READ YOUR

(By Digby Phillips.)

NO. 215-BLONDE BUYERS.

LEARN A WORD

EVERY DAY

TODAY'S word is CONSORTIUM.

with accent on the second syllable.

ssociation, combination or union.

It means-a fellowship, assembly,

It's adopted, directly, from-Latin

consortium," with the same mean-

ing as when employed as an English

disposed to form a consortium to de-

Our Own Country.

NO TIME FOR AN AFFINITY.

(From the Brandon Sun.)

After all our sympathy with the

wife of a farmer, a Kansas lady

omes along and says she is glad she

The farmer and his family seldom are actually in want or need of the

He and his good wife do not often

When he goes to town, he usually

akes one or two of the children

at the stores, has precious little time

He works so hard all day he is

The farmer and his wife and chil-

dren generally are the closest of busi-

along and after finishing his errands

left, if he did have any money, ir

which to pursue his affinity.

married a farmer because:

figure in the divorce court.

ecessities of life.

It's pronounced-kon-sor-shi-um,

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London, Ont., Tuesday, May 16.

*Liberal Independence.

To ASK all manner of small questions, to make a front show of economy, and then when it is practiced to turn and rend those who are seeking to save moneysuch seems to be considered good politics by the Conservative opposition at Ottawa.

HON. HUGH GUTHETE, who, when minister of militia, demonstrated that he could spend money like water, made a savage attack on the Liberals because they were insisting on a cut of some hundreds of thousands in militia estimates. To quote his own words:

"They have taken him (the minister of militia) by the throat, practically; they have dragged im into the caucus; they have told him that he either had to cut lown, to trim, or they would put The minister comes to Parliament and puts himself in the humiliating position of saying: My own followers will not support me; I will have to ask the house to reduce my appropriation for annual drill by \$400,000. . . My honorable friend says that is democracy; I say it is the result of the use of the big stick.

In a very labored effort the member for South Wellington went on in an attempt to show that when the government did not agree with the estimates and ideas of some of ministers it really amounted to of want of confidence, and it would be about right and that the government could not carry

doing their own thinking, or refus. YEATES and WHITE, YEATES & JOL and interest. ing to fall in with what is brought forward by the members of the cabinet, may be new and startling to the house, but we can assure those chinist. regards with appreciation and pleasure the spectacle of private members doing a whole lot of thinking and a whole lot of discussing, and from that, forming their own opinions.

JOHN A. MACDONALD that he wanted far reaching effect for all time. followers who were behind him when he was wrong as well as when he was right. That may sound very heroic, and there may have been occasions in the fortunes of that party school. when a following of that character was needed, and needed badly.

The character of Parliament is changing, and it is changing because the people want it to change. It is becoming a sensitive thing,

and it must continue in this course, because in no other way can it be the wishes and desires of the people who sent it there.

All the clap-trap that the Hon. HUGH GUTHRIE can talk about party theories can fool no person. He was facing and trying to destroy a spirit of inquisitiveness and search ing out that the people of the country want to see grow, for in its growth lies the safety of the whole between the spirit of independence city to erect an up-to-date office and the status of a rebel in the building on the site of the present camp, and it may be that failure to city hall, and to sell the Federal charges \$44,086.70 is set aside as distinguish that difference accounts | Square property. for the fact that the member for First, there is the matter of policy, he is today.

Building Costs.

PROSPECTIVE builders are disfrom their peak, while other items, such as labor, have also decreased to a small extent.

find out what the builders them- ratepayers would today favor the Sinking fund 44,086.70 is the opinion of one of the largest against the pretentious structure contractors in Canada:

to cut closer on work than we have Firstly, faxes are high enough now, done in years, and I know there are and in their present frame of mind fairly large jobs being let on which the cheaper structure is bound to property. The latter it is proposed there is not a cent of profit for the find favor with the majority, and to sell. builder-in fact, they will barely more especially as there is a good carry the overhead. Most of the chance that the profit on the sale large contractors have very little of the Federal Square lands may go work ahead, the result being that some distance in the erection of the they are all cutting the head off structure across the road. prices in order to get something ahead to keep their working organization intact in case something bet- is passed. Municipalities are comter turns up a little later on. When ing to the point where it is realized you find the contractors around that real business offices are just as looking for something to do, you essential in the conduct of a civic can depend on it that profits are enterprise as that of a private convery meagre compared to a period when there is a boom in the build-

Of course, the man who is putting up the money has to settle the matter for himself, but at least it seems a favorable time, from the above statement, which was made to THE, ADVERTISER by one of the most reliable firms in the business.

William Yeates.

WILLIAM YEATES, for many years one of London's foremost manufacturers, died today at young, and was educated at the old n School under NICHOLAS WILand the late J. B. BOYLE.



prentice in London he went to the the Utilities Commission. LIFFE. He then formed the London Machine Tool Company.

members of the Conservative side of his work, and was a first-class ma-No establishment turned in doubt at Ottawa that the country out better work than the London Machine Tool Company.

For several years he was a member of the London Board of School Trustees. The establishment of the Technical School was mainly due to It used to be said of the late Sis greatest act of his life, and will have

He was for many years superintendent of the Wellington Street Methodist Sunday School, and laid the corner-stone of the new Sunday

He was the second and last sur-YEATES, builder. As man and boy he was respected by all who knew him. He was very generous, and had much more than average ability.

During the past two or three years his health had been far from good. possible for Parliament to register and for some months he knew the end was not far off, that he was kneeling at the threshold."

> "I'm kneeling at the threshold, So weary, faint and sore, I'm kneeling at the threshold, And my hand is on the door."

London Federal Square.

There is a wide difference 1 phases to the proposal of the Federal Square original

South Wellington is sitting where and secondly, that of finances. Both of getting the interest back, \$88,135, are more or less involved. The for- is by adding it to the price of the mer because of the several favorable votes taken on the Federal Square sale, but again all by the G. T. R. this morning for To-Park, Miss Amy McDonagh, Miss votes taken on the Federal Square this interest is not chargeable to the ronto to take their final examinations. proposition, and the second because Federal Square, and some of it is becussing and wondering whether the funds from the sale of the old ing recovered in the sale to the Utilithe present is a good time to go hall, the purchase of Federal Square ties. ahead with any plans they may have and the present hall, and the sale Thus, the city has involved: in mind. It is a fact that certain of a part of the present property to Receipts (as above)\$286,984.58 lines of materials have come down the Utilities Commission are all in-

On the matter of policy one is treading on fairly safe ground in It is interesting, in such a case, to saying that the majority of the Interest proposed for Federal Square. Two Right now we find that we have reasons may be given for this:

The second reason is that the day of high-costing elaborate city halls or \$302,527. As there is a part of cern. There may be opposition to the council's proposal, but it can at with the Federal Square sale, the least be said that the proposal under

common sense. The city has \$267,123 tied up in on along Dundas street there is 1981/2 city hall enterprise. This includes feet, on which are buildings, but the cost of the present structure, these latter are of little value. The with improvements \$661,305, in all, total cost of this property was and the Federal Square property

Revenue for this purpose so far raised totals \$286,984.58, made up of | 700 old city hall sale, \$100,000; 1913 debenture issue of \$75,000 netted the that \$250,000 will put up the rebenture issue of \$15,000 netted the that \$250,000 will put up the recity \$65,845; half of 1913 debenture issue of \$250,000 netted \$112,987.50; three payments of the Public Utility the Public Utility three payments of the Public Utili the age of 75 years. He was born city \$65,845; half of 1913 debenture quired building. It will take some in Liverpool, came to London quite issue of \$250,000 netted \$112,987.50; figuring to tell just where the inties for the corner sold at \$27,173.60, spent, debentures issued and the whooping cough. principal and interest totals \$8. Federal Square proposition cleared After leaving school he entered 152.08. Thus the city has on hand up.

become a machinist. While an ap- tures, and \$19,021.52 coming from

front with the Seventh Battalion at Additional expense which the city the time of the Fenian Raid. For must meet comes from the debenproper for such a thing to mean a time he was with MACPHERSON, ture sale, \$75,000, 414 per cent, 30 GLASGOW & Co., of Fingal. On re- years, and \$125,000 41/2 per cent, 40 turning to London he became a years, which entail the raising of Such a thing as private members partner in the firms of White & \$13,222.17 yearly for sinking fund

Thus, in ten years the capital charges have cost the ratepayers He was thoroughly in love with \$132,221.70. Of course, quite a portion of this will be redeemable if the Federal Square property is sold.

In the meantime, however, there have been other costs charged up in the loss of taxes. It is true that several of the properties have been rented at a fair rental, but this rental has not nearly made up for the his efforts. It was probably the loss in taxes. Figures are available Genoa gathering. to show what the general taxes alone for the first five years would have been, and taking the same figures for the ten-year period, adding the special taxes for curbs, gutters, etc., and the street sweeping and garbage costs, would give a total of \$30,574 lost in taxes. For the last few years viving son of the late William the net rentals have totalled \$2,000 yearly until 1921, when they totalled \$3,000, and this year will be about the same. Even at a rental of \$2,000 for eight years, which is something more than the city got, and \$3,000 for two years, would give a net re turn of \$23,000.

Thus, the charges stand: Sinking fund and interest, 10 years\$132,221.70

Loss in taxes, 10 years .. 30,574.37 Total\$162,796,07

Rental returns, 10 years 22,000.00

London Federal Square. Ten years' cost over re-

Of the sinking fund and interest sinking fund charges and is in the hand of the city. The only chance

Total\$308,984.58 Paid out (as above)\$267,123.03 88,135.00

Total\$329,919.00 For this the city has the present city hall, a \$19,000 interest in the Utilities and the Federal Square

It is declared that the assessment of \$212,000 is about 70 per cent of the true value of the land. If such is a fact, such a selling price would net the city \$275,000, whereas the property today stands at \$205,817.73, plus interest and tax loss, less rent, the \$100,000 derived from the sale of the old city hall also tied up in this, there will be the added charge of interest lost on this sum, whatever it is.

To sell, if the council goes ahead city has the McCormick corner, 198 present-day conditions savors of feet on Dundas and 165 on Wellington, which cost \$125,000. Farther

\$48.925. On King street the city has four parcels, 173 feet in all, costing \$29,

INSPECTOR A. M. PIPER estimates

LITTLE 'TISERS

So far, there has been no general invitation sent out to get in on the velop Russian enterprises." war that is running in China. Just

The pet dog can sometimes wan der around the house for a spell with wet and dirty feet, but, oh boy, just let the husband start in at any such tricks!

how you'll go about it.

to exist in Canada, and unless something is done, we shall be oleomargarineless after that date.

see who's leading the Conservative glad to sit down with his family after supper; his good wife is not in doubt as to where he spends his evenings. GUSON, T. H. LENNOX or W. F. NICKLE. This weird trio seem to be aking it on the relay plan.

MAY 16, 1897.

Weather-Fine and warm.

first council.

The Manitoba Free Press comes out with the heading on its edi-

At the end of August the law which permits the manufacture or importation of oleomargarine ceases

ceed in driving a wedge in beween Britain and France over the

torial page, "The Mosquito Must All right, brother, let's see

From where we sit it's hard to

25 YEARS AGO TODAY Here We Have Items of Local and District Interest As Recorded in The Advertiser of 1897. and Mrs. C. B. Hunt, Mrs. J. Hunt Mr. and Mrs. Ingles, Mr. and Mrs. C. W. Leonard, Mrs. Hemming, Mrs. T. E. Leonard, Mr. and Mrs. H. Bed-The following young medicos left dome, the Misses Beddome, Misses

ver medalist, for his final council; E. Bucke, D. Arnott, Charles Cowan, E. Creighton, William McKechnie, F.

Smallman at the kennels. The attendance was large despite the Gibbons, jun., Allen Gibbons, Kenzie threatening weather, and a most en- McCormick and others. joyable two hours was spent amid the pretty surroundings of Glenmore and in the cosy parlors of the club. Mrs. Rev. J. A. Macdonald as pastor of Smallman personally received her Knox Church, St. Thomas, preached guests, and Miss Smallman and Miss able sermons at St. Andrew's Church Waterman presided over the refresh- yesterday. It was his first appearments. Afterwards a cross-country run after the hounds was held. Starting on the north side and going and to Adelaide street bridge. Among week. those present were: Mr. and Mrs. Gibbons, Mr. and Mrs. R. W. Puddi-

at the University: James Davis, sil- Hyman, Miss Farley (St. Thomas) Mr. and Miss. Housman, Miss H Moore (Toronto), Miss Brown, Miss Zimmerman, Miss Smallman, Miss Campbell and Mr. Russell, for their Waterman, Mr. and Mrs. Somerville Miss E. Richardson, T. Beattie, M.P.; Major A. M. Smith, J. B. Kilgour Members of the London Hunt and Mr. Patterson, Capt. Pierce, Mr. Pig-Country Club were the guests Saturgot, H. Richardson, W. T. Strong, A. day afternoon of Mr. and Mrs. T. H. Brener, W. Smith, Dr. Niven, Hugh Rev. D. R. Drummond, successor to

ance in a London pulpit.

Sergt.-Major Munroe of this city east to the asylum side road, then west to the south side of the river Fifth Battalion at St. Thomas this

Miss Birrell of Chatham is paying combe, Mr. and Mrs. S. Sterling, Mr. her sister, Mrs. Charles Richardson

and Mrs. Waterman, Mrs. McKelcan a short visit at Woodlands, South (Hamilton), Mrs. H. E. Gates, Mr. London.

DR. BISHOP'S ADVICE.

MAY BE THE TONSILS

BY DR. R. H. BISHOP.



have trouble in

cause. It would be

physician.

find, is that people would rather al- operation.

low their children to suffer from dis eased tonsils than have them under s your child back-ward in school? Is he a "mouth breather," does he have frequent colds or constant are

Adenoids are the tonsils' colconstant carhe? Does he small, soft, reddish growth which comes in the back of the throat, nearing?

If your child is child having them will be a mouth affected in any such way his tonslis may be the Adenoids dull the expression, de-

Adenoids dull the expression, de-stroy the resonance of the voice and them examined by a distort the facial expression so as to produce a blank, idiotic stare,

can be removed at the same time by The constant trouble, physicians a simple and practically harmless

96 BOOKSHELF

man with a Duster. man's Sons, Publishers, New

tinet types of buyers, but probably it N "Painted Windows," the Gentleman with a Duster has revealed often a certain type of buyer is also a certain type of individual in his appearance, his build, his features, his colornever occurred to you to note also how Coloring has a great deal to do with of the lives of twelve men who are it, and if you take note of whether your of the church and bound up with all prospect is a blonde or a brunette it will which affects it, he has drawn conhelp you a good bit in outlining your selling campaign so far as he or she clusions of the state and need of the present day church, and in his s concerned.
In dealing with a blonde buyer, other In dealing with a blonde buyer, other things being equal, the best method to follow is to say something or show something striking, spectacular if possible, about the thing you have to sell. Brilliant performance and emphatic qualities mean more to the blonde than to the brunette. Be enthusiastic and possible, arouse their enthusiasm.

to the brunette. Be enthusiastic and play to arouse their enthusiasm.

More than this, do not be too discouraged if the enthusiasm you have aroused wanes more quickly than you aroused wanes more quickly than you expected, and don't take the answer expected, and don't take the answer take the answer object in writing it, to use his own words, that of "throwing off the expected, and don't take the answer long and hopeless controversies of at an opportune time, and you'll probably find it not so difficult to arouse Christ-and to show that the good that enthusiasm again, this time to the news of Jesus was the revelation of that enthusiasm again, this direction of the state of the point of getting the order.

But avoid one thing. Don't point out too freely to the blonde where and how the is wrong. Pass it over. Forget it.

Again the author says: "By means

Tomorrow—The Brunette Buyer.
Copyright, 1922, by Public Ledger Co.) I seek in these pages to discover a a study in religious personality, reason for the present ignoble situation of the church in the affections of men, and to see whether one cannot light upon a cause for the confessed failure of the church to impress humanity with what its documents call the will of God."

which appeals to humanity which appears to may be a lack of sweaters, coverings, draperies, hang-whole, and there may be a lack of sweaters, coverings, draperies, hang-ings, everything. Buy Diamond Dyes —no other kind—then perfect home which has enabled an organization which has enabled an organization such as the Salvation Army to go down to the veriest dregs of humanity, but the power of the book linen, cotton or mixed goods. Diadown to the veriest dregs of hu-manity, but the power of the book lies in its skillful portraying and mond Dyes never streak, spot, fade It's used like this—"Upon the terms they name, certain powers are disposed to form a consortium to deinspiration drawn from their guiding characteristics.

Individuality is a good thing in a citizen; it is a good thing in Christian. The Gentleman with the Duster apparently believes all should think alike, and think his way. He Question-Was there ever a reclis liberal in his tendencies, with a Question—Was there ever a reciprocity treaty between Canada and the United States? If so, when?

Answer—A reciprocity treaty was in force between Canada and the United States from 1855-1866, armined by Lord Elgin in 1854. The German displomats will have done the many such tricks:

Question—Was there ever a reciprocity treaty was in force between Canada and the United States from 1855-1866, armined by Lord Elgin in 1854. The highly philosophical theology, albeit with true spiritual content. great day's work if they can success, fisheries, mines and farms But it is strong meat, good for those should have free entrance, and that who can digest it, but not for babes both should have free use of each For them there must be milk.



A Big Bar

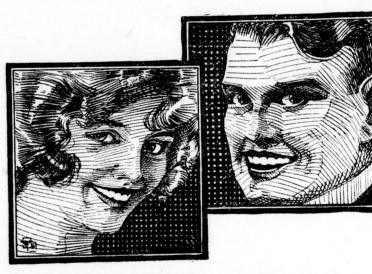
A full-size, full-weight, solid bar of good soap is "SURPRISE." Best for any and all household use.

DYE FADED WRAP SKIRT, DRESS IN "DIAMOND DYES"

Each package of "Diamond Dyes" contains directions so simple any woman c.a dye or tint her old worn faded things new. Even if she has There is, however, in "Painted windows" a lack of the element fadeless color into shabby skirts, which appeals to humanity as a dresses, waists. coats. stockings. sweaters, coverings, draperies, hang-







UNKNOWINGLY-You may be ruining your teeth

You cannot afford to risk harming YOUR teeth with gritty, scouring matter. Neither can you afford to use dentifrices that do not destroy the decay germs or remove the coating in which they thrive.

For your teeth's sake use Minty's Tooth Paste. The highest-priced tooth pastes cannot do more towards preserving your teeth.

Minty's contains only ingredients approved by dental authorities.

Minty's cleans your teeth without the aid of coarse grit. Because it is highly mentholated and antiseptic it destroys all the decay germs where your tooth brush cannot reach. It keeps the mouth healthy, the gums firm, the breath sweet and is an acknowledged preventive of pyorrhea.

If you use more than half-an-inch you are wasting it because Minty's is concentrated-more economical. The large 25c. tube represents the greatest tooth paste value obtainable.

MINTYS TOOTH PASTE 25c - Genuine Value

MANUFACTURED IN CANADA BY PALMERS LIMITED, MONTREAL

PARISIENNES USE MA CHERIE!

Minty's MA CHERIE Face Powder is of the type preferred by the most fashionable of Paris women. Pure, of course! So fine that it cannot be seen on the face, and the odor is the rich, yet delicate, MA CHERIE Perfume. This powder is so adherent that it stays on until you wash it off. Most good toilet goods counters carry the full MA CHERIE series of toilet preparations. If your's doesn't—write us.