

Canada's Fuel Plan Menaced By U.S. :: One-Man Natural Gas Board Proposed

AMERICAN LINES AFRAID MARKETS WILL BE LOST

Montreal Hears Railroads in United States Are Planning To Nullify Move of Dominion Government To Establish Independent Fuel Supply For Canada.

FEAR TRADE WILL BE LOST TO RIVER ROUTE

Montreal, March 27.—United States railroads are planning a 36c drop in freight rates to nullify the budget provision increasing by 36c a ton the duty on American bituminous slack coal, according to a report current in Montreal circles today.

The American roads, according to the information that has gained some credence here, will shortly file at Washington an application for approval of a new tariff that would reduce the Pennsylvania-Montreal rate from \$4.49 per ton to \$4.13 on slack coal.

Fear Budget Plan.

This move is said to be inspired by a fear that the increase contained in the Canadian budget will have the effect of diverting to the Maritimes of Canada many of the orders now hauled by the American roads from Pennsylvania to eastern Canada.

It is only the "St. Lawrence gateway" that is troubling the United States railroads, it is said, since it is appreciated that in Ontario and other sections known as the "Buffalo gateway" the slack from the Maritimes could not compete on account of transportation costs.

To the U. S. roads, Montreal is the distributing center of a district that consumes almost 1,000,000 tons of United States slack annually, and the reported efforts to keep the eastern Canada market open to the Pennsylvania product springs from a desire on the railroads' part to hold the haulage they have hitherto enjoyed.

SHAKEUP IN FEDERAL OFFICES HERE BEGUN

Weights and Measures Department Moved—Other Changes Coming.

With the moving of the departments of weights and measures from the customs house to the Carling block yesterday, the general shakedown of federal offices was begun here.

The plan provides that the offices of the public works department in the Royal Bank building will in future occupy about half the second floor of the customs house as well as a part of the third floor. It is understood that the public works lease in the Royal Bank terminates this month. The offices will be moved in ten days' time.

To make way for District Engineer H. B. Craig and his staff, the postal department examination rooms will be moved to the second floor of the postoffice. Cecil Webb, license inspector, will move across the hall in the customs building.

The office of W. E. Wilson, food and drugs inspector, will remain as it is.

To meet the change a thorough cleaning and overhauling of the customs house is taking place. A gang of painters is now going over the interior with a second coat of paint. The second and third floors of the postoffice building are also being renovated.

BIRD HOUSES APPEAR.

Spring was heralded on the local market this morning by the appearance of bird houses which were offered by a thrifty farmer who had constructed them out of slabs of chestnut wood. This is the first time that bird houses have been offered on the local market.

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For true flavor use our "Vanilla."
THE REAL FLAVOR OF THE BEAN.
STRONG'S DRUG STORE
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Let us buy your EGGS AND POULTRY
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SPECIAL SERVICES IN CITY CHURCHES

Extensive Change in Pastors Will Be Effectuated Tomorrow.

The services scheduled for London's 50-odd churches tomorrow would do credit to a much larger city than London.

Rev. Trevor H. Davies, D.D., of Timothy Eaton Memorial Methodist church, Toronto, will speak in Dundas Centre Methodist church, and in doing so will begin a week of special services on "Great Christian Interpretations."

Rev. J. H. Slimon, Walkerville, newly-appointed pastor of Adelaide street Baptist church, will begin his pastorate tomorrow, and will speak on "A Pastor's Prayer" and "Life's Restless Artist." Mr. Slimon succeeds Rev. T. F. Holland, who resigned several months ago to assume the pulpit of Park avenue Baptist church, Norfolk, Va.

Rev. John Richardson, B.A., will tomorrow conclude a successful season of nearly three years in Chalmers Presbyterian church. Mr. Richardson is leaving Chalmers' church because of the fact that he is a unionist and the church voted to remain out of union.

New St. James' Presbyterian church, North London, of which Rev. James MacKay, B.D., is pastor, will celebrate its 85th anniversary. Rev. A. J. MacGillivray, M.A., D.D., of Guelph, one of the leading anti-unionist Presbyterian ministers of the province, will occupy the pulpit at both services.

At First Methodist church, at the evening service, the pastor, Rev. J. Bruce Hunter, B.D., will conclude his series of sermons on "Familiar Age-Long Experiences," by speaking upon the subject, "The Reflected Glory."

The morning service at St. Andrew's Presbyterian church will be featured by the presentation of the session's awards to the boys and girls of the congregation, nearly 100 in number, who completed a record of perfect church attendance last year.

R. J. McCormick, pastor of Hyatt avenue Methodist church, will speak on "In Spite of the King's Decree," a sermon by J. Lee Watkins, clerk of the church tomorrow evening. Music will be provided by Billie Bending, violin, Frederick Crossley, boy soprano.

The second Sunday services held by the Elmwood avenue Presbyterian church, composed of the anti-unionist Presbyterians of South London, in the auditorium of Victoria public school, will be addressed by Rev. W. F. McConnell, M.A., Toronto, an official of the dominion Presbyterian church association.

City Churches

CENTENNIAL CONCERT.

Before a splendid audience the junior members of the congregation of the Centennial Methodist church presented an excellent program last evening. The numbers were all given with much enthusiasm on the part of the very young artists, and the program included: Two choruses by the junior congregation; dialogue, Violet Anderson, Mary Tennant and Ethel Howe; recitation, Edith McNally, choruses by Miss Watkins' class of boys; recitation, Viola Smith; duet, Mary Tennant and Violet Anderson; recitation, Elita Doan; piano selection, Doris Prange; and recitation from Howard Bedgood and Elsie Mae Francis.

There was also given a cantata, "Little Housekeepers," in which the children enacted the days of the week. They were a credit to the young ladies who taught them. The Rev. A. E. M. Thompson was chairman and Miss Gladys Vay assisted.

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SOUTHERN CONGREGATIONAL.

A very successful indoor Sunday school picnic was held last night in the Southern Congregational church to wind up an interesting competition between the young people. B. Wherry, the superintendent of the school, was the general convener of the happy event, for the older boys and girls, who, with their parents, enjoyed an evening of games in the basement of the church. Dr. H. Taylor was in charge of the games and Miss L. Claris convener for the delicious refreshments. A charming feature of the games was the fact that everyone received a prize. A solo by Albert Noble, and clever slight-of-hand tricks by Leonard Russell and Tommie Currie were also greatly enjoyed.

The members of the primary and cradle roll departments and their parents enjoyed a highly successful primary room, gay with spring flowers, where the little folks enthusiastically took part in their games. The teachers in charge included Miss E. Claris, Miss M. Lamb, Mrs. B. Jeffrey, Mrs. H. Billings and Miss Eunice Hilton. Mrs. B. Wherry is the superintendent of the cradle roll department.

AT PORT STANLEY.

Taking for his subject "The Prayer Book," Rev. J. R. Bythell of Christ church, Port Stanley, gave a very interesting talk at the weekly Lenten service last evening.

Mr. Bythell outlined the early history of the Prayer Book, telling how the red stool for the blood that was shed by the martyrs in the first days of the church. Following the service, the choir held a practice.

MRS. ANDREWS BURIED.

The funeral of Mrs. Mary Anna Andrews, who died in Victoria hospital on Wednesday, was held at 2:30 o'clock this afternoon from the G. E. Logan funeral home. Rev. Archdeacon Sage conducted the service. Interment was made at Mount Pleasant cemetery.

MRS. FOUNTAIN BURIED.

Mrs. Hannah Fountain, who died Tuesday at Victoria hospital, was buried this afternoon at Mount Pleasant cemetery. Services were conducted at the Hill street Baptist church by Rev. H. D. Stewart and Rev. E. M. Wood.

THE FAMILY ALBUM—THE CONTINUED STORY.

COMES INTO LIVING ROOM WITH PILE OF MAGAZINES AND A CONTENTED SMILE

SAYS THIS IS THE ONLY WAY TO READ A CONTINUED STORY—SAVE ALL THE NUMBERS TILL IT'S FINISHED—THEN THERE'S NO WAITING

WANTS TO KNOW WHO'S BEEN AT THEM—HE HAD THEM ALL IN ORDER, AND, GOOD GRIEF, THE JAN. 22 NUMBER IS MISSING

MILDRED ADMITS HAVING GONE THROUGH PILE LOOKING FOR AN AD SHE WANTED TO SEND AWAY FOR, BUT SHE PUT THEM ALL BACK

CONSISTENT SEARCH LOCATES JAN. 22 IN WILFRED'S ROOM, HE'S WORKING OUT A PRIZE PUZZLE IN IT AND CAN'T HE KEEP IT TILL PAPA'S READY FOR IT

RETURNS TO FIND MILDRED HAS BORROWED OPENING INSTALLMENT TO PUT ON PIANO STOOL WHILE SHE HUNG A PICTURE

FINALLY COLLECTS COMPLETE FILES, LIGHTS HIS PIPE AND BEGINS FIRST CHAPTER

REACHES FOR NEXT INSTALLMENT, AND FINDS MOTHER HAPPENED TO SEE A STORY IN IT SHE HAD SKIPPED AND WOULD HE MIND WAITING A SECOND

WHILE WAITING EYE IS CAUGHT BY ANOTHER STORY, READS IT, FINDS ON LAST PAGE IT'S TO BE CONTINUED, AND GOES TO BED

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MOVIES NOW SEVENTH IN INDUSTRIES IN U.S.

Adolph Zukor, Famous Director, Tells of Growth From Speculation to a Legitimate Business—Small Future Seen For Color Photography or Speaking Pictures.

STORY VALUE IS KEY TO SUCCESS

This is the fifth of a series of interviews secured especially for The Advertiser and the North American Newspaper Alliance.

By JOHN F. SINCLAIR.

Economist, former banker, business man and university teacher and author of the series "Can Europe Hold Its Own?" and "Can Your Taxes Be Cut?"

So far civilization has taken three distinct steps. Human speech came first. Then printing. And now the moving picture. Thomas A. Edison invented the moving picture camera and George Eastman the flexible ribbon film. To these two men goes the credit for giving the world moving pictures.

The motion picture business has become a big business in the land of big business. All in less than 25 years. The industry scarcely knows how large it really is. The best obtainable figures show the following facts:

The investment in the United States is \$1,500,000,000.

Total number of persons permanently employed in all branches, 300,000.

Average number of feature pictures produced annually, 700.

Average weekly attendance at picture theatres, 50,000,000.

Average paid annual admissions, \$1,000,000,000.

Number of motion picture theatres, 15,000.

Theatres running six to seven days a week, 9,000.

Amount of yearly advertising, \$5,000,000.

In 1913 the exports were 32,000,000 feet; in 1923, over 200,000,000.

Or put it in another way. Take the annual turnover of the big key industries, the motion picture industry is seventh. They are in the order of importance:

Slaughter and meat packing	\$2,200,000,000
Petroleum industry	1,727,000,000
Automobile	1,686,000,000
Foundry and machine shops	1,565,000,000
Steel works and rolling mills	1,431,000,000
Cotton goods	1,275,000,000
Motion pictures	1,250,000,000

The United States possesses seven per cent of the world's population, yet it produces 27 per cent of the wheat, 30 per cent of the silver, 40 per cent of the coal, 50 per cent of the steel, copper and aluminum, 60 per cent of the cotton, 65 per cent of the oil, 75 per cent of the corn, and 80 per cent of the automobiles of the world. And 85 per cent of the motion pictures.

Approximately \$180,000,000—more than \$500,000 a day—was spent in the United States in the construction of theatres in 1924.

Adolph Zukor is an outstanding genius of the motion picture industry. Small of stature, quiet in speech, manner and dress, his success cannot be primarily attributed to personal compelling magnetism. He is painstaking and a master of detail. He knows the motion picture business from its grip up to its tip.

A Gamble Ten Years Ago.

"Ten years ago, production of high-class motion pictures had not been discovered. The industry was entirely new. We were pioneering and that is expensive. We made many pictures the cost of which was not recovered. Sometimes a picture might cost five times our original estimate. Neither did we know what

the trade demanded. We did not know how to estimate returns from the picture. Such a period was bad for immediate profits, but good for the long pull in the industry. It was a necessary evolution.

"Today we know what to expect. Not only can we estimate cost of a picture fairly accurately, say within 20 per cent, but we can likewise estimate in the same way its sales value. That is to say, we are standardizing the industry and so eliminating the great risks."

of action is not growing in importance. The same holds true for the so-called speaking pictures. Except to preserve certain historical occasions, such as presidential addresses, the immediate future does not contemplate any large place for the speaking picture."

What Will Hays Has Done.

He spoke of what Will Hays has done:

"It was only in 1922 that a number of the leading producers asked Will H. Hays, the postmaster-general, to become president of the Motion Picture Producers and Distributors of America. He did so, and today 90 per cent of the producers and distributors are members of Mr. Hays' organization. He has accomplished three outstanding things. One is the creation of a national advisory committee of public relations composed of representatives of civic, social and educational organizations. Then there is the creation and supervision of the operation of various arbitration boards, composed of distributors and exhibitors, the sellers and buyers in the industry. These boards settle practically all the differences and disputes that arise in the industry. This development has been a constructive step productive of enormous good and economy. The third is the creation for the future of a uniform system of accounting and auditing, providing in it for adequate depreciation of property and equipment, and in this way materially increasing and improving the banking and business credit within the industry."

"Yes, we are now part of the big business of America," declared Mr. Zukor. "We have grown fast; too fast not to have made some serious mistakes. But I believe in the future of the picture industry, because, basically, the American people are interested in clean and instructive entertainment at nominal prices."

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Radio Has Been Beneficial.

"Has the radio caused a falling off in attendance at the 15,000 theatres in the United States?" he was asked. "No, quite the contrary. There has been a gradual increase every year in the attendance as the quality of pictures increased in value. We now figure on the whole world for business."

"The 'Covered Wagon,' for instance, ran six months in London, three months in Paris, and it had almost as much success in Copenhagen, Melbourne and Tokio as it did on Broadway."

"The movie is showing the peoples of all nations that kindness and love and sympathy are not national but international in their sweep. The motion picture knows no barrier of language or distance. A few thousand feet of celluloid film in a small metal container and the people of South Africa can know Abraham Lincoln—his kindness and love and sympathy. Moving pictures can be made, and are being made, one of the most potent influences toward world peace and goodwill among men."

"We have only started to make good pictures. We will continue to make better and better pictures, for we believe the American people will support them."

"Some excellent pictures produced at great expense were not successful. 'Sentimental Tommy' was a loser. So was 'Dr. Jekyll and Mr. Hyde.' Even though it had John Barrymore for its star."

"The 'Covered Wagon' was another. We are not discouraged, however, for we believe such failures of good pictures will become fewer and fewer as the discriminating taste of Americans becomes more and more sensitive."

"What part will color photography asked."

"In big scenes like those in 'The Ten Commandments' colored photography will continue to be perfected and used, but we have found that too much color detracts from the story and the story is the thing after all. Besides, black and white are best for the eyes. Within limits, color photography will be used, but its sphere

COMMISSIONER REPLACES PRESENT BOARD OF THREE

Ontario Government Introduces Bill To Amend Provincial Gas Act.

FOLLOWS AGITATION

Present Board To Go—Commissioner To Have Judicial Power.

Special to The Advertiser by a Staff Correspondent.

Toronto, March 27.—Hon. Charles McCrea, minister of mines, introduced a bill to amend the gas act in the legislature this afternoon which replaces the present gas board of three with a single commissioner with judicial powers.

Municipalities in the natural gas producing zones have been making strong representations to have the natural gas act amended and have the natural gas board of reference superseded. This board at present has almost unlimited powers over the natural gas produced in Ontario and over the prices which may be charged in various municipalities.

Disregard Agreements.

Recently a strong deputation waited on the government asking for the change in the law. It was contended at that conference that the board had in fixing prices disregarded existing franchise agreements and that as a result many municipalities had lost a price advantage which had been secured when franchises were given allowing mains to be laid along or over country highways or through streets of cities and towns. It was also contended that several places had lost an advantage when the use of natural gas for industrial purposes was restricted to a very low minimum and for special purposes only.

In several rural municipalities franchise agreements called for low rates to domestic consumers and for

Baby Is Burned, Mother Arrested

Canadian Press Despatch. Sydney, N. S., March 27.—Mrs. Alfred Jones, colored, was arrested here last night in connection with the death of her seventeen-months-old baby, which was burned to death on the kitchen floor. A warrant was issued against the prisoner some months ago on a charge of attempting to scald the same child but was never served.

free gas for public buildings, and these agreements were overruled by the board. The contention was made that such agreements should stand.

Back To Old Plan.

For some time natural gas problems were handled by a gas commissioner. Protest against this plan was made by the municipalities, and the law was amended so that the gas board of reference was composed of three men.

The proposal of the municipalities in their conference with the government was that municipalities should deal direct with producing or distributing companies and that where differences could not be settled the county judge should become the referee. It was also asked that rulings of the commissioner and of the board should be set aside and that former agreements should come into effect.

TWO WEEKS LATE!

Canadian Press Despatch. Toronto, March 27.—Fresh maple syrup made its initial appearance for the season on the local wholesale produce market today, moderate shipments having arrived from Brockville. The price quoted for the production was \$2.40 per imperial gallon.

Wm. O'Brien
---and The Canada Trust Company

Mr. O'Brien was a depositor, for over 40 years, with The Huron & Erie Mortgage Corporation which manages and controls The Canada Trust Company.

(To maintain secrecy the fictitious name "O'Brien" is used)

Upon more than one occasion he stated to our Officers that he had dealt exclusively with these institutions throughout his lifetime.

He recently died and The Canada Trust Company, whom he appointed Executor, is administering his estate with the same efficiency that he had learned to look for from both institutions.

When making your Will, name as executor this strong Company which will serve your family faithfully, economically and impartially.

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Market Square
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T. G. Meredith, K. C.
President

Hume Cronyn
General Manager

THE ANNUAL STATEMENT
of the
METROPOLITAN LIFE INSURANCE COMPANY
is published in today's issue of this paper on page 11

It gives us a good deal of pleasure to say that the company has a local office and that its local representatives shared in making the record detailed in the statement.

Metropolitan Life Insurance Co.
HEAD OFFICE — OTTAWA, CANADA
A. G. BRADLEY, Manager
Room 106, Royal Bank Bldg. London, Ontario.

THE ONTARIO LOAN & DEBENTURE CO.

151st Dividend
2 3/4% Notice is hereby given that a quarterly dividend of 2 3/4% per cent on the current quarter ending the 31st March, 1925 (being at the rate of 1 1/2 per cent per annum), has been declared on the paid-up capital stock of this Company, and will be payable at the Company's Office, London, Ontario, on or after the 1st April next to shareholders of record of the 15th March, 1925.

BY ORDER OF THE BOARD.
London, Canada, 24th February, 1925.

A. M. SMART, President. T. H. MAIN, Manager.
Corner of Dundas and Market Lane, London.

Capital Paid Up \$1,750,000 Reserve Fund \$2,575,000