the latter.

Among the leading spectators and enthusiasts were Mr. Joseph Agderon and son, Mr. M. Yeo and Mr. James Naven.

The following were elected to office in the Western Ontario Lawn Bowling Association at the annual meeting held in the Tecumseh House last night: President, Col. John Macbeth, London; first vice-president, H. H. Stevens, Chatham; second vice-president, G. D. McTaggart, Clinton; secretary, Ed. Weld, London; auditors, James S. McDougall and Thomas Blakeney, London. It was also unanimously decided that the third annual tournament should be held in London in July next year.

The seventh annual picnic of the retail grocers of the city was held in Queen's Park today.

The route of the parade was from the market square along Dundas street to the park.

Among the other merchants represented were: R. J. Wood, Cornet Bros., Bee Hive, J. C. Trebilcock, F. Harding, S. Wray, Mrs. Maddens, F. L. Ross, James Ward, B. R. Sloan, Turville Bros., The Fulton Market.

The managing committee consisted of F. Harley, president; R. A. Jones, vice-president; E. Sutton, secretary; W. H. Branton, treasurer.

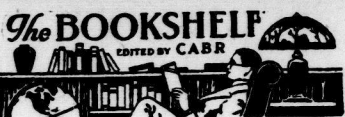
DR. BISHOP'S ADVICE

RULES FOR BATHERS

THESE are the days when every available bathing beach and swimming hole is dotted with all kinds of people who desire to escape the heat.

Every summer as the crowds that frequent the more popular beaches grow larger and larger, the individuals who frequent the beaches add some elements of contamination to the common bath.

If the water thus contaminated by tens of thousands of human bodies gains entrance into the nose, ears, eyes and throats of bathers, or



ROBIN. By Frances Hodgson Burnett. Frederick A. Stokes Company, publishers, New York. \$2.

IN THAT much-quoted poem, "L'Envol," Rudyard Kipling asserts the requisite to be only that each good artist shall diligently endeavor to "draw the thing as he sees it," since only God himself knows the truth of "things as they are."

Realist and romanticist, each has its place, so long as the realism or romanticism is honest, the result of the individual's temperament, his instinctive way of looking at things. For the ages-old dispute between the two really resolves itself into this—a difference in the way of seeing things, the difference in the angle of vision.

It is only the chosen, extreme few, who, looking direct, see the romance of reality and the reality of romance.

Mrs. Burnett's point of view is and always has been that of the romanticist, and her most recent book, the charming "Robin," which carries on and completes the story begun in "The Head of the House of Coombe," shows no change in the angle of vision.

It is an exquisitely tender and touching tale, this of the love of Robin Gareth-Lawless and Donal Muir, the girl who had so little and the boy who had everything, a tale made to seem only the more delicately beautiful because of the dark background of war against which it is presented.

For it was on the 29th of June, 1914, that the Dowager Duchess of Darts gave the dance with which "Robin" begins, the dance at which Robin and Donal met again, years after that first childish encounter neither had forgotten, and danced together while the duchess and her old friend Lord Coombe talked gravely of that which had happened at Sarajevo.

This love-idyl of theirs developed as many another love-idyl did in those breathless, astonished days, with an always present sense of haste, an always present knowledge that today only was theirs, that for them tomorrow might never come, and that today was of necessity short.

Told with a fine reserve which does not diminish its intensity or the flame-like quality of the young passion it depicts, the love of these two, boy and girl, she innocent, inexperienced and unworried to a degree impossible for one less singularly brought up, reaches its culminating moment. Then come sorrow, pain, despair, and a darkness which seems like the darkness of an eternal night, but proves in the end to be only the blackness of the hour before dawn.

Mrs. Burnett has done nothing better than her picture of these two young lovers, whose ecstasy was all the keener for the dread which never left them.

Her Robin is not at all a modern heroine, but a very old-fashioned little maid, sweet and soft and gentle and docile, asking only for love, given and received, doing only what she was told to do by those about her, a charming child, lovely and lovable.

When the shadow falls upon her, the reader shares the helpless indignation of her old nurse Dowie, that one so innocent and helpless and little should suffer so. But she never lacked for good friends, nor did the head of the house of Coombe ever fail in his self-imposed task of guardianship, although there came a time when the fulfilling of it led him along very dangerous paths.

And over it all there rests, shimmering, iridescent as the veil of some fairy queen, the glamour with which Mrs. Burnett invariably endows whatever theme she touches.

The old cottage in the wood is well called a fairy cottage, and the castle among the Scottish moors, whose "crumbled walls and remaining gray towers stood calm in the clear air," is an abode well suited to the fairy princess whom Robin so often resembles. Yet her pain is very real, set before us very simply and very clearly, so that the pity of it brings at times a lump to one's throat.

LEARN A WORD EVERY DAY

TODAY'S word is LULL.

It's pronounced lul, with the u short.

It means—to soothe to rest; to quiet; or, as an intransitive verb, to become gradually calm. It may also be used as a noun, as "the lull before the storm."

It is akin to the German "lullen," the Danish "lulle," and the Swedish "lulla," all imitative of low and soothing sounds.

It's used like this: "He was lulled to sleep by soft music."

CANADA'S AREA IN THE EMPIRE.

Q.—What proportion of the British Empire is included in Canada?

A.—One-third of the total area of the British Empire, namely, 3,723,000 square miles, is comprised in Canada.



The 5 o'clock hour

when old friends gather is made or marred by the quality of the tea the hostess serves. She delights to hear the bits of praise that reach her ears above the talk and laughter.

So many successful hostesses serve RED ROSE ORANGE PEKOE TEA because of its rich amber color, its fragrance and the flavor that so distinguishes it from ordinary teas.

The best grocers everywhere sell it always in the sealed package: 43c per 1/4 lb.; 85c per lb.

Remember the Shut-ins

These Warm Days

Send Flowers

DICKS FLOWER

SHOP

23V

Human life could be lengthened if people ate Kellogg's Bran regularly!

Eliminate constipation from your system through the use of nature's wonderful food—BRAN—Kellogg's Bran, cooked and krumbled, and you not only get every organ in your body working normally, but you have side-tracked disease! Eat Bran regularly, at least two tablespoons daily; in chronic cases, with every meal!

Bran, through its mineral salts and ability to absorb water, giving bulk and moisture, is nature's way to assist in perfect elimination. Bran's work for health is wonderful; it sweeps the bowel tract, cleansing and purifying. Yet, Bran is not a "remedy." It forms no habit! Your physician will endorse Kellogg's Bran.

It is predicted that the consistent use of Kellogg's Bran will increase the average life from ten to fifteen years! Bran will make children grow

bigger and more robust because it keeps the organs active and allows normal growth. Bran eliminates sluggishness from men and women and keeps the brain active. Bran is the most beneficial agent for constipation that can be given the aged!

Kellogg's Bran will permanently clear up a muddy or pimply complexion; it will relieve an obnoxious breath!

Consider Kellogg's Bran as a delicious cereal—as well as a regulator! Kellogg's Bran is delightful eaten as a cereal or sprinkled over your favorite cereal, its nut-like flavor adding greatly to the goodness of all foods. Or, use Bran in raisin bread, gems, pancakes, etc. Recipe on each package!

Go to your grocery today and get a package of Kellogg's Bran, cooked and krumbled! It's wrapped "WAXTIE."

DEPENDABLE!

Gas service when and where you want it, at all times, in just the right quantity, for heating, cooking, heating water, and for eleven hundred and ninety-eight other purposes.

GAS Is the Most Dependable, Hottest and Cheapest Fuel

ENAMEL TRIMMED GAS RANGES from \$28.00—\$4.00 down and \$4.00 monthly—Connections FREE.

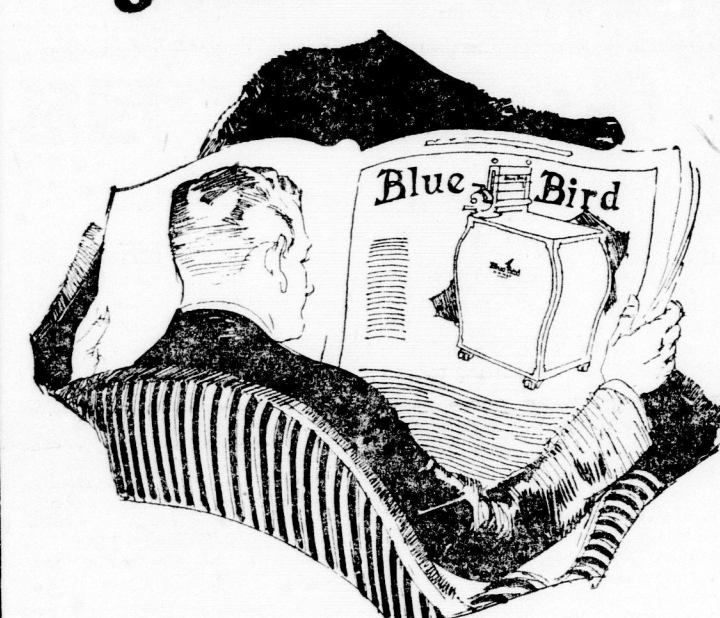
RUUD GAS WATER HEATERS \$24.00 INSTALLED READY TO LIGHT—\$3.00 down and \$3.00 a month.

DON'T WAIT --- USE GAS

City Gas Co., of London

Commercial Department. 213 Dundas St. Phone 835.

Mr. Man--- Just Ponder This!



There are thousands of prosperous, kindly husbands in London who still allow their wives to do the family washing! If they would take ten minutes and stand by their wives when they are doing the washing—or better still, DO ONE WEEKLY WASH THEMSELVES, they would quickly decide to find some other way to accomplish this disagreeable task.

It wouldn't take them long to investigate, and when they did they would find that the

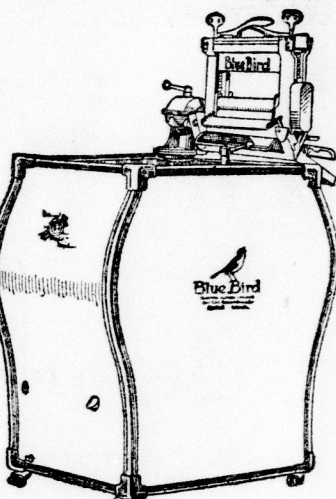
Blue Bird Electric Washer

has solved the washing problem ABSOLUTELY!

That the Blue Bird washes clothes CLEAN in a fraction of the time, and without injury to the most delicate fabrics. That on the grounds of economy, they should have a Blue Bird Washer, because it lengthens the life of clothes, and thereby saves its cost over and over again.

Well Then, Mr. Man!

We are making it easy to remove these distasteful conditions your wife has been enduring so long that you haven't any excuse to offer that will deprive her of the wonderful advantages a Blue Bird gives her in removing this burdensome task from her life forever.



\$10.20

Sends Home a Blue Bird Washer
Small Weekly or Monthly Sums After Soon Pay for It

That is the message of the Blue Bird Club now in progress in our store. A comparatively trifling sum makes you a member of this Club, giving your wife immediate use of a Blue Bird Washer in your home, and you pay for it in small weekly dues while she is getting the use and enjoyment from its wonderful help.

Already a Great Rush to Join This Club
---You Should Hurry

The Ontario Furniture Co., Ltd.

"LONDON'S LARGEST HOME FURNISHERS." 230 DUNDAS STREET.