

CHANCELLOR TELLS VALUE OF EDUCATION IN NATIONAL LIFE

Head of McMaster University
at Baptist Luncheon.

CRISIS NOW IN COLLEGES

War Is Depleting Many In-
stitutions of Their
Students.

About fifty of the Baptist business-
men of London met Chancellor Mc-
Crimmon of McMaster University at a
luncheon last evening in the Sunday
school of the Talbot Street Baptist
Church. The luncheon was presided
over by Capt. W. C. Riddford, chaplain
of the 142nd Battalion and president of
the Baptist Ministerial Association of
this city. He introduced Rev. G. W.
Young, president-elect of the association
to the audience, Mr. Young being
elected at a meeting in the afternoon.
Rev. James H. McMillan was elected sec-
retary-treasurer.

Chancellor McCrimmon delivered an
inspiring address on the subject of
"Education, its relation to the value of
the national life and the importance of
educational institutions in the work of
reconstruction after the present war."
He emphasized the value of Christian
education. Unless educational in-
stitutions were Christian at heart,
teaching the right ideals and ideas of
life, there will be nothing to prevent
catastrophes such as the present strug-
gle, which in the beginning was caused
by wrong ideals. McMaster University
has given liberally of its students to
the war. "This," said the chancellor,
"is not to be wondered at, for Baptists
have always led in the matter of
liberty. Our forefathers bled and died
for it, and Baptists should not be
less and are ever ready to defend these
liberties."

He showed the crisis which is now
facing educational institutions in the
depletion of students and consequently
of finances. He called upon Baptist
businessmen and churches at large in
the denomination to rally around them,
seeking students to enter the colleges,
assisting to the greatest extent in their
power in financing them. He had no
doubt, he said, that they would liberally
respond.

Chancellor McCrimmon, who is one
of the leading orators of Canada, will
speak again on Sunday night at the
Talbot Street Baptist Church.

After the luncheon a short conference
was held, at which the problem pre-
sented in the speaker's address was
discussed.

CITIZENS MUST WALK; NO CARS ON SUNDAY, CONTROLLERS DECIDE

Street Railway Refuses to
Meet Wishes of Board.

PAVING TO GO AHEAD

City's Portion To Be Done and
Company's Left in
Air.

There will be no Sunday cars to-
morrow. That was definitely decided by
the board of control at its meeting on
Friday afternoon, and as a result, the
good citizens of London will have to
walk on Sunday.

The refusal of the London Street
Railway Company to meet the wishes
of the council was read at the meeting
of the board. City Solicitor Meredith
was present, and advised the board on
the legal aspects of the case.

Certain discrepancies were pointed
out in the document. For instance,
Manager C. B. King stated that the
company should give one-half a mile of
track for every 2,000 of population. As
a matter of fact, the city is en-
titled to one mile of track for every
2,000 of population.

Will Go Ahead.
"Let us go ahead with our paving pro-
gram," said Mayor Stevenson. "We
have outlined what we have to do, so
let us go ahead with it."

"We should write a letter to the
company pointing out the discrepancies
in their statement of the case," sug-
gested Controller White. "Mr. Ivey,
their solicitor, is not in town, so we
can send a communication pointing
out these mistakes, and telling the
company that we will wait until Mr.
Ivey returns."

"Does this go for Sunday cars," the
board was asked.

"Yes, this goes for Sunday cars,"
answered Mayor Stevenson. "There
will be no Sunday cars."

Favors the Course.
Controller Gammage asked whether
or not this was the wisest course to
pursue, and after hearing the situa-
tion discussed, decided that it was the
best thing to do. As a result, those
not having cars will walk. There was
no discussion as to license fees, and
proposition to refund the license fees
made.

City Engineer Brazier was instructed
to go ahead with the paving of the
Hamilton road. The city's portion will
be paved in any event, and the
company's tracks will be left in the
air. The same policy will be pursued
with regard to Dundas street east.

The board will forward a letter to-
day to the company, informing them
of the decision.

EAT MORE CANADIAN FRUIT.

Owing to certain trade restrictions
the export trade of Canada in 1916
is expected to be limited. That
there will have to be an increased
consumption of fruit in Canada, and
the Canadian Government, through the
fruit commissioner's office of the de-
partment of agriculture, is endeavoring
to interest all Canadians to aid one
of our most important national indus-
tries. The Grand Trunk system,
through the medium of their dining
cars and hotels are co-operating with
the Government to this end, and on
June 24 will be started a campaign to
educate Canadians to follow the slogan,
"Eat more Canadian fruit," this slogan
being shown on all menu cards
used by the Grand Trunk on their cars
and in their hotels, and by selling at-
tention to the Canadian fruits on these
menus. There is a capital of approxi-
mately \$140,000,000 invested in the
Canadian fruit industry, the Niagara
Peninsula, the greatest fruit district
in Canada, produces 95 per cent of the
Canadian grapes, and 95 per cent of
our home grown peaches. Pears, plums,
cherries and small fruits are also
grown extensively. Approximately 3-
750 carloads of Ontario apples were
marketed during the past season; of
this shipment 45 per cent were car-
ried over the Grand Trunk lines.

WORK OF MANUFACTURING WESTERN "U" HOSPITAL UNIT SUPPLIES GOING ON APACE

St. Andrew's Hall Has Wonderful Showing of Fast Team
Work, But More Workers Yet Are Needed to Complete
All Requirements in Short Time Yet Available.

The work for the Western University
Hospital Unit is going on apace. The
synposium at St. Andrew's Hall has
never, I will venture to state, been the
ground of quite such "fast team work"
before. Lady Beck, of course, is
managing directress, with the active
assistance of Mrs. C. R. Somerville.
The work that they are both doing
and supervising is an eloquent tri-
bute to their powers as organizers.
Money, record books, etc., for this
undertaking are being raised entirely
separate from the Red Cross work
proper, which is going on as usual at
Hyman Hall. The Red Cross Society
in its charter says that one of the
reasons for which it was incorporated
was for the "supplementing of govern-
ment supplies."

The Red Cross Society supplements
when requested to do so. Supplies to
the value of some twelve thousand
dollars are being given to the W. U.
H. U. motor ambulance, too.

First of these is the motor am-
bulance, which is being donated by the
teamwork committee from the fund
they raised by their untiring work last
winter under the convenship of Mrs.
George Gunn. They began their work
with the team and exhibition at
the Hyman Hall last September, and
from the proceeds of the work sent
fifteen hundred dollars to the General
Motor Fund at headquarters, Toronto.

By their work with the motor am-
bulance, the teamwork committee has
secured funds for this second purchase.
Anyone who has ever tried it will
know just what genius it takes to
make a motor ambulance out of a
type of car of tea and cake.

Some of the rest of the work is
already in hand, a fund of special
donations to the Red Cross Society
is large enough, however, to cover all
expenses, and will have to be made
up in various ways. We have asked
our contributory circles throughout
Western Ontario, if they do not wish
to have a concrete share in this gift
to the Western Unit. A wonderful re-
sponse is already being made, and there
are still many good numbers to hear
from who have yet to lay the matter
before their societies, etc. We hope
that before the unit goes every one of
our three hundred contributory circles
will be represented on the list of
special donors. A list of these donors
will be published when the work has
been completed, and a copy of it will
be given to the commander of the unit.

Wish to Contribute.
Some townspeople have also wished
to specially contribute for this purpose.
Individuals and individuals have sent
personal donations through that
steady friend to Red Cross work, "The
Farmers' Advocate."

Mrs. Cooper, assistant treasurer, is
in charge of the list, and of the
special donations for this purpose.

Enormous quantities of extra materi-
als have had to be bought, of course.
Mrs. Egan, the convener of the buy-
ing committee, and her assistants,
have been ceaselessly active in ex-
amining, sampling, computing, the
thousands of yards of materials, the
battalions of buttons, the fashions of
lampworks, etc., that are needed.
Joseph's brethren, of course, were
"some" buyers. But they were nearly
a dozen of them! But I don't think
that anybody could succeed in conceal-
ing anything in the purchases of the
Red Cross buying committee, that
they had no order. They know the
contents of each parcel to the last
brass pin.

Payments at all are being made
at St. Andrew's Hall. Three thousand
are being cut out at Hyman Hall. The
song of the scissors will soon sing a
harmonious second to the song of the
saw. Owing to the illness of Mrs.
Williams, the energetic convener,
she is not able to take charge her-
self, but she has a steady and reliable
tenant, Mrs. J. M. Slater, and a band
of indefatigable workers, have been
clashing the steel all day long, every
day, since the present pressure of the
hour day for them. Union flannel is
the only union that they know.

Distribution Centre.
When the goods are ready they
are sent to the Red Cross teamwork
where the girls of the St. John's Carling
Chapter, L. O. D. E., headed by their
regent, Miss Jean Waugh, are ready
to receive them and hand them out to
those who apply for them, or deliver them
to those who cannot come for them.
These young girls are as reliable as
steel, and are so many different varieties
and their books are models. Some of them
are always at the post of duty.

The C. W. C. A. are in charge of
the "United Fruit" socks, bedsocks, etc.
which means that they will be the
very best of their kind. They are ask-
ing the knitters to make an extra ef-
fort to supply knecaps for this occa-
sion.

Mrs. T. Edwards and Miss Jeff-
rey are looking after the preparation
of the four hundred kits. Mrs.
Edwards is seeing to their making,
while Miss Jeffrey is filling them with
the numerous useful and comforting
articles that go to their make-up.

All the surgical work is being done
at St. Andrew's Hall, and only surgi-
cal work is being done there, but
there are so many different varieties
of surgical supplies that each depart-
ment has its own head and its own
band of experts. Mrs. A. E. Kott,
who was in charge of the pneu-
matics till they were completed, is now
in charge of the gauze. As there are
some twenty four thousand yards of it,
she may properly be described as being
"wrapped up in her work."

Mrs. Victor Blackwell has charge of
the absorbent cotton for all pads, dress-
ings, etc. The actual measuring and
cutting of it are no light task. Mrs.
Wismer, Mrs. Arthur White, and Mrs.
Coleman with many others, are experts
at the surgical work, which takes so
much accuracy, and deft manipulation.

Mrs. Harley Brown, a kind of Red
Cross "Writer to the Signet," is busy
marking each individual parcel with her
little stamp, and is wrapped up in
the work. Some will be done when the
unit reaches its destination. Mrs.
F. P. Drake is in charge of the pack-
ing of sheets, garments, linens, etc.,
and of the marking of all the boxes, and
has had useful helpers in Miss Kath-
erine Cronyn and Miss Marjorie Car-
ruthers.

Miss Marion Beck and Miss Gladys
Noyes have been "concentrating"
on triangular bandages, and have a "cor-
ner" in them.

Wonderful Chart.
Mrs. Crale is in charge of the record
books of this work. She has invented
a wonderful chart, which hangs on the
wall, and shows at a glance just what is
accomplished each day, how many com-
presses, pads, sponges, etc., have been
made to date, which articles are com-
pleted entirely, and just how rapidly the
goal is being reached. She can tell how
many yards of wrapping cotton, gauze,
absorbent, etc., etc., are already in use.

even how many safety pins are already
stuck into their appointed places!

Miss Dorothy Gunn, who, if suddenly
challenged, would probably reply in the
words of the poet, "The tears, rolling
rapidly," has the bandages under her
care, and many of them are already
packed.

The five Red Cross Auxiliaries (North,
South, East and West, and the Catholic
Women's Patriotic Society) are in
charge of the work at St. Andrew's Hall
one day each week, in turn. On Sat-
day, the headquarters branch is in com-
mand. That does not mean that the
workers on those particular days are
confined to the members of whatever
auxiliary is in charge. Many of the
workers from each branch are to be
found there each day, while the head-
quarters staff (though they have no
red bands) are always to be found on
the job.

Splendid Systemized Work.
Two hundred cases of supplies per
month is the average output of this
branch of the Red Cross. We hope not
to fall below this number for June. Good
work all through Western Ontario will
help us to fill our special requisition.
But to suddenly add 500 cases to the
(700 in all) is going to tax our powers
to the utmost. Fortunately we have
splendidly systemized help. Many of the
societies are putting aside their other
work for the moment, to help to
answer this special call.

Splendid support is being given
by the Lord John Carling Chap-
ter, the Lord Eglon, Lord Roberts,
and Princess Patricia Chapters, and
others are taking a virile interest in the
work, and turning out quality and quan-
tity of the very highest order. The
Personal Service Club, Victoria Hos-
pital Auxiliary, and many other societies
too numerous to mention are all doing
much helpful work for this special
drive.

Even people who are not members of
anything (if there are such people in
the world today), but who are just
good citizenesses and good workers, are
all doing their various bits, shoulder to
shoulder round the long tables.

And, shoulder to shoulder we will
have to work for the hundreds of cases
to be filled in time.

Is there anyone who isn't helping, and
who wants to help?

If you are a regular worker, you can
surely make time for this extra bit of
work. All regular workers have a kind
of private daylight-saving scheme that
enables them when they are doing their
usual work, to increase their output in some
marvellous way. But if you have never
worked before, do enlist in the Red
Cross ranks now. Don't let the unit go
away without carrying some of your
work with it. You needn't be a Red
Cross member to join in this work. All
you need is to have an interest in your
own district, your own town, your own
men.

If you have, then, as Paul said, "Come
over and help us."

KATHLEEN BOWKER,
Corresponding Secretary.

ST. ANDREW'S W. M. S. HOLDS ANNUAL JUNE TEA

Guests Hear Address on "What Chris-
tiansity Has Meant to Women."

Nearly 150 were present at the an-
nual June tea of the Women's Mis-
sionary Society of St. Andrew's Presby-
terian Church, an event for which in-
vitations are extended, not only to the
women of the congregation, but also to
the women's missionary organizations of
the Presbyterian churches of the city.

The feature of the program was an
address by Mrs. D. C. MacGregor
(Marion Keith). Speaking on the sub-
ject, "What Christianity Has Meant to
Women," Mrs. MacGregor contrasted
the lot of women before the Chris-
tian era and women in non-Christian
lands at the present time, with the
status of women in Christian countries,
emphasizing the thought that every
woman who has enjoyed the inestimable
blessings which Christianity has given is
under obligation to take an active
interest in missions.

Mrs. J. C. Middleton presided, and a
solo by Miss Frances Cullis was very
much appreciated.

Mrs. A. Graham of Chalmers Church
led in prayer.

Mrs. W. C. Carson, who is leaving the
city shortly, was presented with a life
membership in St. Andrew's Auxiliary
as a token of appreciation of the ser-
vice she has rendered to the society, and
with the regret felt at the severing of her
connection with the work therein.

This marked the seventh life mem-
bership in the St. Andrew's society since
January, an exceptional record. Several
of the former life memberships were
applied to the contribution in April, to
which, in addition to regular givings,
the society contributed \$311.

At the close of the business and pro-
gram, afternoon tea was served in the
ladies' parlor. Mrs. A. E. Silverwood
and Mrs. A. E. Cooper presiding over
an attractive table adorned with spiraea,
tulips and iris.

FEARS ARE ENTERTAINED OF SLIM POTATO CROP

Report From Lobo Is That Some Seed
Has Rotted—Fruit May Do Well.

[Special to The Advertiser.]
ILBERTON, June 9.—The farmers
are feeling quite blue over the contin-
ued wet weather. Most of the seed-
ing is done, but Wednesday's down-
pour again flooded the fields, and there
is great danger that much of the young
grain will perish. Some of the early-
sown fields of oats look well, but these
are either on light land or land well
drained.

There has been some demand for
tile this season that most of the makers
are sold out.

Some of the Lobo farmers have
planted their corn and potatoes, but
many are holding back for dry weather,
as they think it not safe to plant
potatoes in some cases, where
potatoes were put in early, the seed
has rotted in the ground, and there
may be another short potato crop this
year.

Fruit May Do Well.
Apples have a heavy bloom, but, owing
to the cold, wet weather, some
varieties did not "set" well. Some of
the earlier varieties, such as Quince
and Golden Wonder, are, however,
will be a full crop, but the set of winter
apples is not nearly so heavy as
1914.

Some cherries are a full crop; plums
are not so good; currants were in-
jured by frost in some cases; straw-
berries will be later than usual, but
a full crop.

On the whole the district should be
well supplied with fruit, if not so large
a crop as the big one of 1914. Owing
to the wet weather and the certainty
of help little spraying has been done, and
some fruit may be troubled.

LONDONERS HAVE GIVEN \$1,750 FOR BLIND SOLDIERS

Dr. Dixon, the Famous Blind
Teacher, Coming Shortly.

IS NOW CARING FOR NINE

Splendid Reports of Work
Being Done by D. O. E.
Heard at Meeting.

Dr. Dixon of Halifax, the famous
teacher who became blind while study-
ing methods of teaching the blind, is
coming to London shortly. His mission
here is to assist the Daughters of the
Empire in the work they have under-
taken to aid the blind soldiers, men
who lost their sight while serving over-
seas in the heavy fighting. Dr. Dixon
will be accompanied by his secretary,
who is also blind, and will give an
address, which is to be illustrated, on
what can be done to teach blind men
useful work by which they can help to
maintain themselves. There are at the
present time nine blind soldiers under
Dr. Dixon's care at Halifax. It is stated
that there are two men in London
who lost their sight overseas. The ad-
dress will be given in the Normal School,
and will be given in the Normal School,
and citizens are invited to attend.

At a meeting of the Municipal Chap-
ter of the Daughters of the Empire, held
yesterday afternoon in Cronyn Hall,
Mrs. Allan McLean, regent of the Prince-
cess Patricia Chapter, which is looking
after the blind soldiers, reported that so far \$1,750
has been raised here to aid the men. The
Trifolium Chapter at once made a fur-
ther donation of \$100 when this was
announced. The Campbell Becher Chap-
ter will hold a dance a week from to-
morrow to aid the blind soldiers' fund.

It was announced yesterday that Miss
Constance Boulton of Toronto has been
secured to give an address in Victoria
Park on Sunday evening at the band
concert.

All the members of the order will
wear royal purple as a token of mourn-
ing for Earl Kitchener.

A score of members are working their
hardest in order to get the supplies
ready in time for the departure of the
Western University Hospital Unit.

Mrs. Smallman, Mrs. A. A. Campbell
and Mrs. C. T. Campbell were named
a committee to arrange for presenting
presents to the unit in the city.

Cadets and the Public School Cadets.

COMMITTEE TO FIGHT COUNTY'S SHARE OF CITY GARBAGE TAX

Adjustment of Dispute Left In
Its Hands.

The present of the A. B. C. is Louis
Bruch of the American Radiator Com-
pany, Chicago. In his address to the
convention, Mr. Bruch said the Audit
Bureau of Circulations represented the
organized will of the largest single body
in this country devoted to the betterment
of advertising conditions. This
rapid growth was due, he said, to the
fact that the practical work of the Audit
Bureau accomplishes was truly co-
operative—all interests—publication, ad-
vertiser and advertising agent, being
equally served and the Audit Bureau's
findings on its examinations of circula-
tions being accepted everywhere as
accurate and final.

The old-time method of issuing cir-
culation claims, or partial circulation
claims, or partial statements, compared
with the audit reports of the A. B. C.
is like a candle light to the Mazda elec-
tric lamp.

"It has been found after 20 months
of trial," Mr. Bruch also said, "that
circulation audits are beneficial for the
advertiser and the advertising agent,
because advertising or circulation is
now being bought and sold as a com-
modity, both quality and quantity being
established by the Audit Bureau of
Circulations."

Directors' Report.
In the report made to the convention
by the board of directors the latter
said among other things:

"If the Audit Bureau has done no
more than give the National Advertiser
confidence and a feeling of security in
the matter of circulation, it has accom-
plished its purpose. It has also, by
copy, the Bureau would have accom-
plished that part of its mission which
has relations to the advertiser and
agent. Advertisers are more and more
relying on the A. B. C. service in
placing their business—it has become
a necessity."

Over 800 Audits.
The directors reported that during
the year the total audits of publica-
tions completed and under way was
over 800 and that the Bureau had
thirty-two examiners making audits
of publications all over the United
States and Canada.

These men are specially trained in a
system which analyzes down to a fine
point, paper bills, postoffice receipts,
galley lists of subscribers, cash re-
ceipts for advertising, and every other
detail needed by advertisers to
guide them in judging and weighing
circulation.

Live, up-to-date advertisers are thus
able to ascertain from statements and
audits of publications that are mem-
bers of the A. B. C. the facts they want
and depend on. A. B. C. service just
rely on companies making credit re-
ports.

It is estimated that there are nearly
a hundred million dollars spent yearly
in papers that are members of the
Audit Bureau for advertising and the
publications, members of the organi-
zation, represent upwards of 60,000,000
"above board" circulation.

The board of directors also called
the convention's notice to the growth
of the A. B. C. in Canada. It stated
that the large dailies in Toronto,
London, Montreal, Ottawa and Winni-
peg were now members and that the
Canadian members of the Audit Bureau
numbered nearly 100.

The convention re-elected the fol-
lowing officers of the A. B. C.: Presi-
dent, Louis Bruch, American Radiator
Company, Chicago; vice-presidents,
Curtis B. Brady, Woman's World, Chi-
cago, and A. W. Erickson, The Erick-
son Co., Inc., advertising agency, New
York; treasurer, Hopewell L. Rogers,
Chicago; secretary, Wm. L. Hiles, Chicago.

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The board of directors also called
the convention's notice to the growth
of the A. B. C. in Canada. It stated
that the large dailies in Toronto,
London, Montreal, Ottawa and Winni-
peg were now members and that the
Canadian members of the Audit Bureau
numbered nearly 100.

The convention re-elected the fol-
lowing officers of the A. B. C.: Presi-
dent, Louis Bruch, American Radiator
Company, Chicago; vice-presidents,
Curtis B. Brady, Woman's World, Chi-
cago, and A. W. Erickson, The Erick-
son Co., Inc., advertising agency, New
York; treasurer, Hopewell L. Rogers,
Chicago; secretary, Wm. L. Hiles, Chicago.

Mr. Bruch also said, "that
circulation audits are beneficial for the
advertiser and the advertising agent,
because advertising or circulation is
now being bought and sold as a com-
modity, both quality and quantity being
established by the Audit Bureau of
Circulations."

AUDIT BUREAU OF CIRCULATIONS IS DOING GREAT WORK

Splendid Reports Received at
Annual Meeting in Chicago.

HELPS ALL ADVERTISERS

President Bruch Tells Dele-
gates of Splendid Progress
of Organization.

The annual convention of the Audit
Bureau of Circulations, of which The
London Advertiser is a member, was
held in Chicago, and the reports re-
ceived by it from its directors and
officers showed that the association,
which is composed of publishers, adver-
tisers and advertising agents, is in a
flourishing condition, and its growth
during the last year has been highly
satisfactory to the membership.

The Audit Bureau of Circulations is
an organization to which newspapers,
magazines, farm papers and class, trade
and technical journals cannot belong
unless they are willing to tell what
their circulation is, and not only to tell
what it is,