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THE LONDON ADVERTISER COMPANY,

London, Ont., Monday, June 9.

The Importance of Play

A leader of America's captains of finance, who is a great international banker, at the of 55, announces that he will at once retire id and soul continuously concentrated on the . Now he proposes to go in for play in an ally intensified manner so as to get a share the fun and recreation he has hitherto ignored. says he is amazed that men who have made sufent money to retire on should stick to their iness or profession until the end.

The average man will be amazed to learn t this fiancier had not long ago recognized the nomic and physical importance to the indinal of play. Probably one reason why he has gone in for sport or recreation is that he conered it a waste of time. Most men have long ce learned that play is indespensable to the t work. Instead of being a time-waster, when lligently and temperately taken play is a nd aid to business or professional success. The son why so many men stick to the jobs long er it is financially necessary is that they have le it a point to holiday regularly. They have overed that the happiest and healthiest life is e achieved by co-operation between play and

Half the pleasure of an annual vacation lies ts contrast to the drudgery that is a part of ry task. And it works both ways. This man ay from the monotony of an endless round of ure and pleasure. All play and no work is as mful to Jack (and Jill, too) as all work and

Theodore Roosevelt led one of the busiest, piest and most useful of lives, and he got so ch wholesome fun and play out of life as well he wrote books to tell others about it. He yed as he went along with his many and strenu-

A Big Financier Warns

Frank A. Vanderlip, president of the National Bank of New York, recently returned from olonged trip through Europe with Mr. Hoover, elivering a series of addresses in which he ns and advises his countrymen in regard to al and industrial conditions in the old world. inclination, training and experience, he is an erver and student of social problems whose aracy in summing up a situation is widely gnized. His present views of the world situaare given, of course, with the object of helphis own nation thoroughly to appreciate the sent world situation and adapt itself to meet perils and benefits it contains. Much of what says, however, is quite as timely for this

He declares that the nation which will domte the world in the future is the nation that ags about the most harmonious relations ween labor and capital. In that statement lies f for deep pondering by every intelligent en of this country. At the present hour, aking broadly, capital and labor in Canada e reached an impasse, a deadlock from which e must come the beginnings of a greater nony or greater friction and hostility that will p us limping behind in the world's industrial when we should be racing strongly, well to front. Canada has an opportunity today as with possibilities as that facing the great ublic. We can achieve a strong unshakable nomic position at home and abroad that will us immense material returns and the chance service to humanity. We can win to this proing we remove the causes of discontent and antagonism, bring capital and labor into ty and unselfish co-operation, introducing a er distribution of the good things of life.

Again, in putting his finger on the high cost iving as a source of the widespread industrial social unrest, Mr. Vanderlip brings this matclose to Canadians. This fact, he declares, is zling and exasperating labor everywhere gerously. Labor by strikes or other methods ires higher wages, but finds there is no reducin the cost of the essential things. The wages up, but the cost of living keeps several jumps ad, and according to Mr. Vanderlip there is a icion in the mind of the worker that values deliberately manipulated so as to make his eased wage of no benefit.

These are grave warnings from an unques ed authority that we should keep in mind as tackle the task of finding a solution of our prond social and industrial conundrums.

Research Work in Canada

The national research council at Washington reached out and taken one of the professors he Western University. Dr. E. F. Barker, who been active in the organization of a departit of physics at the London institution, will go the University of Michigan to continue his stigation of the structure of the scientific While his branch of science does not oper-

nstry of any size the research of scientifically- ultimate in roasted goobers.

trained men is being applied to develop industry and to add to the whole knowledge of the nation. Millions of dollars are being spent by the leaders of industry to make the particular two blades of grass that interest them grow where before only one grew. A Canadian newspaperman was recently deputed to make a trip through large American cities to ascertain what was being done along lines of chemical investigation and general industrial research. After a survey that was necessarily casual he returned with a feeling of tear that Canada was to be left very much in the rear unless industries and universities devoted themselves at once to a speeding up of the

One American plant was found to be spending a million dollars a year for research alone, another had appropriated half a million, a third a quarter of a million and so on through the list of factories that were visited.

While many Canadian concerns are seized of the importance of such research work, and are engaging experts competent to conduct the experimental investigations that reveal to industry both new methods and new products, it cannot be said that Canada is anywhere within reach of the United States. In the United States, endowed chairs in the scientific research departments of m buiness and public life and devote the bal- the new probing of material and processes. The colleges have done much to prove up the value of e of his time on earth to play. For twenty- limits of the discoveries made by men working years he has worked without let up, body, under the Rockefeller Foundation, for instance, are beyond calculation. Many other men have established specialists in the laboratories of small universities to undertake research along special lines, of benefit alike to the manufacturer and to

Canada has its bureau of research at Ottawa, By FONTAINE FOX. but its work must become better known and the need for its extension into universities and factories must be spread broadcast. The competent men must be held for the college faculties, and manufacturers must show their willingness to take advantage of the facilities afforded them. By-products are often the chief output of a factory; what may be accomplished with Canada's resources of land, mine and forest is beyond measuring, but there is no doubt that no country exists which has the same fertile fields for development and research as Canada.

Let's Paint Up the Town

The late A. O. Graydon, for many years city engineer of London, once said to the writer that what London most lacked was fresh paint on its. proposes to play all the time will likely find buildings. So the latter, then an aspiring city hall r six months of it he is fed up. He will want reporter, wrote an article suggesting that all the eturn to hard work for a spell in order to get old buildings in the downtown district should be painted white above the first floor. The idea didn't catch on; perhaps Mr. Graydon was thinking ahead of his time when he suggested to business men the advertising value of painting buildings frequently above the first floor line. But since as that time the era of fresh paint has come with not only advertising force behind it, but a certainty | that to paint is to preserve as well as to render pleasant to the eve.

There is need for more paint in London. While it cannot be said that many of our buildings are unsightly, let it be said on the positive side that the buildings which have been painted stand out like a man in cool, white, clean flannels in a line

Why should merchants wash the windows of their stores if they will not make the setting of the windows attractive? Why should they dress the windows of their stores, and give to their colorful wares an appearance of a flashy cravat worn by a member of Coxey's army? Of course these may be extreme figures of speech, yet we can all visualize how Dundas street and Richmond street would appear if to every building that requires paint were applied copious coats of red or white or dark green.

Paint is not only the substance that makes in for beauty and orderliness, but it is regarded as a factor in preserving every article of building material upon which it is applied. It lengthens the life of wood, of iron and steel, even of bricks, and the first thaw came the streets were a when signs and trimmings of buildings are brightened up there is at once a new tone to a town.

n up there is at once a new tone to a town.

Returned soldiers say that London looks mer and cleaner than ever before. trimmer and cleaner than ever before. Our snow-loveliest less winter may have had something to do with that, but it is certain that the store fronts proper have been improved, and in many cases the upper bers. stories as well. There is a good spirit toward was making stores attractive among the merchants, she fell to a sitting position on the but there is a good deal yet to be done. A fairly sidewalk, with both muddy rubber but there is a good deal yet to be done. A fairly sidewalk, with both middle stocking up as much as to say, "Look liberal allowance of paint will work a great im-And looked at they were by a ma

EDITORIAL NOTES. Butterflies. They do and it does.

The tariff is remarkable for the things it

and Georges, however.

The attitude of Union Government on everything, including the tariff, is that the war has not ended. How many years will that cry last?

I most solicitous about her accident, but Mazie assured him that she was not hurt at all and thanked him coldly for his assistance. He raised his hat as she went in the door.

Mazie was furious with herself.

"To think of how dignified I thought I was that day I snubbed him and then of all men in New York, he should find the string in front of him in the most."

The Toronto Telegram wants Borden Government until something "just as good" is in sight. It does not suggest that anything could be worse.

We have seen a sixty-dollar ticket for the Willard-Demsey fight, probably the most expensive piece of cardboard that ever bore printed

The rainstorm may have affected the first Sunday at Springbank when the cars ran, but cars departed every fifteen minutes and were well filled Ne

Canadian aviator may be lost in Catskills, says a heading. Perhaps old Rip asked him in to have a taste of the thing the gnomes used to roll down the mountain.

Whatever may be the position regarding the securing of municipal band music for London, the city council should be generous in the matter of providing concerts this year.

Regarding the remark of this column about directly in the industrial field it is a phase of putty peanuts, it applied to London peanuts in passion for research which has seized the general, and not alone to those of the concessionaires of Tecumseh Park, who, we understand, are Not only in universities, but in almost every out to uplift the peanut business and give us the

THE TOONERVILLE TROLLEY THAT



The Advertiser's Daily Short Story (Copyright, 1919, by the McClure

A MENTAL TRANSFORMATION. By Lilian Hall Crowley.

Mazie put the manuscript in her bag and started for the subway. She was a very happy young woman this pleas-ant March morning, for her hopes seemed well on the way to realization. She had been studying and working

leaves to the future.

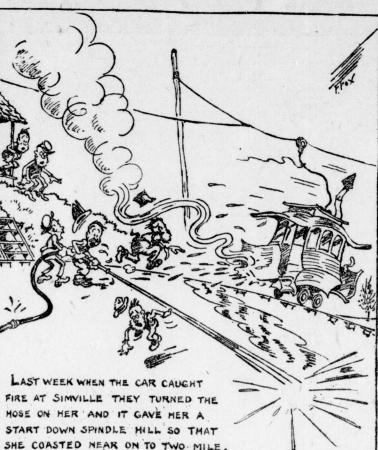
Woodrow says his fourteen points are in the peace treaty. Nicely whittled down by David and Georges, however.

Eyes Inflamed?

If your eyes are inflamed, weak tired or overworked; if they ache; if picture shows make them feel dry and strained, get a bottle of Bon-Opto tablets from your druggist, dissolve one in a fourth of a glass of water and use as an eye bath from two to four times a day. Bon-Opto allays inflammation, invigorates, tones up the eyes.

Standard Drug Stores. Strong's Drug Store.

MEETS ALL THE TRAINS



"I am twenty-four." Mazie repiied.
"but I thought when I saw you in the
office that you were as old as my
father. You don't look at all old to-

night, though."

"Perhaps I am more human than I was the other day."

"Perhaps," said Mazie freezingly. Seeing he was on dangerous ground he changed the subject.

Mazie stole a glance at him and was glad she had looked in her mirror.

"I find I like your music very much, but would like to suggest a few changes. May I show them to you? You see this is from the standpoint of the market," he hastened to add.

"You are very kind. Yes, I should like to have your criticism."

"Well, hardly that," he replied, "but I think if you would change this it would go better," pointing to a place in the score. the score. Mazie saw at once that the changes

Tom Granville arose to go. "We haven't finished going over tht music. May I come tomorrow night?"
"Oh, yes." Mazie answered. "I am so happy that you are going to publish it. One is so foolish about one's creations you know."

hirty-four, which is a great deal older of my complacency. Please marry me nd save me!"
Mazie's worshipping look was turned
all upon his handsome face as she re-"I will marry you, but it will be ecause I love you!"

"Newspapers Are the World's Mirror"

Comment, Cleverness and Mere Verbiage From "Educators or the Common People" in Canada and Other Lands.

WHERE FACTS COUNT.

THE SOVIET IN RIDGETOWN.

BOUGHT A PADLOCK.

[Boston Transcript.]
A woman is as young as she looks ut not always as young as she thinks

[Ridgetown Dominion.]
Was it a Bolshevik that soaked the
"traffic cop" at the corner of Erie and
Main on Monday evening?

'Malaria gets terrible unpopular wi

A SQUEAKY SPRING. [Life.] Crawford—I always thought the you

hing. Crabshaw—So it is, until he begins to

NO DIFFICULTY THERE.

[Boston Transcript.]
"But suppose," said one of the spectators on the Common, "that the parachute should fail to open after you had jumped off—what then?"
"That wouldn't stop me," answered the parachutist, "I'd come right down."

FARM PRODUCE PRICES.

FARM PRODUCE PRICES.

[Alliston Herald.]

With the price of pork up above the twenty notch, the old familiar barnyard hog has taken on a new value, A perfect specimen of the bacon type, well developed and grain fed, which makes the flesh firm and heavy, brings big returns just now. One of this kind of pig was bought last week by Mr. R. D. Boyes from Mrs. Terry Lynch, Mr. Boyes paying \$117 for the single porker. With the price of produce at its present level a small basket of market stuff which can be shoved under the seat of a buggy is worth considerable money. One woman on the market here a couple of weeks ago had 15 pounds of butter, 12 dozen eggs and 5 dressed fowl. The lot brought her \$21.30.

NO BRAINS IN CANADA?

[Peterboro Examiner.]
The present government at Ottawa is no more entitled to praise for its consistency than it is for its energy or ability. It advocates trading at home, urges the Canadian people to buy Canadian-made goods, and many of its members once went through an election. Canadian-made goods, and many of its members once went through an election campaign loudly shouting. "No truck or trade with the Yankees." And yet we find that when the work of classifying and organizing the civil services was to be done, the civil service commission shows so little confidence in Canadian ability or Canadian brains that it has employed a Chicago firm to carry out the work. Does the government hope to convince the people of Canada that there is no one on this side of the line with brains enough to remodel the civil service? There is no question about the necessity of reforms



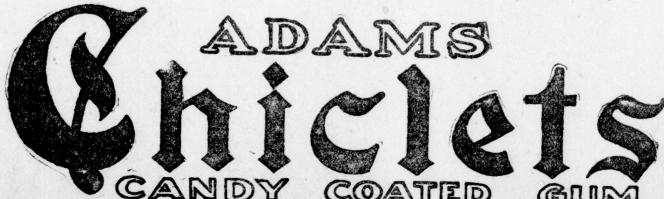
The effects of a hurried breakfast or a factory lunch can be offset by chewing a Chiclet. It aids digestion. Your teeth also will be improved. Make Chiclets a daily companion. The

peppermint candy-coating makes them "Really Delightful."

Chiclets are sold everywhere. Next time you see them displayed, leave a nickel and get ten Chiclets.

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