

London Advertiser

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London, Ont., Wednesday, Feb. 15.

The Life Underwriters.

LIFE INSURANCE salesmen are in convention in London this week, comparing notes, studying the most approved methods, finding what form of insurance is the most useful and beneficial to the people with whom they do business.

London, the financial center of Western Ontario, is the logical place for such a meeting to be held.

During the past few years the attitude of the public has changed toward life insurance. It has been educated to realize that insurance is a definite quantity, and that it can not be sold at bargain prices for any length of time. Actuarial skill has placed a very definite element into dealing with such an uncertain thing as human life. Many a man in Canada, especially in Ontario, has suffered the loss of many hundreds of dollars because certain fraternal companies had to pass through the stage of selling insurance to their members at less than cost, and in the end make a levy to square matters which many of the older members were not prepared to stand.

The companies represented at the gathering in London have, fortunately, a definite proposition to sell, and one that has government sanction. They charge a definite amount, and agree to deliver a definite amount. They sell as a straight business proposition; they can protect a man's investments; create an estate that could not be gathered together in any other way; provide for the operation of a man's earnings powers after he has passed away; give an incentive to a young man to provide against poverty in old age.

There is no other medium doing this work so thoroughly and with so little risk to those who are putting up the money.

During the last few years life insurance companies in Canada passed through several crises that would have shaken less stable concerns to their roots, if indeed they could have survived at all. In the first and worst "flu" epidemic of 1918 they paid claims of \$14,000,000 or more; during the war they met claims without a whimper, between these two, the "flu" and the war, being called upon to pay out at least \$50,000,000. No other agency could have met this drain and survived the ordeal, and it is well to note that they passed through this period with no special levy on policyholders. It was a trying season, no doubt, but in the end formed probably the greatest and most lasting advertisement that the insurance companies could have secured.

London is pleased to have the life underwriters as her guests. They are doing a legitimate, commendable class of work.

Movie Madness.

OUR PERSONALITY is built up largely by what we SEE. Our eyesight is our greatest educator. So true is this that it has been calculated that not more than 6 per cent of those born blind actually attain sufficient character and mentality to become self-supporting.

The "movies" are today a constant series of visual suggestions. And we are all creatures of suggestion. We are built up very largely by what we hear, feel and see.

Those who have seen movies in the making at Richmond, England, at Hollywood, California, and at Long Island, New York, know that the directors wholly dominate the entire cast, men and women alike. And it is a psychological fact that it is easy for a strong-willed director to carry this domination beyond the studio, for good or for evil.

Every actor or actress is better or worse for the role he depicts. None can live two roles, forever, even on the stage and off, and escape having them commingle, any more than Dr. Jekyll could escape from Mr. Hyde.

Usually and unfortunately recent events show plainly that the evil often overwhelms the good. There are two distinct kinds of pictures. Those that represent life as it is—extol courage, honor, sincerity and the higher qualities of the human nature. Those are beyond question beneficial, and a source of great good to the community and to those who make them.

The other product of the silver screen, appealing to mawkish sentimentality, and extolling the pettier emotions such as jealousy, vanity, the worship of brute force and the frequent misinterpretation of the true values of life, are a source of great mischief to young and old alike, and lead to an entirely warped conception of society as a whole.

This sort of picture, produced solely for financial gain, sacrifices fundamental truths in order to appeal to false sentimentality.

For instance a handsome criminal as often shrouded in a cloak of romance. He is captioned a "gentleman Raffles" whose finer instincts remain unstained, although he transgresses every law—and those who uphold the law are either held up to ridicule or placed in an odious light.

What is this in the minds of the young but a subtle justification of crime?

The natural effect of such a picture upon untrained minds is to sur-



round vice and crime with a halo of heroic glamor.

The undoubted result can be no more or less than that many are led by these suggestions and false conceptions to a life of instinctive defiance of the law, or into the commission of actual crime.

The recent murder of WILLIAM DESMOND TAYLOR, with its sordid horror and morbid revelations, would doubtless serve as an excellent "super-release" for certain producers. A leprous scenario writer probably would go so far as to connect some theatrical justification for the slaying, and strive to weave a halo of romance about its perpetrator, even probably to the extent of marrying him to the heroine.

That's the psychology of movie madness, so let us guard against it in Western Ontario!

Canada Must Dig.

COMBINES can build all the fences they wish around their premises. They can tie up all the agencies, and buy out all their competitors.

All goes well and it looks as though they might clean up on the market and make a fortune out of the consumer who has to buy from them or do without.

—But, There is one concern they overlooked. Not very wealthy, but quite safe. It has paid a great deal of attention to its research department, and holds a secret chemical formula that could be scribbled on the back of a postcard.

And on account of that formula the firm cannot be ousted. When the pressure gets hard all it has to do is reach in the pigeon-holes for something newer and better. That company, in spite of competition, can keep on raising the quality of its products a few points in advance of its rivals.

So in steel-making! So in the manufacture of electrical apparatus! So in textiles! So in chemistry! So in agriculture! So in every important branch of human industry!

So, unless we master all that is to be known regarding the nature and possibilities of our vast supplies of varied raw materials, Canadians must ultimately find themselves at the mercy of foreigners who know how to prepare our riches for purposes of commerce.

What does it all mean? In Canada we must know how to deal with our vast stores of raw material. At present in taking out some we are destroying others, or our methods are so unsuited to the case that we have given up in disgust. We are waiting to see what some other country does in the way of perfecting a new system, and then we wonder how it is that outsiders obtain such a hold on some of our resources.

Research and study is the one safe way for Canada. Otherwise we are going to be running neck and neck for the position at the rear of the race.

LITTLE 'TISERS

A lot of folks are wondering if Germany is really poor or just poor pay.

According to some reports the unemployment situation is troubling Ottawa. That is the unemployed on the government payroll.

When the snow gets soft around noon the small boy simply can't resist following the slogan of one industry to "Say it with snowballs."

It has become a popular thing for some tailors to give "free pants" with a suit of clothes. Only drawback being that it is necessary to get the suit in order to win the pants.

Some wise chap has been running

At Her Faither's Hoose at E'en

There are lassies braw, an' I see them aft
As I travel far an' wide,
An' tae meet wi' them, who are weel-bred Scots.
Gies me muckle joy an' pride.
Oh! it's nice tae meet wi' these lassies aft,
An' tae spend an' oor or twa;
Tae an' ardent Scot it's a pleasure great—
It beguiles his cares awa'.
Nae a mile frae me there's a wee Scotch lass—
An' nae bonnier I've seen—
Sae I often ca' on this lassie noo,
At her faither's hoose at e'en.

She's a cheerie lass, wi' a happy face—
I've a vision of her noo;
She has roguishness in her hazel een,
Yet, tae ilka frien' she's true;
She's nae less ava' for this fickleless,
Which will no' hear any test.
Sae, we folk who ken this wee lassie weel
Are th' folks who lo'e her best.
Oh! it's nice tae meet wi' a lassie true,
Who has intellect that's keen,
Sae, I often ca' on this wee Scotch lass,
At her faither's hoose at e'en.

There's nae rose that blooms, there's nae heather grows,
On oor hillsides hame awa',
That can yet compare wi' th' beauty o'
A wee sonsie lassie braw.
That is gin she's Scotch an' a clever lass,
Wi' sparkle in her e'e;
Let a' thier lads choose what lass they wish,
It's a braw Scotch lass for me!
Oh, this lassie here nae a mile frae me
Is as bonnie as a queen,
Sae, I often ca' on my wee Scotch lass,
At her faither's hoose at e'en.

—MACK.

a series in this paper on how to tell people by their ears. We're watchin' for his chapter on long ears. He'll be a brave man if he comes through clean on that and signs his name.

Rumor has it that a company of Russian ballet dancers are to attend the Genoa conference. The success of the gathering, from the standpoint of attendance, is assured.

A couple of young chaps who work of THE ADVERTISER editorial staff in summer, are going through the Western University Surgical School in winter. Amputating with a blue pencil in summer and a butcher knife in the winter.

W. G. RAYMOND, M.P., of Brantford was the speaker at a gathering in Stratford, his subject being in a general way on the need for obtaining a knowledge of human nature. We were rather hoping that the eloquent W. G. might hold forth on the knack of obtaining a big Grit majority in what had been a Tory seat.

Our idea of a sensible girl is one who is in possession of a good supply set of galoshes when the Russian boot fed hits the town, but keeps right on slopping in the galoshes instead of changing over and slopping in the Russ boots. A young man in quest of a thrifty wife should pursue such a maiden.

Our idea of a thrifty man is he who still has the tinge and dust of ashes in his whiskers at this late date. It indicates nothing to start the season strong, but it indicates much to find a man who when winter is ready to fop over in the lap of spring, is still agitating the ash-sifter and rescuing the clinkers.

The premier of British Columbia, says an Ottawa story, is on the way to the capital to sell a railroad to the Dominion. It is further stated that the road is showing a handsome annual loss. It is not stated if the B. C. premier is accompanied with an armed guard, or what provision he has made for ambulance service at Ottawa.

Just finished reading a very interesting article in a city paper on how to make butter. It's so much easier to sit in a city office and write about these things than it is to get out on the sod and do them. Also, we wonder how the women in the country ever knew how to make but-

TO THE EDITOR

HELP RUSSIA.

Editor Advertiser:
Sir,—Would you be so kind as to publish the following letter entire or in part in your columns?

Citizens of London.—The local branch of the Canadian Friends of Soviet Russia, whose headquarters are in the City of Toronto, herein appeal to you and your organization, whether it be church, lodge, club, or union, for material and financial aid on behalf of the suffering and dying millions in the famine-stricken area of the Russian Volga district, which covers 5,000 miles, with a population of 25,000,000 human souls more than three times the population of Canada. Their acute distress is due to a failure of nature to provide the necessary rain, together with the excessive heat of last summer, which baked the fields until even the blades of grass withered and died. But their misfortune is due not solely to drought, effects of seven long years of war and blockade, coupled with the worst of all wars—civil war.

Sir Philip Gibbs, speaking in Massey Hall, Toronto, recently, gave a harrowing picture of the horrors of the Russian famine, as he himself has witnessed. He declared that the villagers awaited death with patience, nay with eagerness, to relieve them of the terrible pangs of a slow starvation. To them death is the Belated One, whose succor is tardy, hoped for and implored. According to other eyewitnesses who have investigated these pitiable conditions, mothers (maddened by the spectacle of their children's frightful sufferings and incessant wailing for bread) in a wild impulse slay them, to still the unendurable sound of their cries and moans. Reports are daily reaching the national offices of the relief committee, saying that the living in their desperation are now eating the dead!

Moreover, Sir Philip Gibbs stated to the officers of the Canadian Friends of Soviet Russia while in Russia, are making every effort possible to hasten the delivery of foodstuffs to the famine area and that they are withholding nothing from the sufferers. The testimony of men like Gibbs (and there are many who corroborate his assertions) cannot be gainsaid. As organizations are making every effort to help, we are therefore confronted with a solemn duty—that of doing the utmost that lies within our power to help alleviate the calamity which has befallen the Russian people.

Ours is not a political, but a humanitarian organization, whose sole object is to procure aid for the famine sufferers, and we invite all organizations to send delegates to share in this great undertaking. The Russian revolution is too immediate to enable anyone to gauge its ultimate causes and effects. Our historians, when it has become more remote, it would be folly on the one hand and narrowness on the other to refuse help to a suffering and unhappy people, who are dying on the wayside from lack of sustenance, like lemmings in autumnal days!

Dr. Nansen, appealing to the British people for relief, declared it is too late to save the people in Russia. Whatever is done they will die by millions. Livestock is dying everywhere, and if nothing is done there will presently be none remaining. Twenty Canadian dollars will keep a horse alive, but a Russian life can be saved for 15 shillings. That sum would keep a man alive until the new harvest.

President Harding declared that the urgent need of the Russian people should be sufficient motive for voting money for their aid, and \$20,000,000 was so voted.

We are now appealing to the Ministerial Alliance, to all religious bodies, to all fraternal organizations, all clubs and unions, as well as to individuals, confident in that one trait in humanity—Brotherhood.

Send all donations in shape of checks or money orders to Canadian Friends of Soviet Russia, Fred W. Daly, treasurer, P. O. Box 384. Donations of clothing can be arranged for by letter, either to our secretary or treasurer.

Progress will be reported in the local press from time to time. (Signed)

ALBERTA JEAN ROWELL,
Secretary, P. O. Box 456.
FRED W. DALY,
Treasurer, P. O. Box 384.
GRACE N. BROWN,
President.

READ YOUR CHARACTER

(By Digby Phillips.)

NO. 125—LOW, STRONG VOICES. In a way, it is true that the human ear is a more perfect, and completely standardized, so that everybody might hear sounds exactly alike, and be able to discern slight differences which otherwise can only be noted and assessed for comparison according to a single standard, by scientific instruments.

If human ears were built this way it would be possible to read characters almost completely and inevitably by the sound of the voice alone. As it is, it is surprising how far the trained ear can go in this direction.

Take, for instance, the loud voice, the general indications of which were discussed in a former article. It is much like and yet quite different from what is called the "strong" voice. The one has a harsh, strident quality. The other has not. And yet the other may carry just as far, and be heard just as distinctly. Again, you can take the strong voice and subdivide it. There is, for instance, the low, strong voice, and the full, round, strong voice. This doesn't mean the difference between a bass and a baritone. Either may possess either a low or a full-toned voice. The low, strong voice indicates in many respects the same things as the loud, harsh voice. That is to say, it reveals a person of energy, both mentally and physically, primarily a "doer," usually strong, muscular, and athletic in short, a typical "field leader." But it also indicates a keener sense of differentiation than is possessed by the average "rough-and-ready" person, and a greater measure of self-discipline and control.

Tomorrow—The Full, Round, Strong Voice. (Copyright, 1921, by Public Ledger Co.)

25 YEARS AGO TODAY

Here We Have Items of Local and District Interest. As Recorded in The Advertiser of 1897.

WEDNESDAY, FEB. 15, 1897.

Weather.—Generally fair, a little bit colder.

A convention of the Baptist Sunday schools and B. Y. P. U.'s of the County of Elgin will be held at Sarnia on Friday. Among those who will take part in the program are: J. H. McIntyre, president of the association; Rev. T. T. Shields, James McRae and Miss McLean, all of Detroit.

The East Middlesex Farmers' Institute met at Belmont on Thursday, Feb. 11. The afternoon session was fairly well attended by the following men: W. H. Odell, W. Cousins, John Cousins, J. J. Manning, Colin Campbell, J. H. O'Neill, Wm. Martin, James Legg, A. Muir, A. A. Brodie, Y. Watcher, John McNabb, John Boyd, D. Black, James McMillan, John McGrath, R. J. Campbell, W. S. Laidlaw, S. Barrett, James Fitchett, George Willis, W. E. Potts, J. W. Manning, James Diff, Wm. Shields, Amos Carrothers, P. Kingwill. Several subjects, such as "Seed Breeding," etc., were discussed during the afternoon and in the evening Mr. John McDougall took the chair. Col. D. McRae gave two discussions, and Mr. Nelson Monteith one. Music was furnished by the Misses Fram of Evelyn. The meeting closed with "God Save the Queen."

Mr. J. Saunders of London has started a singing school in Komoka.

At the regular meeting of the Baconian Club on Saturday night, the president, Mr. O. J. Stevenson, B.A., tendered his resignation because of his removal to St. Thomas. The resignation was refused, and Mr. Stevenson requested to remain in office till the expiry of his term. Mr. W. E. Mullins gave a recitation, and Mr. T. W. Scandrett, a reading. Mr. D. A. Galbraith, B.A., furnished a very brilliant paper on hermeneutics.

A meeting of the ministerial association was held on Monday in the Y. M. C. A. building with the following present: Rev. Messrs. Walker, Talling (secretary), R. Johnson, T. S. Johnson, Russell, Smith, Pedley, Claris, Fowler, Jackson, Hobbs and Lancelotti. In addition Rev. R. Hunter of Ridgeway and Rev. Murdoch Mackenzie of Hanan, China, were there as visitors.

East Middlesex was well represented at the annual meeting of the Liberal Association of that riding.

held on Saturday in the Liberal Club rooms here.

President E. Ironsides of Ilderton occupied the chair. After the usual business had been attended to, the following officers were elected: Mr. John Gibson, president; Mr. John J. Elliott, Westminster, vice-president. The vice-presidents chosen for each division were: S. B. Gorwill, London Township; James Murray, Westminster; A. McConnell, North Dorchester; J. C. Dennis, South Dorchester; Dennis Collins, London West; Alex. Shambieau, East London.

Among those present besides the names already mentioned were:

COMMON SENSE VIEWS TO KEEP WELL

Calories--To Tell How Many You Need

BY DR. R. H. BISHOP.

THE modern housewife has little time to make a thorough study of calories in connection with food requirements, yet she must know how much food is required by members of her household. Ordinarily she can trust pretty much to appetite to govern her food.

lite-unperturbed appetites are very useful guides to rational eating.

The adult who always maintains a uniform normal weight has usually adjusted his food supply to his needs. If a child makes headstrong, steady gains in weight throughout the period of growth, we can usually depend upon it that the child is eating right.

But all adults do not maintain a uniform normal weight, nor do all children make headstrong, steady gains in weight. Some adults are too thin; some too fat. Some children have too large appetites, some are too pampered.

For such cases it is necessary to have accurate measurements by scientific methods of the real fuel needs of the body to check on appetite or as a guide when appetite fails.

It is now understood that a man lying quietly in bed throughout the 24 hours of the day burns at least 12 calories for every pound of body weight, which means for the average man a daily total of from 1,600 to 1,800 calories.

If conditions permit, it is better

to see that this energy is taken from food, rather than that the body be permitted to burn itself up. A general starving policy for the sick is as obsolete as blood-letting.

The energy expenditures of men, women and children have been closely studied through the use of a device called the respiration calorimeter, a chamber in which a person may remain for some time.

It measures accurately the actual energy expenditure. Hundreds of observations show that men under the same conditions of weight, age and occupation use practically the same amount of energy.

A definite amount of work calls for a definite amount of energy in the form of food.

The only reason why we are not forced to stop working when food is withheld is that we are able to carry stores of fat and a little carbohydrates as reserve fuel, and also to draw on our body protein if necessary.

Thus men have fasted 30 and 40 days, but the body becomes more and more impoverished and when the reserve supply is exhausted there must come fuel in the form of food or all work stops and death comes.

Cuticura Soap

—The Healthy—

Shaving Soap

Cuticura Soap shaves without soap. Everywhere.

Stronger than Metal Lighter than Wood EDDY'S INDURATED FIBREWARE

Household and farm utensils of Eddy's Indurated Fibreware are much stronger than metal or wooden pails and tubs and very much lighter in weight. Their glazed surfaces, hard as flint, defy the roughest usage.

A blow or fall won't dent Eddy's Indurated Fibreware. Made in one piece without seams or hoops. Eddy Fibreware pails and tubs, can't leak, rust, fall apart or become odorous. They are easily kept clean and made in just the right sizes for every purpose.

And with all these advantages Eddy's Indurated Fibreware household and farm utensils cost no more and serve you about twice as long as their clumsy rivals made from metal and wood.

When you go to your dealer's, ask to see Eddy's Indurated Fibreware. Price it and compare it. Your own judgment will confirm all that we have said about it.

The E. B. EDDY CO., Limited, HULL, CANADA

Makers of famous Eddy Matches. Made in Canada for Canadians.



MACDONALD'S PRINCE OF WALES

CHEWING TOBACCO

The Tobacco with a heart

Canada's standard since 1858

