# London Advertiser

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London, Ont., Monday, Oct. 3.


## Russia Is Not Safe.

Britain has found out that her attempt to trade with Russia has been a failure. British politicians have themselves to blame, as they knew exactly what they were attempting to do.

Opening trade with Russia would amount to the Soviet being recognized by the world's greatest power, and the Soviet is a deeply-seated organization aimed at the overthrow of law and order all over the world.

Lloyd George sought by the sop of trade with Russia to buy freedom of India from Red propaganda.

Lloyd George made the advance and got his fingers and his purse nipped in the Russian bear trap.

## No Big Cabinet Men.

The calibre of the Meighen cabinet has not brought out much approval outside of the straight Conservative papers.

Praise, of course, was expected from these papers, but it has lacked the enthusiasm and warmth that come from positive conviction.

The Ottawa correspondent of the Financial Post, which paper is favorable to the present administration, points out that "Meighen failed to secure big cabinet men. It contains," continues the Post, "two or three men who might be put in the average class; but there is lacking any outstanding personality which would appeal to the country as a whole at a critical time like the present. It was hoped that Mr. Meighen would succeed in inducing some men of first-class business ability to strengthen his cabinet; but the big men of the business world in both parties seem very reluctant to enter politics."

The Post goes on with the suggestion that a number of outstanding men might be engaged in an advisory capacity, on the same plan that has been followed in Britain and United States.

This may work well in some cases, but in others it simply adds to the deluge of commissions and of orders-in-council, and of legislation suggested or framed by men who have no mandate from the people.

The old idea of politics was that a Government set up its policy and was ready to stand or fall by it. There was something far more definite in that method than in the political merry-go-round on which this country is traveling today.

Mr. Meighen has failed to interest outstanding men in his administration, and the wisdom of seeking now to rush in a supply of election-time props in the person of successful executives from the business world is so doubtful that it will hardly be attempted.

## Are Rents Too High?

The cartoonists are having a merry time at the expense of those who have houses to rent. Some refer to them as profiteers, while at other times the term "rent hogs" is resorted to.

There are cases where landlords have taken undue advantage of house shortage, and of the increased cost of construction. When prices on new houses make the rents of them high the old house is at once hopped along to a similar basis. The owner is not figuring on the basis of his investment—he has done nothing to make his place more desirable. In fact, his only move has been to jump the rent.

London rents can hardly be low in face of present property values and taxation. If a man buys a lot for around $1,500 and puts up a house of such a type that he has invested in all $6,000 he must rent for over $50 a month in order to make decent investment interest on his money. His $6,000 house is worth at current rates about $420 per year. His taxes will be around $160 to $180. Repairs and insurance will average around $30 to $40. That calls for from $50 to $53 per month in rent.

Toronto financial concerns have taken advantage of the short money market to run up the price of first mortgages to 8 per cent. Some are passing at 7 and 7½, but 8 is being asked and paid in many cases. The idea is wrong, and it will stunt development. This has the effect of drawing loan money from all over the country to Toronto, attracted there by the high rate. The money that should naturally remain in London, for instance, is more or less affected by this rate.

There are undoubtedly landlords who are cashing in on the high-rent era, but there are others who have built at peak prices who are no more than clearing themselves at fairly stiff rentals.

## There's a Land.

There is a story told of an English duke who traveled all over the earth in search of the picturesque and beautiful, and after many years decided to have a look around his own estate. He was surprised at what he found to please the eye in mountain, woodland and stream, the hitherto unknown delights of which caused him to exclaim: "Had I known that such gorgeous scenes lay right at my own door I might have saved myself many thousands of miles of travel and untold expense!"

There are hosts of people as ignorant of the pleasures to be derived from a more intimate acquaintance with their own country as was this globe-trotting nobleman. Canada, for example, is a closed book to the great majority of its inhabitants. They have not even lifted the covers to get a glimpse of the glories within. How many, for example, have seen Niagara Falls, or the Thousand Islands, or Muskoka Lakes, or the Rocky Mountains? Ah, the Rocky Mountains! What does Ontario, what does the enchanting East know of this army of giants guarding the approaches to the Pacific?

Years ago there used to be in the song books of the primary schools a piece, which began thus:

"Now we're away to the far, far West,
O'er the Rocky Mountains ramble,
Where the lordly eagle builds her nest,
And the hardy wild goats gambol."

As the youngsters exercised their vocal powers on this inspiring composition visions would arise of following the king of birds to his lofty eyrie amid the snow-clad summits or stalking the frisky quadrupeds from crag to crag, and in some cases those youthful dreams have been realized. What schoolboy has not felt the burning desire to shoot a grizzly bear or to track a mountain lion to his lair? The instinct for adventure and excitement lurks within us all, and to gratify it men go far afield.

Pope has said: "The greatest study of mankind is man." To paraphrase the poet, shall we say: "The greatest study of Canadians is Canada." Yes, Canadians should know their own country as far as their time and means will permit. In their own land they have rivers that rival the world's greatest streams, lakes that make those of Europe look like mill ponds, forests that cover vast areas, mountains that rear their crests more proudly than the loftiest of the Alps.

But, apart from those awe-inspiring works of the Creator, Canada is endowed with boundless natural resources. Millions of square miles of timber, endless deposits of coal, iron and the precious metals. Her lakes and rivers team with fish; her fertile fields yield oceans of grain; her orchards furnish fruit fit for Paradise, and her prairies provide sustenance for countless flocks and herds. Canada is a country good to live in, good to die for, good to know.

## Character Counts.

Many thousands of baseball fans turned out one day last week to a benefit game for Christy Mathewson, famous pitcher, who is fighting tuberculosis in the Adirondacks. The occasion was a vivid tribute to one of the greatest of baseball players. But it was more than that. It was also a tribute to a fine man, as well as a fine athlete, for Christy Mathewson is as well known because of his uprightness, his honesty, his squareness as he is for his one-time wonderful control. Always alongside of his great record as a ball player will stand his record as a gentleman and a sportsman in the best sense of the words. He has played and still plays the game of living just as he did the game of baseball, honorably, unselfishly. It is to be hoped he will recover. The world needs Christy Mathewson because he is a type that is much too scarce in an hour when men and women are inclined to jeer at decency, dignity and Christian conduct in play or at the business of life.

## "Business" Trips.

There is something refreshing in the way many a man figures out how he can have a pressing business engagement in Toronto during the days when the races are on.

And, of course, once in the city they just naturally get swept off with the crowd headed for the races.

And, then, of course, once at the race course they just seem to get into the habit of picking winners, and having picked them they desire to show that they are sure enough of their own good judgment to back it up with money.

Simple, isn't it?

One might judge to hear the talk after the meet is over that every person had won money.

All that is necessary is to take a look at the outfit, the horses, jockeys, stables, trainers, the investment tied up for only a few weeks' use per year, and it's very easy to figure out that in order to pay for all the performances the dear general suckers who play the races leave a goodly portion of their wealth behind them.

No doubt these necessary "business trips" to Toronto will fall off in a few days, as the races there don't last very long.

Then the "rush of business" will be in the direction of Windsor.

## Able to Sit Up and Take Nourishment.

## LITTLE 'TISERS

Limerick grocers were fined for selling British jams. But thanks be, they don't fine folks hereabouts for selling Irish stew.

A religious survey shows Meighen, King and Crerar as all being Presbyterians. All of the same church, but hardly in the same pew.

In Russia every person seems to have thousands of rubles to dispose of, the only drawback being that they are not worth anything.

Why was it necessary for Premier Meighen to keep his wheat pool scheme in cold storage until a few weeks before election?

And there are still quite a lot of people who attend concerts and other public functions who seem to regard the National Anthem as a fire alarm.

W. M. Atterburry, vice-president of the Pennsylvania Railway, says receipts at present are not sufficient to meet the expenses. Two things seem possible in this case: (1) Bankruptcy, or (2) decreasing the expenses.

The Goderich Signal says: "Charles R. Somerville, a Goderich old boy, is the Liberal candidate in London. He has been a very successful businessman and has been mayor of the city, and his election is expected."

Farmers around Regina are talking of asking for permission to thresh on Sunday, owing to the lateness of the season. Would it be any worse to do this than to have thousands of stores open on Sunday to sell ice cream and pop?

Diary of Lloyd George, good for almost any day:

Rose.

Washed, shaved, dressed.

Had breakfast and helped wash the dishes.

Went to the office and found a note from De Valera.

Sat down and wrote note back to De Valera.

Kingston Whig: There is a great work to be performed for Liberalism that calls for the development of leaders, and until these men are found and an effective national organization is formed Liberalism will wander a disunited party.

And are we to presume that this form of criticism is going to assist in the "great work to be performed for Liberalism?"

In an Ontario weekly paper on a page that is presumably set apart for editorial expression, appears the heading "Guard the Children." Then follows an ad. for a medicine that is said to keep the wee ones from taking colds and keeping the household awake at night with a croup sonata. Thus doth the editor combine the virtues of sage advice to parents and added revenue to the office till.

Businessmen returning from the continent report that Germany is busy. One of these told The Advertiser his observations would lead him to believe the German people went back to work the day the war was over, while the rest of the world went more or less crazy. The result, as he sees it, is that Germany has a big lead on other nations, and is making a determined and well-sustained bid for her former markets.

At a conference of the American Chemical Society it was shown that large numbers of chemists were conducting researches towards the perfection of war materials. It is predicted that these experiments and investigation will produce weapons with the power to annihilate entire armies by suffocation, or blot out the populace of great cities. As the Detroit News remarks, in the matter of man's inhumanity to man, the world seems to be making progress.

Politicians know that the woman's vote is something that they cannot estimate as closely as they used to judge the returns in advance when only men voted. It was not an unusual thing in old days for a keen politician to predict the returns from various polling booths, and do it with an accuracy that was almost uncanny. Especially where there is an issue that is going to affect the home and the moral conditions under which the children will be brought up the women will vote regardless of party say-so. It is a new element in the contest, and it is going to upset many of the old-time prognosticators.

The following elaborate table is credited to a Harvard University professor who must have spent much time in order to thus discipline his own mind and minister to other people's curiosity:

1 times 9 plus 2 equals 11
12 times 9 plus 3 equals 111
123 times 9 plus 4 equals 1111
1234 times 9 plus 5 equals 11111
12345 times 9 plus 6 equals 111111
123456 times 9 plus 7 equals 1111111
1234567 times 9 plus 8 equals 11111111
12345678 times 9 plus 9 equals equals 111111111
1 times 8 plus 1 equals 9
12 times 8 plus 2 equals 98
123 times 8 plus 3 equals 987
1234 times 8 plus 4 equals 9876
12345 times 8 plus 5 equals 98765
123456 times 8 plus 6 equals 987654
1234567 times 8 plus 7 equals 9876543
12345678 times 8 plus 8 equals 98765432
123456789 times 8 plus 9 equals 987654321

## POETRY.

### APPLE AND ELM.

[Carolyn C. Wilson.]

The apple spreads wide skirts around,
Squatting homely on the ground,
Glad to take a lazy chap
On her ample mother-lap,
Eager to provide him sweet
Striped wholesome fruits to eat.

But the elm, remote and high,
Lays her fingers on the sky,
Strains for stars, and dreams and broods,
Intricate with many moods.
Yet if you persist to woo,
She may net a star for you.

### LAUGHTER.

[Charlotte Becker.]

Nothing there is more varied or apart,
Than diff'rent people's laughter; some young girl's
That like a rippling silver streamlet purls;
A hypocrite's that makes one writhe and start,
So plainly it reveals a crooked heart;
A lover's breaking on a whispered word,
A young wife's, lyric as a mating bird;
An actor's subtle with consummate art.

The bubbling mirth of some gay tempered child,
That finds the world constructed for his play;
The nervous giggle of a spinster, grey
With wondering how others Love beguiled,
And saddest, covering a mother's fears,
The little smile that is near kin to tears.

### SUMMER COMES WITH SONG.

[Louise Driscoll in New York Times.]

Summer comes with song,
But goes quietly,
No one ever hears her,
And none may see.

Birds know a blue road,
But gardens wait;
They cling to such flowers
As blossom late.

Star-folded marigold
With heavy head,
Purple cosmos tall,
Coxcomb sullen red.

In my garden now
All you can hear
Is sharp cricket calls
Shrill and clear.

In the wren's house
Nothing stirs now.
There is an empty nest
On the plum bough.

But my world is gay
And plays at carnival,
Reckless until the leaves
Begin to fall!

No one has ever seen
Just when Summer goes.
She leaves a touch of sun
And a late rose.

She goes a secret way,
And then we find
Some reminiscent grace
She leaves behind:

Nasturtiums like thin flames
From embers of her fire,
And here and there a carved
And gothic larkspur spire.

## PRESS VIEWS ON POLITICS

### "WOOD OF MISSOURI."

[Calgary Albertan.]

There are some ancient Tories in this country who are never happy unless they are accusing their opponents of disloyalty. They did it with great success to their own cause in the election in 1911, and some of them are preparing to manufacture some cry, which may be used in the approaching election. We have had a war since 1911, when regardless of parties or origin, the people of Canada went forth and did their part in the most heroic manner. But these facts are disregarded by the greedy, empty-headed politician, who in desperation hits below the belt.

### CANADA AND CHINA.

[Christian Science Monitor.]

There can be little doubt that the Canadian merchant and manufacturer has, in the past, been far more intent on buying from China than on selling to China. The fact, however, remains that Canada is one of China's nearest industrial neighbors, and many products which are peculiar to Canada are in great demand in China. The opportunity offered, therefore, is an excellent one, and coming as it does, at a time when advantage should be taken of every opening of this kind, it will surely be especially welcomed and used to the best advantage. The Montreal Board of Trade has already taken up the matter, and it may be expected that boards of trade in every Canadian city will follow Montreal's example.

### MOVIES IN CHURCH.

[Vancouver Sun.]

Admittedly the churches are losing their congregations. Meagre attendance at Sunday night services is becoming a very real problem to be faced.

After the war the world was promised a great religious revival. Where is it? Instead of increasing church attendance we have a dwindling of interest in the church.

The people themselves are not to blame. Forced church attendance is hypocritical and of no moral use. The fact is that the churches are not rising to meet the spiritual needs of the people. The church that cannot hold the interest of its congregation is failing.

Churches are trying to carry on with the equipment of two or three generations ago, and they cannot do it.

Some churches are proposing to use moving pictures to present Christ's gospel.

Why not?

This does not mean that churches should degenerate into entertainment halls, but merely that motion pictures be used to carry a message of Christianity.

Jesus Himself used parables. He utilized every available method of teaching his lessons. And in his day orthodox officials denounced him as being radical and an irreverent innovator.

So if motion pictures will serve to bring Christianity home to a greater number than sermons will, why not install screens and machines in the churches? After all, in religion as in anything else, success is measured in results, not methods.

### DISAPPOINTED PROPHETS.

[Quebec Telegraph.]

Those who have been insinuating that there would be a split in the Liberal party in the Province of Quebec over the tariff question had their answer when the leading Liberals of the province gathered in Montreal to commemorate the 25th anniversary of the entrance of Hon. Rodolph Lemieux into public life. It was even suggested that when Mr. Meighen reorganized his cabinet, Sir Lomer Gouin would enter it forthwith in order to help have the tariff from the disaster which threatened it, should Mackenzie King and his followers be elected to office. Also there were whispers that Ernest Lapointe, who has been styled the leader of the young Liberals of Quebec, was plotting to depose Mackenzie King, the duly elected leader of the Liberal party. But these canards did not serve their purpose, as is evident by Premier Meighen's inability to induce any outstanding figure in the affairs of Quebec province to enter his cabinet. And the speeches made by Sir Lomer Gouin and Mr. Lapointe at the dinner in honor of Hon. Mr. Lemieux will make it difficult, if not impossible, to gain currency for rumors that the Liberal position on the tariff question, as adopted at the Ottawa convention, is not accepted by Liberals generally in Quebec.

### ONLY FOUR DAYS' OIL SUPPLY.

[London News.]

At one time during the war Great Britain had only four days' supply of oil fuel left for the navy. This startling war secret was revealed to the British Association by Mr. Cunningham Craig, the famous oil geologist, who was a member of the petroleum research department, in his lecture to the association. "At that time oil tank steamers were being sunk by enemy submarines every day," he said, "and for weeks we had not more than seven days' supply in hand. It was a desperate situation, and nothing else would have justified the decision of the British Government to spend a million

### HOME FROM THE DEAD.

[Vancouver Sun.]

When the crippled Canadian Importer was pulled sluggishly up to the government wharf at Victoria on Tuesday, Canada's most thrilling sea drama came to an end. From one end of the Dominion to the other, Canadians were thrilled when these sailormen came home. It was like a return from the dead. For days the Importer was given up for lost. Many of us believed that she with all her crew had gone to the bottom.

We knew of our sea heritage, and that we came from sea-going stock, but we did not expect to find at such close range the indomitable courage that our Canadian mariners have been able to display.

When so much of Canada's prosperity depends upon our sea consciousness, it is reassuring to know that our sailors have stood the test, and that, when the Importer was wallowing in the trough of a vagrant sea, the whole heart of Canada went out to the men who carry Canada's products to the far corners of the earth.

### COURAGE AND CONFIDENCE.

[Quebec Telegraph.]

With the publication of the names and the policy, or rather lack of policy of the new ministers at Ottawa comes assurance of Opposition success. Nothing is more sure than the fact that the new administration will meet defeat at the polls. The feeling is in the air. It has gripped the man on the street. The people are already swayed by it. It will sweep aside all opposition to the principles of constitutional government so dear to the province of Quebec, and will waft Mr. Mackenzie King and his followers into power. New courage has taken possession of the Opposition leaders, and assurances of confidence in Mr. King and in victory come from all quarters. The country does not look to Mr. King in vain.

### CANADA'S WHITE ELEPHANT.

[L'Evenement.]

The more the subject is considered, the more apparent it becomes that Canada's nationalization of railways is a costly error, an adventure without issue, a plunge into a bottomless gulf. All that control means to the people is the payment of deficits until we are exhausted or discouraged. And to make the matter more ludicrous we have taken the railway adminstration away from Parliament, which is responsible to the people; we have removed it from the Government, which is responsible to Parliament; we do not even leave it in the hands of the minister of railways, who is responsible to the premier, but we transfer it to a Hanna or a Flavelle, who is responsible to nobody; so that when Rodolphe Lemieux demands the termination of such a ruinous system we applaud him with both hands. The better way will be to adopt the Shaughnessy plan, revised, corrected and reduced—at least for a time—let us say to ten years, with the right to take back our white elephant after that period if the plan is then judged to be unsatisfactory. This would have the immense advantage of at least suspending the era of railway deficits for a decade.

### SINGER, U. F. O. CHOICE.

GUELPH, Oct. 2.—Ex-Reeve James Singer of Nichol Township was selected at the joint U. F. O.-I. L. P. convention here on Saturday afternoon as the Farmer-Labor candidate in the federal riding of South Wellington.

# WILL BUILD 20 HOUSES IN WEEK

## Simcoe Man To Start Building in the Spring of 1922.

SIMCOE, Oct. 2.—Emil Schelberg, Simcoe's largest property owner announced Saturday that he would construct from a dozen to twenty tenant houses early in the spring.

Generally regarded as the weather-vane in building activity, Mr. Schelberg's action will likely result in a building boom for Simcoe. To an Advertiser representative Mr. Schelberg said he believed building material had hit the bottom in price.

"We'll start the houses all at once on a Monday morning and have them ready for tenants Saturday evening," said Mr. Schelberg. Owning most of the tenant houses on Queen street, Mr. Schelberg intends to open up a new street on the west side of Queen street between Cedar and Windhom streets and north of the railway tracks.

# Western Ontario Activities

Address news for this column to the Editor of the Woman's Page.

### DORCHESTER SHOWER.

A very pleasant evening was spent at the home of Mrs. Stanley Shaw when a number of friends of Miss Beatrice Black, bride-elect, gathered there and presented her with a number of attractive gifts. The evening was spent in games and music.

### LYONS W. I.

The Lyons Women's Institute will meet at the home of Mrs. O. Chalk on Friday, October 7. An earlier date was found impossible on account of the convention of Western Ontario Women's Institutes to be held in London on November 1, 2 and 3.

# CLEANING UP BOOZE IN BRUCE TOWNSHIP

## License Inspector White Locates Still On Farm.

WALKERTON, Oct. 2.—License Inspector Joseph M. White of Walkerton in company with two constables, paid a visit to the farm of Jack McGillivray on the 8th concession of Bruce Township Thursday, and located two stills on premises, one of which was in operation. The manufactured booze had all been removed and the inspector could find none, but a sample of the mash was taken and will be sent to Toronto for analysis.

McGillivray will appear in police court here on Thursday next to answer to the charge laid against him. Two other liquor cases will also be heard on Thursday, Robert Osborne of Greenock and Latchford Thacker, Glammis, will appear on charges of manufacturing liquor. At Osborne's nothing but mash was found by the officers, while at Thacker's the still was located.

Proceedings are also being taken against a farmer in Carrick Township by the authorities, mash for the making of liquor having been found on his property.

License Inspector White is working hard to clean up the illicit stills in this section, and since the 1st of July has laid no less than eight charges.

## FATHER GNAM TO LEAVE INGERSOLL FOR CHATHAM

INGERSOLL, Oct. 2.—An order from Bishop Fallon of London, announcement of which created much surprise here, will result in Rev. Father Gram, parish priest of the Church of the Sacred Heart for a number of years, being removed to Chatham. Father Gram has been an outstanding fi[illegible] since coming to Ingersoll, and th[illegible] his efforts marked advancement [illegible] been made by the parish.

The death took place yesterda[illegible] lowing a long illness of Mrs. S[illegible] wife of Emanuel Sprague. She [illegible] her 72nd year and had resid[illegible] for a long period. She former[illegible] in West Oxford, and was wel[illegible] in that township.


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Particularly healthful for little ones.

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A Toronto business man, talking from his Private Branch Exchange to a Private Branch Exchange in Montreal has the *exclusive* use of over $115,000 worth of telephone equipment.

Which is not unlike loaning a luxurious limousine to a man who has been using the street car. He not only gets around in much less time, and accomplishes more, but is everywhere received with consideration.

"85% of my $3,000 sales this week were made by Long Distance. I called on one firm a dozen times without being able to sell them. The first time I called them by Long Distance, I sold a carload. I could hardly believe my ears."

—*Subscriber's Letter.*

Bradstreet's charts show that two-thirds the business failures are due to insufficient sales activity. Thomas A. Edison is quoted as saying:—"I have been through five business depressions. This latest one acts exactly like all the rest. The man who, if business fell off 66 per cent, increased his selling effort 75 per cent, managed to pull through as if there was no depression."

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## London & Port Stanley Railway

Effective Sept. 6, 1921.

TO ST. THOMAS: †5:00, †*6:10, 7:05, *8:20, 9:20, *10:20, 11:20 a.m., *12:20, *1:20, 2:20, *3:20, 4:20, *5:20, 6:20, *7:20, 8:20, *9:20, 10:20, †11:20 p.m.

TO PORT STANLEY: †*6:10, 7:05, *10:20 a.m., *1:20, *3:20; *5:20, *7:20, 10:20 p.m.

*Limited London to St. Thomas.
†Daily except Sunday.
All trains stop at Glanworth.