London Advertiser

The London Advertiser was established in 1863, and is published four times daily by London Advertiser Company, Limited. The subscription rates are: London, 15 cents weekly. By mail: In Canada, \$5.00 yearly: in the United States, \$6.00 yearly.

The Advertiser is represented in Toronto at 95 King street east and in Montreal at 1013-1014 Transportation Building, by J. B. Rathbone; in New York at Park Lexington Building; in Chicago at Wrigley Building; and in Boston at Old South Building, by C. H. Eddy Company.

40 per cent that get but 5 per cent of the trade, and that is exactly where most of them do occur.

According to one theory a large number of stores handling similar lines should be a good thing for the consumer because the resulting competition will keep down prices.

That idea is faulty. Look at it in another way. Take the grocery or any other trade for

WEDNESDAY, APRIL 23, 1924.

The Six-Sided Trustee

Dr. Silcox, principal of the Normal School at Stratford, believes that school trustees should be a peculiar people. Speaking at the Ontario he has waiting on him. Educational Association in Toronto, and addressing himself to urban trustees, he proceeded

to deal with the education of these individuals. It was an interesting thing to do, perhaps a little courageous as well, for one lone pedagogue to back the trustees up against the wall and picture to them the men they ought to be.

Dr. Silcox thinks the ideal trustee should "realize his own limitations in lines of work outside his own specialty." This would cause him "never to interfere in the work of experts engaged by school boards to do work for which they were trained."

The model trustee must be developed in six home who need her attention. ways-intellectual, physical, social, economic, a regular hexagon in these things. If he's most lacking in physical fitness let him get out and play a few games-if his sciatic leg yells at him to stop trying to be a model trustee, he must school that offending limb into submission. He has simply got to be a six-sided man or limp in

six qualities, what is he going to do with them? public life or in her own home. Is it a course in training to show him that he must leave school affairs alone? As a matter of place that needs her and has the greatest claim wrangle now and then with salaries, let contracts for coal, and see what it will cost to get a new school building. That's just about as close as he ever comes to the actual problem of education. If a man on the outside imagines that by becoming a trustee he is going to put his finger on the pulse of education, he is due Advertiser: for an awakening.

Trustees are average men; very likely they would not claim any other standing. They have gone out into the world with little or with much education and they have had to make their own way. They know better than any teacher can tell them whether the equipment they had was sufficient, and, if not, where it was lacking. It may be they would make more plastic trustees were they rubbed and polished into model sixsided figures such as Dr. Silcox would like to see.

average amount of schooling. It may be better prospect of great blessing to those who do. to leave them alone. If they kick over the a little rough than too well regulated.

How Can It Be Done?

Civic authorities claim they are not worried the rest in 1924 estimates.

they can look around and find enough money to carry principal and sinking fund on \$275,000 for three or four months.

all trimmed to the last dollar?

The Right Thing To Do

Sir Thomas White, minister of finance from 1911 to 1919, has placed before the Home Bank inquiry all the letters contained in files marked "personal.

of counsel in attendance, and it should be im-tion, and if it were protracted and with high pressed on them at the outset that they are there fees to arbitrators both sides would lose money. Alfonso's heavy care, some jay a-plantin' bombs to facilitate the bringing out of facts quickly

guilty ones asked to stand up for sentence.

When the Stocks Break

President Gary spoke at the annual meeting of the United States Steel Corporation, intimating that the presidential election might interfere with business.

Wall street seized what he had to say and before the day was over 66 separate stocks had established new low prices for the year. That is surely a financial autocracy, and goes place for it.

to show how carefully a man in the position of President Gary must weigh and consider his

The incident also illustrates how little the they'd let the matter slide for a while. man on the outside knows of what is going on on the inside of the stock market.

a stock drops three or four points. A rumor the three R's-Readin', Ritin' and Rithmetic. gets a start, the market shivers and more prices

tumble. The best places for the small holder is with such gilt-edge securities as Dominion, provincial or municipal bonds. These were not numbered with the 66 that took fright at Judge Gary's speech. They are just as good today as before the address was given.

The Chance of the Small Store

cent of it by 20 per cent of the shops, and 5 per | been adopted.

cent of it by 40 per cent of the shops.

The number of failures, according to the law of averages, should be highest among the last The London Advertiser was established in 1863, 40 per cent that get but 5 per cent of the trade,

London. It is a fairly fixed quantity. People eat about the same amount week by week. The But I have a grave doubt that they'll ever find out more people who come in to share that business means an increase in the number of people who must live from it. Prices to the consumer cannot be lessened by increasing the number of people

The economist claims there are too many retailers, and he can produce figures that are convincing. But that is as far as he can go. He cannot keep more people from starting up, Such people as these with their hopeless disease but he can warn them. The chances for the retailer, starting in in a small way, on small capital, are not bright.

Once More the Home Wins

Mrs. Hilton Phillipson, member of the British House of Commons, is likely to retire from public life because she has three children at

There is no need to open up the old question aesthetic, religious. He must strive to become as to where a woman's work counts for the

> Mrs. Phillipson is in a position to look squarely at the whole question. She was elected by the people-has a perfect right to take her place in the Commons.

She must have by now a very fair knowledge it now? of what she can accomplish there, and whether Then, when a trustee has developed all these she can invest her time to better advantage in

Her decision to look toward her home as the positive fact the trustee has very little to do upon her is wholesome. The life may be less with what goes on in schools, with what is spectacular and less exciting. Admitting all taught there or how it is taught. He may that, the world and his wife will smile and pass a knowing wink at the news. The call of motherhood has won.

Once More the Chain Prayer "Subscriber" sends the following to The

"O Lord, be merciful to me. Let Thy

loving kindness shine on us. Let Thy breath be among all nations. Amen.

This prayer was sent to me and is to go all around the world. Those who pass it by meet with some misfortune. Copy this within ten days and send to ten friends, and see will happen on the eleventh day. Please do not break this. Sign no name, only date. Be sure and send within ten days."

Will "Subscriber" please pardon us when we decline to be a link in the chain that is to go On the other hand trustees as they are repre- around the world? In so doing there is no fear sent the people who pay the bills; they are from that something extra serious will happen to the mill run of humanity, the product of the those who don't pass it on, any more than the engaged. Then they enjoyed their first kiss and

When people feel impelled to pray, let them dashboard now and then and scare the teachers, get down on their marrow bones and do it right. perhaps it's a good thing. We'd rather see them This pen and ink substitute serves no good

A Situation Becoming Worse

It was evident from discussion at the city over the loss of \$30,000 estimated revenue from council meeting on Tuesday evening that the the annexed area, half of it spent in 1923 and decision of the Ontario Legislature to throw out parent that Ruth never saw a bunch of business. the agreement made between the city and street men in bathing. The board of education are certain also that railway company for street paving has resulted in a deadlock locally.

The major portion of the program for the works department is tied up, and will remain What becomes, then, of the impression created tied up until some solution is arrived at. When at the first of the year that civic estimates were the question was put as to what step could be taken to go on with necessary work on city streets the only suggestion was that the city section be payed and the street railway portion be left alone. This was not entertained, nor should it be. It would be a bungling way in which to work, and would be an admission on the part of the city that bylaw 916 was of no bell and have six men rush in with breakfast on effect, a move to be seriously avoided.

There can be only one good solution, and He took steps to do this shortly after his that is to go on and get the company to name return to Toronto, and is to be commended for its price. It is as much in the interest of the street railway company as in the interests of the Progress in this inquiry should be as rapid city to avoid arbitration if possible. Each as possible. There is rather a formidable array party is bound to pay 50 per cent of such arbitra-

a position where action looking to a purchase The bank smashed on August 17 of last year. now seems very desirable. The whole thing what's gathered there they'd better have no king It is time the official story was told and the depends on the price named. If the company want to name a reasonable figure, let them do so quickly so that the people may know what

Note and Comment.

The ideal condition is that we have fewer taxes to pay and more dollars to pay them with.

Russian reds are thinking of planting their flag at the North Pole. All right. An excellent

City council in London appointed a new tax colliector, just when a lot of us were hoping

Some one suggests "Trinity" as the name for Some man dies in a foreign land and at once the new school in West London. A trinity of

> Miss Agnes McPhail has no admiration for the school system of Ontario. But then, is there anything to which she ever gave her wholehearted approval?

An arrangement has been made between United States and Canada whereby property for an ambassador at Washington as has Canada, stolen in one country and seized by customs authorities will now be returned to the original The Ottawa Journal produces figures to show owners. The common sense and plain justice of that 80 per cent of the retail business in cities such an idea is so evident that it will surprise is being done by 40 per cent of the shops, 15 per a good many to know that such a plan has just

Rarebits By Rex

THE ONLY CURE.

'Tis said every ill in the world shortly will Be made very easily curable, And I hope that the boon will arrive very soon, For some have been found unendurable.

A cure for young "Cigarette Jimmy," His begging well shows that he's in the last threes Of that awful disease they call "Gimmie."

am almost as sure they will never quite cure The bird with the voice hail and hearty, Who gives you a whack, calls all strange per sons "Mac,"

And appoints himself "life of the party."

Might thrive in some good institution, But the only plan sure to effect a real cure Is summary electrocution.

Classics on your shelf may indicate that you are literary, or they may indicate that the book

agent was a woman. We know an old-timer who calls them the

younger degeneration.

The claim of a Montreal man of \$25,000 damages for breaking his hip may, or may not, b excessive. It depends what he had on it.

For husbands who assist their wives to dress for dinner there are no such things as soft snaps

The United States government has appointed more rum chasers. Are there not enough chasing

TO THE DOCTOR.

We sent for you to cure our ills, Although we know it's hocus-pocus; You fill us up with horrid pills, And every time you do, you soak us. An epidemic pleases you, You revel in the ills that blight us; You chuckle at a case of flu, And laugh with glee at tonsilitis. If you would win unbounded wealth, Ignore our ailments and conniptions; Don't mind about your patients' health. Just stick to writing out prescriptions.

"Don't miss seeing our rugs and carpets. They an't be beat."-Advertisement.

Motto for automobilists: "Fliv and let fliv." "The magistrate disposed of six liquor cases.

-News item. Is there no limit to this man's apacity? Marconi says the time is coming when alcohol

will be transmitted by radio. We presume the temperance people are already making arrangements to wipe out the broadcasting stations.

TRIALS OF A GERM.

Once there was a germ who decided to keep use on a young lady's upper lip. One day the young lady met a young man and they became the poor germ burned to death.

Another germ tried the same experiment. He perched on the young lady's lip and waited for her to be kissed. The young man kissed her. But the two had been married one whole year, so the poor germ froze to death.

If London appoints an attractive policewoman to arrest mashers, the law is almost sure to be winked at.

Ruth St. Dennis says the human form is the most beautiful thing in the world. It is quite ap- How Twenty takes to Bourg-Madame

Who Wants the Job?

King Alfonso of Spain would never have been king if he had his choice in the matter.-News item.

Perhaps he's right in what he says, at least

seemeth so to me, for bein' a king ain't just he job it's often pictured up to be. Most folks they think it is a snap to wear a crown upon your head, and have a man take off your boots and shine 'em when you go to bed. And in the mornin' when you rise just ring a

a tray and then go rushin' out again. You'd holler then for James to come, he'd enter in a graceful way, and say, "Old dear, I've picked the clothes that you should wear about

And when you go upon the streets the folks will make the old town ring, by singin' verses here and there about hail, hail, here comes the

Yet p'raps we never stop to think about Events at Toronto have forced the council to and things right underneath his easy chair. And down the street a block or two some re he goes and hires a hall, and tells the folks And others in a cellar deep they plot to

put him in the coop, or try to hatch an awful plan for puttin' poison in his soup. Or else some day when he would like to dig the garden at his home, they yell at him to get

his crown and start a-sittin' on his throne. It's hard, perhaps, to know what's best, it's tough for folks like you and me, but bein' a king in Spain just now ain't what it's all cracked up

Press Comment

The Fate of the Joiner.

When you find a shabbily dressed man these days, it's a pretty safe bet that he's trying to support a car and most of the town's lodges at the same time.-Wilmington Journal,

They Carried Gold Bricks.

Hod carriers, say The London Advertiser, get as high as \$1.25 per hour, but even at that, the rate of pay is not so high as received by some of the financial hod carriers around Queen's Park .-St. Catharines Standard.

Begins To Look Like It.

Probably the greatest fear on the part of those

who are chasing the late Deputy Provincial Treasurer Matthews is lest they should catch him .- Brantford Expositor.

No "Truck or Trade." The Irish Free State has just as much need

which is another way of saying that the need is nil in both cases .- Montreal Gazette, The Law of Diminishing Thrills.

After all, Teapot Dome was much like the

regular oil gusher. It made a splash for a while, but we are not hearing so much about it now.— Border Cities Star.

Dr. Frank Crane

Christ In Art

WE USUALLY picture Christ as our image of the ultimate truth. He is to the artist, as a rule, the man that ought to be.

Leonardo de Vinci's Christ of the Last Supper, the portrait that has stamped itself upon civilization's conventional imagination is a thinker, a man weighted with supernal wisdom and bowed with experience

Epstein's Christ is an eccentric, a man who, if he is divine, is a master magician.

Leonardo's Christ carries his head bent forward. Epstein's has his head thrown back. No thinker ever walked or sat with head erect and tilted back. This is the attitude of the floorwalker the lieutenant and the usher.

Epstein's perky, peculiar and misshapen Christ is a sign of times. For in these days we look for salvation, economic and political salvation at any rate, not from wisdom, experience, thought, mature judgment and deep insight, but from some trick or fancy theory or new discovery.

Epstein's Christ means we are to be saved by some Lenine, Trotsky, Debs, Dowie or Cagliostro. Some wonderful legerdemain of overturning the capitalistic system-that is, the destruction of accumulated property-is to bring in the Golden Age. Some fad is to abolish churches and save the souls by reading marvelous platitudes. Some new wrinkle is to simplify all governments, industries and systems of education. EPSTEIN'S Christ signifies salvation by hocus-pocus. The

human drama is to be made a success by some clever Belasco. Leonardo's Christ is the type that suggests Franklin, Washington, Marcus Aurelius, Victor Hugo. Salvation is through him to come by vision, by seeing the truth of men and things, by perceiving the great cosmic laws that govern souls, by wisdom that grapples mystery, by faith that understands.

So Epstein's Christ is a good type of the abnormal twist of these times. It is the artist's revelation of the underlying spirit of Bolshevism, Cubism and all moral, intellectual and aesthetic sleight of hand.

But this world is never going to be saved by a man who carries his head perked up, nor by any woman speaking the bromide shreds of out-worn philosophies.

If it is to be saved at all, it will be by common sense, by the evolution of the moral instincts, by the accretion of knowledge and its use by wisdom. Leonardo's Christ, the Thinker, is truer than Epstein's

Christ, the Crank.





bered throughout, and carry their numbers upon each kilometer stone. By following these indications, comprehensible even to strangers, the tourist can see at a glance if he is on the correct road. For example, Route National No. 20 conducts from Paris to the Spanish frontier at Bourg-Madame, in the Eastern Pyrenees; and No. 10 to the same frontier at Hendaye Rudyard Kipling on the Bay of Biscay.

With beauty, change and valiancy Of sun and soil and sky,

Where Twenty takes to Bourg-

The National Roads of France are num-

A SONG OF FRENCH ROADS. By RUDYARD KIPLING.

And bring the glorious Soul of France
Once more to cheer our soul (English Accent.) praise the Gods of Time and That bring a heart's desire And lay the joyous roads of France Once more beneath the tire--

so numbered by Napoleon, And Ten is for Hendaye

Sixteen hath fed our fighting line And Thirty-nine and Twenty-nine Can show where it has gone, Which slant through Arras and

Bapaume. And join outside Cambrai, Vhile Twenty takes to Bourg-And Ten is for Hendaye

The crops and houses spring once

Where Thirty-seven ran And even ghostly Forty-four Is all restored to man. Oh, swift as shell-hole poppies pass

The blurring years go by, And Twenty takes to Bourg-Madame. And Ten is for Hendaye

And you desire that sheeted snow Where chill Mont Louis stands? And we the rounder gales that blow Full lunged across the Landes— So you will use the Orleans Gate Since Twenty takes to Bourg-

And Ten is for Hendaye! Sou'-West by South-and South by

On every vine appear Those four first cautious leaves that The temper of the year The dust is white at Angouleme-The sun is warm at Blaye; And Twenty takes to Bourg-Madame.

And Ten is for Hendaye. Broad and unbridled, mile on mile, The highway drops her line Past Langon down that gray-walled

aisle Of resin-scented pine; And ninety to the lawless hour The kilometers fly— What was your pace to Bourg-Madame?

We sauntered to Hendaye!

Madame

Now Funtarabia marks our goal And Bidassoa shows, At issue with each whispering shoal, In violet, pearl and rose, Ere crimson over ocean's edge The sunset-banners die. . . Yes—Twenty takes to Bourg-

But Ten is for Hendaye! Oh, praise the Gods of Time and That ease the long control,

NOTICE A Change of Time

WILL BE MADE ON SUNDAY, APRIL 27, 1924. For full particulars, apply to any ticket agent

Canadian National Railways.

To the Editor

Making Progress.

Easter Is a Time When Men Can in the World.

Editor of The Advertiser: inspiring services and addresses in the city churches as well as editorials and articles of rare merit in the local press. Easter, although originally a heathen festival, has been gloriously vitalized and renewed through the resurrection of our Lord and made the very emblem and embedience of the world's and the interior of the resurrection of the constant, faithful elder brother, but for the returning prodigal. D. STEWART.

London, Ont., Easter, 1924. bodiment of the world's and the in-

dividual's hope.

Amid all the sin and sordidness, the wanton lust and vicious crimin-ality that abounds everywhere, this old world is still much better than it old world is still much better than it is usually painted. Did you ever go into a foundry at "pouring" time and watch the moulders with bared arms to stroyed by fire, the origin of which is attributed to a careless smoker.

running with their fire-pots full of the glowing hot metal? As each man comes to his "box" an attendant with a small iron rod pulls back the heavy "slag" from the lip of the pot in Look at Work of Worth Going on order that the pure metal may enter the "gate" of the mould. Similarly it is society's seum and "reek" that invariably comes to the top and is minutely chronicled as news, and Editor of The Advertiser: rightly so, while the golden metal of charity, of honesty and unselfishness gone, and if the weather was somewhat backward we had splendid and saviour, comparatively unnoticed. Yes inspiring services and addresses in and such a course of action is not

DESTROYED BY FIRE.

Associated Press Despatch. Versailles, France, April 22 .- Sev-



Factories at Hamilton, Ont. and Pont Rouge, Ope. WE RECOMMEND AND SELL BIRD'S ROOFING.

COWAN HARDWARE, LIMITED

PHONES 3461-3462, 125-127 DUNDAS ST. Your Trip to Europe



The boat you use and the route you choose can make or mar your trip. Travelling by Cunard-Canadian Service Steamers you spend two or three days on the glorious St. Lawrence-time to get your sea legsand four days at sea. You are surrounded by all the comforts found in the best hotels. Your meals are chosen from menus that are a veritable delight. You get service, courtesy and personal attention at every turn. See the Cunard Agent in your town for

sailing dates, rates, etc., or General Information Folder to The Robert Reford Co. Limited

General Agents



rubber and cords. In Dominion Cord Tires you have always had the greatest dependability-but now, by our exclusive new Web Cord process, internal friction and heat caused by cross threads are eliminated.

Our new Sprayed Rubber process increases the elasticity and strength of the treads and side walls, because Sprayed Rubber is the purest rubber in the world. It is used exclusively in

Dominion Royal Cord and U-cord Tires in Canada. The extra mileage and dependability of these new features in Dominion Cord Tires are thoroughly proven by years of actual road tests. They mean no increase in the price of Dominion

Dominion Tires
are GOOD tires
Royal Cords — U-cords

230