

London Advertiser

MORNING PUBLISHED EVENING THE LONDON ADVERTISER COMPANY, LIMITED, LONDON, ONTARIO.

The Consumer's Dollar. The Ottawa Journal analyzes some figures recently gathered at Washington.

- Producer 20 cents Manufacturer 17 " Selling profits 14 " Distribution 49 "

At once the buyer says distribution costs are too high, and so they are. The Journal takes the grocery trade as an example...

Many of these small stores have their own system of distribution, autos or horse-drawn rigs.

Then it is claimed that meat packers have their business so well arranged that they can send beef from Kansas City to Toronto for a cent and a half per pound...

It is not an easy matter to remedy this state of affairs. A man running a grocery store, or any other kind of store, looks upon it as his means of gaining a livelihood...

London's Police Force. According to a forecast from London city hall, the police force here is going to be cut down by the elimination of 16 men.

Naturally The London Advertiser feels a bit gloomy over the passing of the Owen Sound Advertiser. This country needs more Advertisers instead of fewer.

Wolves have been seen on the lake shore near Port Stanley. Probably ready to take a bite out of some of the meralds who sit around there in the summer months.

U. S. boasts of its splendid isolation. Queer, isn't it, that as soon as King George appears in one of those hard hats the Yankee magazines start to show them as something quite new and undeniably proper?

Canada loaned \$30,000,000 to Greece, and chances of getting it back seem to be very slim.

Ottawa people are trying to unseat the mayor and board of control; in Toronto after they got done with the day's work they start at the town hall counting ballots for mayor.

Hon. Mr. Robb has returned from Australia. He went there to talk reciprocal trade, but instead of that ran into an election.

Builders inform us that ordinary care in construction will make a coal heater or a wood stove quite safe to operate even in cold weather.

Building inspection in cities does much to keep down fire losses from this source, although with electric wiring and gas services there are more chances for such outbreaks.

Your Health

THE WAY SCIENCE TREATS DETACHMENT OF THE RETINA.

No matter what its cause may be there are few human afflictions equal to loss of sight. I have seen strong men on the verge of nervous collapse awaiting the verdict as to whether or not blindness is threatened.

The Reds and Whites. Canada's Indians and their problems have received a lot of publicity during recent months.

In verse and story we like to tell and sing of the red men who inhabited this country before the whites came; our history even pays tribute to the fact that he fought with the British against the French.

Good News From Doorn. They do tell that the ex-kaiser is having a hard time with his second wife. A correspondent of an English paper, who is at Doorn, says Mister Hohenzollern lives in one part of the house all by himself, and that the Missus Hohenzollern lives in the other part with her children.

Note and Comment. All aboard for Ottawa! The Armenians leaving Turkey and going to Russia is like unto the man who found himself between the devil and the deep blue sea.

Now, how long will it be before Hon. Arthur Meighen again tells the Commons that it was a serious mistake to thump him in the closing days of 1921?

London has had quite a controversy over the one-man street cars. As far as we can learn, you stand up in them just the same as in the two-men chariots.

Answers to Health Questions. H. E. C.—I suffer with a burning sensation in my feet. Also, if I rest my weight on my heels, they hurt. Will you please tell me what to do for this?

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they had left the Ridgewood, Maud tried to leave, but Willis asked permission to walk with her to the place where she had to do her business.

He went to the door of his office and called to Helen. "Please tell Miss Denton, when she comes, that I have been asking for her. Tell her to come to my office at once."

When Maud went into Willis Clark's office her face was flushed with outdoor exercise—plus the concern felt over Helen's report of Mr. Clark's annoyance over her delay.

"You're not sure because she's late?" Helen asked with what Willis Clark regarded as infinite impertinence.

"But don't usually accept luncheon invitations in business hours," she added; and then wondered why he had said anything so inane.

With one exception the most economical cereal sold. ROMAN MEAL COMPANY, TORONTO.

ROMAN MEAL logo and text: ROMAN MEAL is the only balanced combination of whole grains—wheat, rye, Flaxin, and comminuted bran.

Rideau Hall Coffee advertisement. A high grade blend—nothing added—nothing taken away. Sold only in Airtight tins. GORMAN, ECKERT & CO. Limited.

DOLLAR DAY

COWAN'S MONEY SAVERS. COWAN'S HARDWARE CO. 125-127 DUNDAS STREET. PHONES 3461-3462. Advertisement for various household goods like light bulbs, toasters, and aluminumware.