

London Advertiser

Published by
THE LONDON ADVERTISER
COMPANY, LIMITED,
London, Ontario.
MORNING. EVENING.
TELEPHONE NUMBERS
3670 PRIVATE BRANCH 3670
EXCHANGE
From 9 a.m. to 5:30 a.m. and holidays
call 76, Business Department; 73, Editors
and Reporters; 1174, Composing Room;
76, Circulation Department.
London, Ont., Saturday, May 20.

Accidents in the Country.

THE streets of the cities are looked upon as the places where accidents are most frequent, but it is very doubtful if this would prove to be the case. In the places where traffic is heaviest, regulation is the best possible.

In the last few weeks there have been records of some of the most heartrending accidents right out in the country, where popular fancy pictures everything at peace, and very little danger to any person.

Just a short time ago, a farmer was plowing in a field, when his 5-year-old boy came down and started to play with another plow that was standing at one side of the lot. By the time the father had finished his work he went to his son, only to find that the plow had fallen over on the child's neck and choked him to death.

Less than a week ago death came to a well-known farmer near Mt. Brydges in a tragically sad manner. He had finished his day's work in the field, and was putting a span of horses in the barn, when one of them, a colt, kicked him, inflicting injuries from which he died an hour after.

Another account comes from near Mildmay, where father and son were badly injured. The father was working in the field with a 3-year-old colt, when it kicked out and inflicted very serious injuries. Afterward when the son went to the stable to bathe the animal's shoulders, it kicked him in the head, and would undoubtedly have killed him had he not been dragged out of the road by his father, who was unconscious for a very long period, and, like his father, will be some time in recovering.

These are only four cases that have been heard of in the last few days, and they have all occurred out in the country where, in the minds of most people, there is very little chance for fatal accidents. Statistics will probably show that for the number of people engaged in farm work the number of accidents is higher than in most other callings.

Just why this should be is rather hard to explain. Boys on a farm at an early age become accustomed to being around horses, and perhaps in this way take chances that a stranger would not take. Then, there is the fact that they are at a greater distance from a place where they can get quick medical attention. In a city it is possible to rush an accident case to an hospital or to a doctor and have the necessary treatment inside of a few minutes, and in such cases the element of time enters very largely into the chances of recovery.

Whatever may be the explanation it is a very patent fact that the rural section furnishes from time to time some of the most distressing accident cases, mostly from kicks from animals, and injuries from agricultural and power machinery.

This Sunday's Lesson.

SUNDAY SCHOOL scholars are this Sunday studying "Hilkiah's Great Discovery." Hilkiah was high priest in the reign of Josiah, the sixteenth king of Judah. It is interesting to trace what followed the discovery of the Book of the Law, and to follow the surmises as to how much of the Mosaic writings it included. Opinion differs, some holding that it was part of the Book of Deuteronomy, while others claim it was a true and complete copy of the Book of the Law which Moses wrote and ordered the Levite priests to keep and deposit in the side of the ark of God.

These arguments and the ideas that they carry with them are all very interesting, but the 1922 application is that the Word of God was found and read, and on the reading followed the change in the heart of the nation.

All of which very properly leads to a consideration of what the Bible, as we have it, means to the present generation. It is a very easy matter to scoff at a bit at the person who holds to the Bible in this advanced day and generation. We have some very wise men in this world who can carve and cut the old book until there is nothing left to which a man can lay hold and feel that he has something that is going to prove an anchor in time and eternity.

The Gideons have placed Bibles in the rooms of practically all the hotels of this country. A strange practice, you will say. But a look at some of these books brings out the fact that very often they will be found marked and underlined, where men have scored passages that have meant a great deal to them.

There is not a man who was brought up in a home where the old family altar was observed but looks back on those days with a feeling of respect and admiration. He reveres the father who kept up that godly practice, and although it has fallen into disuse in his own home, he knows right well in his innermost heart that he has not done the right thing, and that his children are missing a great and wonderful influence that was accorded him, and that they are going out into life weaker because of this neglect.

When the boy leaves home the



-DOROTHY EXPLAINS SOME OF THE SPECIAL SCENERY THAT MOTHER HAS IN HONOR OF THE MONTHLY BRIDGE PARTY-

mother likes to know that he has his Bible along with him. She feels that in it there is a power to hold that boy that can come from no other source. There are very few boys who ever left their homes to seek their way in the world but had that little old book tucked away in their belongings when the trunk was being packed.

We are a smart folk in many ways, and we get along splendidly on our own hook until—something happens. When a man is at his last resource in trouble or sickness he is more grateful than he can express to get in touch with some man who knows the Book, who has a grip on the real things, and who has a strength that can come from no other source. In these extremities we turn very quickly to the very thing we hold lightly or neglect entirely in the days of our prosperity.

It is the wise teacher who will drive this great truth home to his or her class, rather than centralize on a historic presentation of this Old Testament lesson.

Picking Dandelions.

IT is wonderful to see the love that some of our men folk have taken for gathering the flowers of the field. They can be seen almost every day now out with a basket picking dandelions.

Of course, the dandelion is a pretty bit of a flower, a spot of yellow on a carpet of green, and it is only natural that it would attract the eye of any man who is fond of color and who has a spirit for lovely things.

Then, too, it is a fact that the dandelion will choke out other growing things, and it spreads very rapidly. So it may be that these men with the baskets are out for the good of vegetation in general, trying to keep the dandelions from becoming masters of the situation.

Some low-brow has come along and made the suggestion that the men with the baskets are out to get the dandelions to make wine, and he further alleges that they can put a kick in this variety of thing that would make a mule look as tame as the man who has just written a check for his income tax.

So there you are—you lay yourself open to three chances of speculation when you pick dandelions: you are after them as gay and pretty flowers; you are trying to help other vegetation by taking them away, or, in the last place, and we put it last, because it seems most likely, you are out picking dandelions to make wine.

Buying City Bonds.

THE statement of a visiting bond dealer that the city of London policy of selling debentures over the counter has robbed bond houses of \$30,000 in commissions, is a pretty good indication of the faith Londoners have in their own city. The bond dealers' gain in this case, besides the bonds were all sold at par, and this undoubtedly meant another large saving, as during recent years there have been few bond issues that have netted the municipality selling them par.

The disposal of \$3,000,000 worth of bonds to the city of London residents has not been without other beneficial results. Today the ratepayers to hold city bonds number over the thousand mark. Prior to the inauguration of the "sell-over-the-counter" policy the number of holders of city debentures was not one hundred.

Londoners now have their money invested in their own city. They can walk out any day and see what they have for security. Besides, this policy has won over dozens to a policy of thrift and saving, who prior to the war never owned a bond or ever drew other than bank interest.

There have been many tales of how famous men succeeded. But the most concise is the saying of the old man who advised his boy to work hard and keep his nose clean.

LITTLE 'TISERS

No matter what the styles in gloves may be downtown, along the river bank the rage seems to be for undressed kids.

The *Wingham Times* reads a lesson to its townsmen on being punctual in their attendance at public meetings. And the *Times*' lesson is capable of pretty general application. The chairman of the committee that made the Made-in-Guelph exhibition a great success started out with a fine of \$5 for any late-comer. There were none.

Every day or so there comes from Ottawa a new bunch of notices. "An act for the relief of so and so." All of which means that another divorce case has been started and put over the jumps. At the rate we are traveling we cannot say boo to the people across the line, where divorce has reached the stage of amounting to a national crime and a menace to the stability of the home.

We notice an item in one of the rural papers to the effect that "Ceil has purchased a car. Now how can Joe make a showing over on the fourth line with only a horse and buggy?" On the face of it Ceil may have the advantage, but it must be remembered that it is against the law to drive a car with one hand, while a well-regulated nag will jog along with the lines thrown over the dashboard. If Joe's a hustler, his chances look mighty good.

Tributes that have been paid to the memory of H. P. OVERHOLT, principal of the high school at Amherstburg, show how a man can endeavor himself to the whole community, and what a wide field of influence opens out before a man in that position. He was not only popular, but possessed that strength of character that leaves its impress for abiding good on the lives of the young people with whom he has come in contact.

There has been some trouble in the Peterborough fire department, the outcome being that the chief has been let out. ALD. MCINTYRE fought for him to the last, but now that the new chief is on the job, declares he will do all in his power to give him a chance to make good. That sort of spirit ought to be planted while the spring rains are on, and it ought to be cultivated to make sure it grows into a big tree. Then slips should be shipped out to other centres. Many communities are sadly in need of the MCINTYRE idea.

Looks as though JOHN HUNTER was ready to leave Kincardine and try his hand at real estate in Toronto. For he writes thusly: "Being a real estate agent beats printing to pieces. A short time ago JAMES B. RAE, a Toronto man, bought property for \$175,000. That's all right, but it was unfair of him to unload that property on Hon. F. C. BIGGS, minister of public works in the Ontario government, for the sum of \$205,000. True, it was only a profit of \$30,000, and he maybe deserved it. What we object to is that he should take the minister of highways in and trim him. It seems that Mr. BIGGS gets into deals that have fairly good profits jumping around. It's awful to be a minister and let all the profits go to the other fellow."

BEVER McDONALD of the *Chesley Enterprise*, we thank thee for the following bouquet. You whack hard when you hit, but when you turn to the framing of a bouquet, you do turn out a dandy. Look at this one: "THE LONDON ADVERTISER carries a column, or part of a column, every day under the heading of 'Little Tisers,' in which extracts are quoted from the country press and comments made thereon. THE ADVERTISER knows that the local press is

in touch with public opinion on the concession lines and in small urban centres, and gives these views to its readers, but the Toronto dailies wouldn't condescend to notice what the paper in the old home town has to say on public questions. THE ADVERTISER has, figuratively speaking, its ear to the ground, and its splendid news service and informative editorials make it a welcome daily visitor to many homes in Chesley and vicinity."

The *Montreal Gazette* can see no good reason for keeping oleo off the Canadian market. Speaking of the discussion in the house on this matter, the *Gazette* says: "The debate did not disclose any good reason why the manufacture, importation and sale of oleomargarine ought to be discontinued by the imposition of a statutory prohibition. The arguments put forward in support of the NEILL resolution were hopelessly unconvincing. The sale of oleomargarine inflicts no injury upon the dairy industry. As stated by MR. FIELDING, people buy oleomargarine if and when they cannot afford to pay the price for butter. The product is of a high standard, is kept up to that standard by competitive conditions in the industry itself and by government regulation. It is nutritious and palatable and is a desirable alternative upon which the householder may depend when good butter is beyond his purse. There is no deception about it; it is not sold as butter, and there is nothing in the contention that the public are being fooled into buying it."

Question—To what extent is manufacturing production increasing in Canada?
Answer—Manufacturing production in Canada increased 1,000 per cent between 1890 and 1917, or from \$388,000,000 to \$3,015,000,000. In 1913 manufactured products totalled 13 per cent of Canada's total exports. At the armistice they were 42 per cent.

Question—What is the extent of Canadian, American and British investments industrially in Canada?
Answer—In 1918, 54 per cent of Canadian industrial development was in the hands of Canadians; 35 per cent American and only 9 per cent British. Canada, therefore, offers a wide field for increased British investment.

The *Wheatley Journal* is anxious that all the dogs in the place should be wearing their jewelry. Thus, the editor puts:

"Is your dog wearing his 1922 medal? If not, better attend to this little matter at once. Delay in this matter is dangerous."

25 YEARS AGO TODAY

HERE WE HAVE ITEMS OF LOCAL AND DISTRICT INTEREST AS RECORDED IN THE ADVERTISER OF 1897.

SATURDAY, MAY 20.

Weather—Partly cloudy and a little colder.

The following are the Aylmer delegates of the Baptist Church to the Baptist conference in London, on May 25: Rev. Mr. Kimball, W. Darling, H. H. McBurnie, Dr. Sinclair, G. R. Christie, J. W. Hutchinson, A. J. Anderson, Rev. K. Bridgman.

The Methodist ministers of the London district were joined at their annual meeting this morning by lay delegates from the various congregations. The morning was occupied by the reception of circuit schedules, to audit which R. Redmond and C. J. Beal were elected. President George Jackson was in the chair, and Rev. T. T. George of Delaware was elected secretary. The assistant secretaries were: Revs. E. G. Powell and J. A. Jackson. The lay delegates were: T. McCormick, J. Robinson, C. J. Beal, William Bowman, W. H. Wortman, W. H. McCutcheon, W. H. Harwood, John Friend, O. E. Dore, T. Lind, A. Venning, E. S. Hunt, George Boad, William Gerry, J. G. Saunby, T. A. Robinson, E. Fenford, Thomas Bedgood, R. Walker, G. Dundas, E. McCann, James Burroughs, John Ferguson, George Healey and R. W. Jackson. The bidding was principally among the local parsonages. The meeting adjourned at 12 o'clock.

A successful concert and assembly, under the auspices of the Princess of Wales, Daughters of England, was given last night in the Foresters' Hall, East London. Dr. H. Williams was chairman of the concert, and almost the entire program was furnished by H. Holden Jubilee Singers. At the conclusion, Mrs. Hooper, president of the Princess of Wales Lodge, moved a vote of thanks to the chairman and the Jubilee Singers, which was carried unanimously. The committee in charge was composed of the lodge's officers: Mrs. Hooper, president; Mrs. Wheatcroft, vice-president; Mrs. Penwarden, chaplain, Robert Simmons, secretary; Mrs. Dyson, treasurer; Mrs. Allen, first guide; Miss Maude Leonard, second guide; Miss Johnston, third guide; Miss Nicholls, fourth guide; Mrs. Smith, in the guard; Mrs. Edwards, outside guard. The lodge has only been organized six years, and has already 70 members.

A meeting of the veterans of 1885 (Northwest Rebellion) met at the city hall last night and decided to hold a celebration at Springbank on July 26. W. Wanless presided. Circulars will be sent out inviting all volunteers to join the celebration who took part in the expedition.

At yesterday afternoon's meeting of the London Methodist district the question of superannuation was dealt with, and those already in the list were continuing on probation, namely: Rev. H. A. Uren, Krawley, J. A. Jackson, J. J. Sinclair, E. G. Powell, J. W. Mortimore, Barker of Dorchester, and Kellington of Thorndale. Rev. R. A. Miller of the Westminster circuit, having completed his probation, will be recommended to the conference to be received into full connection and ordained.

VITAL STATISTICS

BY DR. R. H. BISHOP.

VITAL statistics are well named. They are vital to the life and health of every community. They are not for vital statistics public health officials would not know whether they were gaining or losing in the struggle against death, disease and ignorance. No businessman fails to keep accurate record of accounts, so that he can determine at any time whether he is gaining or losing. It is the same in the great business of life. Every birth must be recorded; every marriage,

READ YOUR CHARACTER

By Digby Phillips.

NO. 219—SELLING THE ROCKY MAN
It is the silent, immovable prospect, who sits like a rock and listens without comment, that "gets the goat" of many salesmen, particularly the less experienced ones.

But the older salesmen know that he is not to be feared, if you treat him properly. There is one principal thing to keep in mind in selling this type of prospect. Just don't try any "funny business" with him. Don't try to "force" him. You can't do it. Just thank your luck that you have run across a prospect who will let you tell your story in peace. Don't worry because he does not interrupt you. If he were not sufficiently interested to want to hear more of your story he would not hesitate a minute to let you know it. Don't waste time with your story, but don't be unduly hurried. Remember that he is silent and immovable simply because he is patient and thoroughly self-contained.

Just what angles you will hit off in your sales talk will depend upon his other characteristics, whether he is fat or square, whether his head is long or short, wide or narrow, high or low, whether his coloring is light or dark. Nine times out of ten, however, you will find that he is not a decided blond, and that he is round rather than square or slight in build. The methods of selling brunettes and round people have been discussed in previous articles.

Tomorrow—The Man With the Firm Trade.

(Copyright, 1922, by Public Ledger Company)

LEARN A WORD EVERY DAY

TODAY'S word is CRITERION. It's pronounced—kri-te-ri-on, with accent on the second syllable.

It means—a rule or test by which facts, principles, opinions and conduct are tried, in forming a correct judgment respecting them.

It comes from—a Greek word signifying "a means of judgment."
It's used like this—"A London editor, discussing pending plans for increased import duties, says: 'To politicians the criterion of an honest tariff bill is to be found in answering the question—does it distribute the booty equally?'"

Our Own Country

Question—To what extent is manufacturing production increasing in Canada?

Answer—Manufacturing production in Canada increased 1,000 per cent between 1890 and 1917, or from \$388,000,000 to \$3,015,000,000. In 1913 manufactured products totalled 13 per cent of Canada's total exports. At the armistice they were 42 per cent.

Question—What is the extent of Canadian, American and British investments industrially in Canada?

Answer—In 1918, 54 per cent of Canadian industrial development was in the hands of Canadians; 35 per cent American and only 9 per cent British. Canada, therefore, offers a wide field for increased British investment.

The *Wheatley Journal* is anxious that all the dogs in the place should be wearing their jewelry. Thus, the editor puts:

"Is your dog wearing his 1922 medal? If not, better attend to this little matter at once. Delay in this matter is dangerous."



MAKI. By R. J. Minney. New York. John Lane Company, publishers.

THE every-day life of a native girl of well-to-do parentage in a great city in India is here given with the authority of one who knows intimately, not only the manner of existence, but the trend of thought of the people he describes.

The author is a well-known journalist of Calcutta, and that is the city chosen as the scene of this thrilling, dramatic story.

Maki is fifteen. She has always been kept in seclusion, never been taught to read or write, always dressed in rich raiment with many jewels, and is unusually pretty. On the fifth story of an ugly brick house in the congested native quarter of Calcutta, a square yard of sky, infirming upon by the lattice bars of her window, is all the world that Maki knows. Her father is a wealthy man and her mother is dead.

In due course, Maki is married to a boy of about her own age—sixteen or so—who is a very poor specimen of humanity, physically and mentally. When Maki leaves him, after a nearly successful attempt at suicide, she sinks, step by step, in the social scale, but always, in spite of the life she leads, stamped with a strange impress of innocence and spirituality, until one wonders what will be the end of it all.

The strength of the book lies in the graphic picturing of native manners and customs, the way in which caste controls the actions of men and women, step by step, in the social scale, but always, in spite of the life she leads, stamped with a strange impress of innocence and spirituality, until one wonders what will be the end of it all.

Here is the way the author describes the position of an Indian woman in relation to her husband, and it gives a fair idea of the quality of the whole narrative:

"The Indian woman takes no part in any social function. Here the place by the stove and the children. Men dine out if they wish to, men indulge in sherbet, they treat themselves to liquor when the desire prompts them, and none of these diversions do they share with their women. The wife, the mother and the daughter, with the tiniest of tottering little ones, sit at the hut door, talking of bogies and fairies, the more commonplace doings of their neighbors. Outside each hut is a mound of refuse, flung by the energetic housewife out of pots and pans and cooking utensils. Kites sweep down upon these, and in them, too, pariah dogs bury their noses. Timid crows crawl from a distance and approach more cautiously, only to be scared away by the glance of a grovelling mongrel. Infants, mud-splashed and naked, tumble over stones and over each other, and give vent to yells to celebrate the fall of man in his very infancy."



JOHN F. PIERCE
PASSENGER TRAFFIC MANAGER

MONTREAL, December 15, 1921.
A-25

Canadian Daily Newspapers Association,
902 Excelsior Life Building,
Toronto, Ontario.

Dear Sirs:

Years ago, the newspaper announcements that were put out by the Canada Steamship Lines, Limited, were merely time tables telling when the ships sailed. Of later years, however, large copy has been run in the daily newspapers in those cities that were fairly accessible to points of sailing, telling of the many attractions that were offered in a trip by boat.

Right through the season for the past few years, boat trips have been most popular. 1920 was the finest passenger year the Company ever had. 1921, despite the fact that business was so unsettled, shows but a 7% decrease in passenger traffic over 1920.

Time after time, ships for special cruises, as, for example, those from Montreal to the Saguenay and from Montreal to Newfoundland, have been filled through advertising in the dailies. Next year, as in the past few years, the daily newspapers will be the backbone of this Company's advertising.

With best wishes, I am,

Yours very truly,

John F. Pierce
Passenger Traffic Manager.

The ranks of those to whom sea, sky, and scenic beauty call in vacation time, change from day to day as seasons come and go. Advertising thus becomes to them news of the day. They search for it in the daily newspaper which commands immediate consideration as a part of daily life.

Issued by The Canadian Daily Newspapers Association, Head Office, Toronto.