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Ontario Should Consider.

The more that is heard and learned of the policy of government selling as it operates in other provinces, the more the proof accumulates that this policy is making intoxicating liquor a commercial article, the sale of which is being exploited to the very limit. Not only are the number of places at which liquor can be legally procured being added to, but publicity of the most forceful character is being utilized to draw the attention of the public to the various brands of liquor offered for sale.

In Manitoba and Alberta the government does not do the advertising, but those who are interested in making and selling liquor attend to this end of the business. They spend their money freely to tell the people what the government stores have to offer them; their campaigns on this behalf are vigorous, and are carried on with the sole idea of getting the people to spend just as many million dollars as possible in intoxicating liquor.

To show how rapidly the system of easy distribution is working, the case of Alberta can be cited. It has had government selling for only a little over three months, and already has established 26 places where whiskey is sold; it has issued 259 hotel licenses, 45 clubs licenses and 10 for canteen purposes, and the number is being continually added to. That makes a total of 340.

From the standpoint of business alone, leaving out for the moment the effect on the people of such a widespread distribution of intoxicants, the effect cannot be good. Premier Dunning of Saskatchewan, which province adopted government selling in September, 1924, is not taken with the idea of the move being a revenue producer in the real sense of the word. Mr. Dunning, discussing this point, says:

"I have never known of a people drinking themselves rich, and certainly have never known of a community of any kind that drank itself into low taxes. The matter of revenue will not be of prime importance to the government."

It does not take much research to find the basis for this statement. In British Columbia, government selling has been in operation long enough to look at yearly records. It is possible to see just how much money has been taken out of the province through a system that continually nudges the people to go ahead and buy more liquor.

Figures taken from the reports of the liquor control board of British Columbia show the following amounts spent in government stores alone, which does not touch the figures rolled up by bootleggers:

June, 1921, to Sept., 1921.....	\$2,288,918.17
Oct., 1921, to March, 1922.....	4,144,784.53
April, 1922, to Sept., 1922.....	4,273,841.49
Oct., 1922, to March, 1923.....	5,029,002.75
April, 1923, to Sept., 1923.....	5,717,624.23

Total\$21,393,872.18
"Profits" handed back to municipalities in this same period totaled \$1,537,789.91.

Worked out on the basis of one dollar received by the municipalities as "profit," we find that it was necessary for the people to spend for liquor \$13.91 in order to get \$1 back.

That is how the selling of liquor by the government is working out in British Columbia; it is the way in which it is starting to work in a lesser period in Alberta and Manitoba. The situation lends itself admirably to those who choose to exploit the opportunity for the increased sale of intoxicants.

Would that be a good thing for any province—would it be a good business move for Ontario? It would not. It would take a great deal of money that is now being used in the regular course of business, and place it in a position where it could not be recovered. In a province like Ontario the amount that would be put up by the people for liquor would run into millions.

Worked out on the basis of population, we find that British Columbia has 524,582 people and Ontario 2,953,662. In the year 1923 the people of British Columbia spent \$10,746,627.99 in the government stores. If Ontario patronized these stores at a similar rate, the provincial drink bill would be \$60,508,930.

That would not be good business for this province, because at the end of the year it would not be possible to see what we had secured in the way of real value for the money spent. Our purchasing power would be diminished to a very great extent, and there would not be a retail or wholesale establishment, or an industry, outside of those interested in the manufacture and selling of intoxicants, that would not feel the results adversely.

The Case of Clarence Settell.

Clarence Settell, former private secretary to Sir Adam Beck, is in jail in Hamilton. As one story of wrongdoing differs from the one before it, so Settell's account of his trouble opens a page on which the writing is different. He had not played the races nor gambled, nor is there proof to back up rumors that always grow in such an atmosphere that he had been living a fast life or striking out for water that was too deep for his stroke.

Settell's version is that he took about \$30,000 because he felt that amount "was coming to him." Apparently he had it worked out in detail, showing just how he had been worth more than he had been paid. To use a phrase that meets such a condition, he was "fed up" with the whole situation, and had decided to make his haul, get out of the country and live in a foreign land.

The trouble with such a decision is that it is

impossible. When a man sits down to figure it out it looks easy, and with no one around to put in any adverse evidence he may even reach the conclusion that his course is fully justified.

But what happened to Settell? He had left Hamilton only a short time, and was driving out of St. Catharines when he met a man he knew was a hydro employee. The fugitive found out right there that he was wrong; he took a wallet containing \$300 of his spoils and threw it in the canal, possibly a foolish thing to do, for the other hydro man may have known nothing of the plans Settell was trying to carry out. It was simply an indication of the fact that a man's conscience is a hard thing to deal with; it cannot be chloroformed at will, nor can it be made a party to many things that people want to do. It springs into action at the most inopportune moments, and it seems to have little regard for surroundings or consequences.

So Clarence Settell is behind the bars today; he talks to the guards and reporters—it may be that he talks too much for his own good. Like many others, he says he has made a fool of himself, and the next statement is one asking where all the friends are that he knew in the days when he was out and around in the usual routine of business. He wonders that they are not at hand to take him out of the place in which he is confined. So far the one cheering word he has received is a wire signed "Mother." His experience in this is not unlike that of others. They look for the friends of prosperity to be the anchors in adversity, only to find that they have departed or become increasingly engaged elsewhere. If there is one who is sure to write, or wire, and, if possible, appear in person, it is usually found that she bears that hallowed name of "Mother."

Extravagant Talking.

Sir William Joynson-Hicks, who has held portfolios in various Conservative cabinets in Britain, describes the Labor government as "organized hypocrisy" and pictures it as "falling to inevitable doom."

Politicians have a language all their own. That British phrase is hardly as forceful as the one credited to Sir James Whitney when in opposition, describing an act of the Ross government as "the most heinous crime ever perpetrated on an unsuspecting public."

It may be that some people can be influenced by excess of speech. It was that belief that made way for the phrase of a politician addressing a meeting of men in a factory—"beneath that ragged shirt there beats an honest heart."

There has been some progress made in recent years, and it is because people are not as ready as they were previously to swallow everything that came their way. Sir William Joynson-Hicks may find some satisfaction in referring to the Labor government as "organized hypocrisy" and in reaching for the end of the bell rope to play a few strains of its death knell, but elections do not turn upon such pivots now. Sir William is fooling no one more than himself.

Civilization As It Works.

In United States last year the people bought \$4,000,000 worth of pistols, largely through mail order houses.

The government lets the mail order houses operate, provides the mail service for distribution, and then hires a regiment of men called officers and detectives to clean up the mess in the trail of the pistol.

That is what we refer to as civilization.

Note and Comment.

A man in Buffalo drank rat poison instead of moonshine, but he'll never know the difference.

The beauty of the toy balloon business is that the factories are busy making more for those that bust.

For the eleventh time in five weeks the Moors and Spaniards are on the eve of fighting a decisive battle.

Another automobile accident in which a pedestrian lives after being dragged. The doctor on the case says he is badly run down.

One railroad reports a loss on its dining car business. People who eat there usually regard it as the financial backbone of the whole works.

U. S. statistics show that four times as many people own motor cars as pay income tax. Anyway it's more fun owning a car than paying tribute to Caesar.

A Washington man, according to the surgeons, has practically a new stomach, so now it makes little difference to him which party wins. He can stand anything.

French mechanic claims to have solved the problem of perpetual motion. The wife and mother with a husband and six to look after has been demonstrating it for years.

The work of vandals in destroying headstones in the Jewish cemetery at London marks the outbreaking of a diseased mind. It is hard to analyze the state of mind that seeks an outlet for malicious activity in the desecration of the resting places of the dead.

Those responsible for the direction and condition of some of the detours on Ontario roads should be called to time. There are a number of places where these are dangerous to the point of inviting disaster, no matter how carefully the driving is done. There are others that have been in existence far too long. The work should be hustled along much faster than it has been.

Having a fire prevention week from October 5 to 11 is an excellent idea, particularly if the plan can be made operative the other 51 weeks in the year. No one week is more dangerous than another. The real test is in creating a spirit of watchful regard for safety at all times. If that can be accomplished by having a "prevention week," much has been accomplished. If not, the week will be in vain.

Rarebits By Rex

THE NATIVE RETURNS.

"Who's that seedy-looking guy?" said Files-on-Parade.
"The last of Europe's tourists, lad," the old policeman said.
"Why does he clench his fists and sigh?" said Files-on-Parade.
"Because he's broke and busted, lad," the old policeman said.

"For he stayed one month in Europe and they lopped off both his ears.
They cleaned his works and took his shirt, they stripped him of his gears.
To make up for his losses it will take a hundred years
And he's going to take carbohic in the morning."

"Did he bring no money with him, chief?" said Files-on-Parade.
"Just fifteen thousand dollars, lad," the old policeman said.
"But wasn't that sufficient cash?" said Files-on-Parade.
"I see you don't know Europe, lad," the old policeman said.

"The Paris waiters gyped him, now he hasn't got a sou.
The taximen, the theatres, the bellboys gyped him too.
And now he's spent his last red cent he sighs and says: 'I'm through.'
And he's going to take carbohic in the morning."

ARE YOU EDUCATED?

How many questions in the following questionnaire can you answer? This has been prepared by Thomas E. Adison, famous inventor of the non-skid banana peel and the ever-ready asbestos handkerchief for fiery noses. Mr. Adison claims not one in 300,000,000 can answer them correctly. Can you?

1. Is there anything peculiar about this paragraph?

The whistle had blown two hours ago, but O'Reilly refused to quit. "Tres bon," Mike said as he laid his 1,305th brick. "Je suis finis." "Bogorra, and O'm shure you're mad entirely," returned Jacques Bourget with true Oriental stoicism.

2. Bertha sent the following telegram to her father: "Congratulations on your 41st birthday. Is there any reason for your thinking that Bertha was a stenographer?"

3. Can you tell a joke when you see it? Can your friends see a joke when you tell it?

4. If your pet sturgeon suddenly contracted tonsillitis while your wife was away how much insulin would be required to cure a snapping turtle with a wooden leg?

5. Do you think spots on the sun create as great a disturbance as freckles on the daughter?

6. If it requires great nerve to go over Niagara Falls in a barrel why don't more book agents try it?

7. What makes the tired businessman tired? Is it golf or dominoes?

8. It is said that the exception proves the rule. But did you ever hear of a barber shaving a man's beard when the owner of the beard was not present?

9. If you really asked the man that owns one do you think his reply would be fit to print?

10. In view of the fact that he makes \$200,000 a year, do you still believe that Jazz is the White-man's burden?

People who contend that talk is cheap have never apparently tried saying it with flowers.

We are convinced that the pork our waiter serves is not worth its salt.

HISTORICAL NOTE.

"Make Caesar king!" cried those around him. So Caesar's pals, they up and crowned him.

Speakin' of Dances

It seems as how the men who dance and set the styles in dancin' ways, has met in France behind closed doors, discussin' things for several days.

And now they've opened up the door and told the world just what to do, a-scratchin' off this thing and that and writin' in the things what's new.

They've took the shimmy by the neck and chucked it in the garbage can, some other strange hoids they had they put 'em likewise on the ban.

And when they got these things all through they drew a list what's two feet long, a-tellin' folks just what to dance, what things is right and what is wrong.

It didn't used to be like this in days what's went to come no more, when folks they shoved the table out and danced upon the kitchen floor. They never sent to Paris then to find out what they was to do, they knew just how to do the thing, they knew each step right through and through.

Why all they needed was a chap who sawed the fiddle for the crowd, and someone hollerin' in a voice that had to be quite fairly loud. And then they'd line up here and there, be hanged what they might say in France, they'd trip and skip and turn and spin in doin' the old-time country dance.

I mind one chap, 'twas old Steve Lake, we reckoned he was quite smart, too, there wasn't much in dancin' steps that Steve he couldn't turn and do.

Why he could take his fiddle then, and play and dance the whole thing through, and if he took the notion then he'd turn and call the dances too.

And Steve he never went to France to sit in sessions in closed doors, but Steve he was an artist though in dancin' on the old barn floors.

It seems to me this thing's a joke, to think if people want to dance, they've got to stick around and wait until they get the word from France. I bet two dollars to a cent that Steve he knew more than them all, when he'd start out on goin' the rounds when dancin' started in the fall. Some place there lingers in my head, it's stacked away back in my dome, how Steve he used to holler out, "The ladies go a-visitin', the gents stay home."—ARK.

Dr. Frank Crane

A SHIFTING INSTRUMENT.

The intellect, for all that may be said of it, is a frail reed to lean upon.

It is a question whether it is governed more by traditions, customs, instincts and passions than by reason. Certain it is that unless there be some check upon the reason it is liable to lead us into all kinds of difficulty.

This was brought out by one of the experts in the Leopold and Loeb trial.

"The idea," said he, "for these master criminals was to do a good job. It was to be thoroughly and completely planned. There was to be no clue. An intellectual feat was to be accomplished."

In fact, the whole Leopold-Loeb case shows what the unaided intellect, solely depended upon, will lead us to. Unless there are sound instincts, underlying natural repulsions and attractions, that hold us to the mass of humanity and to decent conduct, the intelligence is liable to lead us astray.

People of very rudimentary intellect, grossly uneducated people, may, at the same time, be law-abiding and good neighbors. While the most dangerous rascal unhung is likely to be gifted with extraordinary powers.

The intellect is the cutting edge of a man. But, if the desires be wrong in the first place, the more intelligence he has the more capable he is of doing harm.

It is just like sharpening an axe. The training of the intellect is putting a good edge upon a piece of steel, but, if the steel itself is rotten, it makes no difference how well it is sharpened.

Whether the plea of mental deficiency, or moral deficiency, is a good one on the part of young Leopold and Loeb we do not presume to say, but we do dare to assert that a man is safest in sticking to the great moralities which he has inherited from the race. He is safer, far, in so doing than in blazing a new way for himself. He who is guided by the moralities is governed by laws that have slowly been developed by the evolution of mankind. He who is governed by his intelligence alone is under the charge of a faulty master.

This is not a plea for ignorance, nor any devil's argument in favor of the abandonment of reason. It is indeed a plea for a deeper education, the education of the morals more than of the brain.

TWO MONTHS IN JAIL FOR RECKLESS DRIVER

Buffalo Man Gets Credit For Time Already Served In St. Thomas.

Special to The Advertiser.
St. Thomas, Oct. 6.—Two months in jail, deducting each day already spent in confinement, was the sentence imposed by Judge Ross today on Michael McNearney of Buffalo, N.Y., found guilty by him two weeks ago on a charge of willful negligence while driving a car last May.

McNearney was the principal in an accident when his car crashed into one owned by William Stevenson of Fingal, resulting in serious injury of Mrs. Stevenson. McNearney, through his counsel, W. C. Cameron, K.C., stated that he had sent a cheque for \$400 made out to Mrs. Stevenson to help defray expenses in connection with the accident.

Judge Ross complimented McNearney on the attitude he had taken in the case and stated that in the event of a civil action being taken, the gift of money would not be used to prejudice the case. He also considered the attitude of McNearney in mitigating the sentence, however.

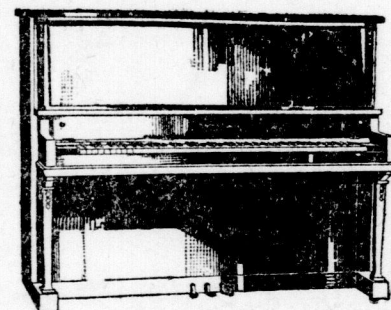
LISTOWEL CHURCH HONORS NEW BAPTIST MINISTER

Special to The Advertiser.
Listowel, Oct. 6.—A recognition service was held in the Baptist church, in honor of the new minister, Rev. Mr. Jackson, Mr. Fleming presided, and the following members of the congregation gave addresses: Albert Baker, Carl Ross, S. Greenslade, Deacon Tench, Deacon Bennett, Captain Edwards, Rev. B. T. Howard.

Rev. F. W. Gilmore of Atwood, Rev. M. L. Wing, Rev. Raynor, Captain Mercer and Rev. J. M. Nicol, Musical numbers from the choir and a solo by Bryan Jackson, and two quartets completed the program. Supper was afterwards served.

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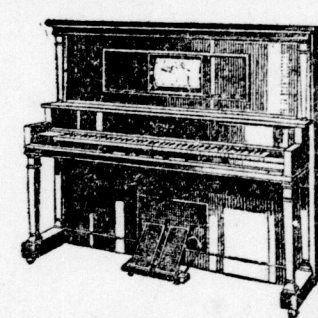
Every Piano MUST go

We have no room for new fall stock, hence this sacrifice. Brand new pianos—pianos rented during the summer—pianos taken as part payment on new Mason & Risch pianos—all in excellent condition—pianos we will be proud to have you say you purchased at our store—all are offered at prices unbelievably low.

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You can depend on a MASON & RISCH SALE



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