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THURSDAY AUGUST 13, 1925.

An Opportunity For All London.

The people of London are now presented with an opportunity to secure the new hotel which the city has needed so urgently and so long. On September 5, three weeks from this Saturday, the city will be asked to approve by public vote the two essentials in its construction: first, the exchange of properties which will put the hotel on Dundas street; secondly, the granting of a fixed assessment of \$200,000 for a ten-year period. These two points will appear on the ballot as separate questions. They are, however, to all intents and purposes, one question: "Do you want a new hotel?" Both the fixed assessment and the exchange of properties are necessary; unless the vote approves both points it will not be possible to undertake the new hotel and this opportunity will be gone.

The city council very properly decided to exclude any question regarding the building of a new city hall. The ballot will be in the simplified form which The Advertiser has advocated, with the issue confined to the job in hand, the hotel, and there is little doubt that the public will endorse the action of the council and assist the progress of the city by giving sweeping approval.

The need of a new hotel in London is traditional, the lack of it has been a handicap to London for many years. It is essential if the city is to attract trade which will bring business to all classes. Even during its construction there are immediate advantages. The construction company estimates that one-third of its cost, or over \$300,000, will be spent in the wages of those employed in building it. Three hundred thousand dollars in wages for city workmen in itself means no unemployment relief needed this winter, means more comfort for London homes, more money for London stores. In addition to this \$300,000 in direct wages, the building of the hotel means employment for scores of men in other establishments throughout the city. All building supplies are to be purchased from London firms so far as possible, and the maintenance of the hotel after it is completed will mean continued employment and trade for city people in the hotel staff and in the provisions and other supplies which the hotel must have every day. The new hotel is a great community enterprise with benefits reaching out to every corner of the city, both during its construction and after it is built.

Granting the hotel a fixed assessment of \$200,000 for ten years is to be the second question on the ballot. Without it the hotel can not be attempted because its taxes must be kept to that assessment if it is to operate with profit during its early years.

The fixed assessment, however, is more a benefit to the city than a favor to the hotel because it means that the city will receive over \$22,000 a year which it is losing without the hotel. Interest charges on the present vacant Federal square valuation and loss of taxes because it is city-owned amount to over \$12,000 according to figures from the city hall. Taxes to be paid by the new hotel on its fixed assessment will be about \$8,500, and it is estimated that business taxes from the retail stores occupying space in the hotel building will total another \$4,000. Thus the city will benefit directly by an increased income of approximately \$22,000 each year and in the Spencer block will increase substantially. Fixing the hotel assessment at \$200,000 and thus building the hotel will be a very profitable investment for the city's treasury apart from the other advantages to the city as a whole.

Crime and Religion.

Religious training is not usually regarded as a means of making money, but there appears to be an increasing tendency in the United States to regard religious education as a matter of economic necessity and to urge attention to the church and Sunday school from the standpoint of dollars and cents in the national treasury. The enormous cost of suppressing crime and supporting criminals has inspired the following statements which illustrate the trend of thought among American writers and lecturers.

Charles W. Shine, manager of a drive for \$225,000 by the New Jersey Protestant Council of Religious Education, declared in a recent address: "The criminality, law-breaking and common dishonesty of the American people cost us three times what it costs to run the government—more than ten billions a year. The people of New Jersey and the nation as taxpayers and rent payers must foot this huge bill. It is cheaper to invest money in the character-building process of religious education than to build jails and reformatories to protect us from the results of our neglect."

Judge Fawcett of New York is quoted as saying: "It is my opinion that society carries this heavy burden of criminality chiefly because of the lack of religious training of the children. Along those lines may I note that during the past sixteen years more than 7,000 persons charged with crime appeared before me, and the vast majority of them had a record of neglected childhood. More than 4,000 were between the ages of sixteen and twenty-one years, and of that number only three were members of Sunday schools at the time of commission of their crimes. The saving power of the Sunday school is indisputable. The church is the greatest

character-building agent in the world; its teachings the most effective antidote for delinquency and crime."

When the general public learns what an enormous amount of money is expended for enforcing the law, in apprehending its violators and supporting them after they are apprehended, perhaps there will be a demand for application of the only remedy that exists to remove evil.

The Call for Empire Products.

The renewed movement which is taking place in Great Britain in favor of buying and consuming empire-made goods deserves the active attention and support of Canadian producers and shippers, writes Trade Commissioner Harrison Watson, London, in the Commercial Intelligence Journal. As far as the general public is concerned the commodities which will be more immediately affected will be articles of food. Experience shows that the most practical means of increasing the use of empire food products is for the consumer to demand from the retailer goods produced within the empire and, moreover, to insist upon getting them. This expedient, however, is not so simple as it looks. The retailer purchases his supplies from the wholesaler or importing broker, and usually buys what is offered to his greatest advantage. In addition the average housewife has so little personal knowledge of Canadian goods, and more especially of Canadian brands, that when she wishes to buy Canadian products she is frequently at a loss to know what to demand from the retailer. Many Canadian packers and shippers of provisions have, by energy and acumen, established a definite demand for their goods in England in face of great difficulties.

The Windsor-Detroit Bridge.

There will be a feeling of satisfaction in Western Ontario that Windsor's city council has approved the ambitious plan of the Windsor-Detroit bridge. Financial sponsors of the plan will now proceed with complete estimates, and the council's approval is supplemented by ability to raise the required funds it seems likely that the international bridge will become a reality. Essex county's share of the cost is estimated at present as a guarantee of \$5,000,000 worth of bonds and the municipalities concerned may be asked to approve the guarantee at the coming elections. The bridge is a vast and constructive undertaking. If it can be financed within the present estimates it will undoubtedly prove profitable to the entire border district and, less directly, to the rest of the western counties in encouraging tourist traffic.

Britain's Strong Delegation.

Britain will be much more capably represented at the coming assembly of the League of Nations than she was a year ago. Last year Ramsay MacDonald sent Lord Parmoor as the chief delegate and, perhaps because he was so heavily burdened, he failed to perform with distinction.

Baldwin, however, has had excellent material from which to choose and Britain will be represented next month not only by Chamberlain and Lord Robert Cecil, both authorities on international relations, but also by Sir Cecil Hurst, eminent financial expert, and three other delegates of ability.

Note and Comment.

A new hotel and \$300,000 unemployment relief—there isn't much doubt about saying "yes" to that invitation.

Professor Bigourdan of Paris says the coming winter will be the worst in 216 years. He and Right Hon. Arthur Meighen should meet. They would like each other.

Quebec has now the discovery of large nickel deposits in Senneterre township to add to her success in obtaining the aluminum industry. Ontario will have to catch up.

Kitchener, North Bay, Belleville and Smith's Falls are cited by a Toronto morning paper as having held the most successful old boys' reunions. What about Sarnia? And where does Clinton come in?

And now comes a new form of the talking-movie, combining radio and the cinema. One great blessing of this invention is its possibility to silence the activities of that person who sits just behind you and reads the titles out loud.

The Manitoba Pulp and Paper Company has decided to spend five million dollars on its new plant instead of two and a half millions, as previously intended. The west is no place for Arthur Meighen to enjoy himself.

Babson says that the really big men of America have won their spurs by doing what they didn't want to do when they didn't want to do it. Cutting the grass Saturday afternoon ought to be a sure road to success.

The first issue of a new Canadian magazine has just appeared in attractive form. It is Trade Abroad, from the presses of the MacLean Publishing Company, and its expressed object is to serve the Canadian exporter and importer with information regarding foreign markets.

An ingenious explanation of America's demand for payment of its war debts is offered by a Michigan paper, which says that United States merely wishes to save Europe from another war by gathering in the surplus money. How kind and generous of Uncle Sam to take all the risks.

The Goderich Signal says that when Mr. Meighen declares (as he did recently in Manitoba) for a tariff policy similar to that of the country lying alongside of us, he is "looking to Washington with a vengeance." The Signal adds: "According to Mr. Meighen's dictum Canada's tariff policy should be made in the United States. Red-blooded Canadians will not subscribe to that doctrine."

80 Million More Stars

The largest telescope in the world is soon to be in operation at Seattle, Wash., according to a news item in the New York Herald Tribune. It will be a reflector, with a mirror 120 inches in diameter. The telescope itself and the great observatory now being erected to house it will be the gift of Charles H. Fyfe. The mammoth speculum, the largest ever cast in the world, is being completed by T. S. M. Shearman, Canadian astronomer and telescope builder, in specially constructed shops in Vancouver, B.C., the delicate work of grinding the mirror to the right curvature being done by hand.

The largest existing telescope today is the instrument at the Mount Wilson observatory, mounting a 100-inch speculum. The next in size, 73 inches across, is at Little Saanich, B.C., Canada.

The Fyfe observatory is remarkable for several features. The mirror is the first large optical lens ever cast on the North American continent. The observatory itself will contain a collection of astronomical photographs gathered from every part of the world.

There are about 5,000 stars visible on a clear night to the naked eye. The 60-inch reflector makes 210,000,000 stars visible. The Mount Wilson speculum brings into view 320,000,000, while the big Fyfe telescope will, according to conservative estimates, make visible at least 400,000,000 stars of the twentieth magnitude.

A huge dome 100 feet in diameter and 150 feet in height will house the heavy machinery used to manipulate the ponderous reflector and refractors of the big telescope.

25 Years Ago Today

(From The London Advertiser, August 13, 1900)
Among the Canadian soldiers sailing for home from South Africa is W. G. Lynch from Seaford. Hart, the London first baseman, has been sold to Buffalo for \$150. He left Saturday to join the team in Detroit.

A. S. Hurst, formerly of Morpeth, has been appointed to the position of instructor in English at Peckskill military academy, Peckskill, N.Y.

M. T. Burn of Tillsonburg has purchased four pairs of ducks for his poultry yards at \$20 a pair. The board of Central Methodist church, St. Thomas, has invited Rev. H. W. Crews to remain a fourth year.

D. R. Ross of Embro has word from his son, Capt. J. M. Ross, dated London. He says he is doing well and expects soon to rejoin his men in South Africa.

Walter Scott and L. S. Miller applied for the position of teacher of Mr. Dunsmore's room at Strathroy school. Nearly 1,800 more tickets than last year were sold for the Irish Benevolent society picnic.

The following Londoners left for Supreme Grand Lodge, Sons of England, at Windsor: Dr. C. A. Hodggets, grand president, Fred Cook, grand vice-president, Ben Hitchcliffe, grand treasurer, and J. W. Carter, grand secretary.

Some excitement was caused by the incorrect report that a liquor license was to be granted at Byron, near Springfield park.

E. R. Dromgole has been transferred by the Merchants Bank to Stratford.

Arthur Brenner has purchased Duke Sprague, with a mark of 2-294, for \$500.

Rev. Dr. Alexander Jackson of Cleveland occupied the pulpit at St. Andrew's church.

The Lamp

By ANNE CAMPBELL.

With lighted lamp in childish hands held high,
I climbed the stairs that reached my attic room.

When suddenly a roving breeze passed by,
Put out the flame, and left me in the gloom.

Holding the darkened lamp, with careful tread,
Somehow I found my way through deepest night.

To where the distant stars upon my bed
Threw their unsatisfying, feeble light.

So would I falter now up life's dark stair,
Weary and hopeless, torn by grief and doubt,

Knowing the light above could not compare
With the warm glow of love that flickered out.
(Copyright, 1925)

Editorial Opinion

KISS THE CHILDREN.

(Plattsville Echo.)
It is a good idea to kiss the children good night, says a Plattsville mother, if you don't mind waiting up for them.

ANOTHER NOTE OF HOPE.

(Brantford Expositor.)
The establishment of the \$100,000,000 aluminum plant at the great power center on the Saguenay river, is another evidence of the potential industrial resources of Canada. In the facilities for developing hydro-electric power the Dominion is unsurpassed in the world.

PROSPERITY IS HUMMING.

(Brantford Expositor.)
The hum of returning prosperity is already heard in the preparations for the big harvest in the prairie provinces. The need of 50,000 men from the east speaks impressively of the magnificent crop that is expected.

MOSQUITOES IN THE ARCTIC.

(Ottawa Journal.)
There must be food enough to sustain life in the Arctic. Mr. MacMillan discovered "clouds of mosquitoes" up there and we know there isn't enough nourishment in an iceberg to maintain a mosquito in the manner to which he has been accustomed.

FAST MAIL.

(New York Telegram.)
To Chicago and back in 42 hours, which is exactly what the night air mail means to correspondents between the two cities, is hailed by Lester D. Gardner, editor of Aviation, in a congratulatory despatch to Postmaster General News as "the fastest mail service in the world." Actually the letter which Mr. Gardner started for Chicago at 5 p.m. Wednesday and received on its return at 11 a.m. Friday was in the air only sixteen hours of the total elapsed time.

THAT FLAG AGAIN.

(Manitoba Free Press.)
Canada has no national flag. Some persons in the country hint that it is an act of disloyalty to suggest that the Canadians have a flag for Canada. They are even opposed to a flag with a Union Jack in the corner and a maple leaf or some other suitable emblem in the fly. It will not be allowed.

In fairness to the empire, it is probable that we will have to muster the boys in Canada, and taking ship, go over and round up those traitorous Australians, New Zealanders and South Africans.

DOLLAR DAYS (Friday and Saturday) AT DAVIDS'

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LADIES' BLACK AND BROWN SLIPPERS, broken sizes, to clear at \$1.00

\$1.00

MISSES' TAN SANDALS, sizes 11 to 2

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Genoa—Conte Verde from New York.
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Hamburg—Ohio, from New York.
Shanghai—President Harrison, from New York.

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A Boston Bag, same as above, only lined with real leather.

DOLLAR DAYS \$2.85

Club Bags

Fibre.....\$1.35
Real Leather.....\$3.75
Real Leather, leather lined, \$4.90
Real Leather, leather lined, sewn frame.....\$6.75
Several odd lines of real leather Club Bags at greatly reduced prices.

Suitcases

A good roomy Suitcase, strong handle, good lock and catches.....\$1.25

Several odd lines of Suitcases in real leather, fibre and patent enamel, at greatly reduced prices.

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JAMES McCORMICK

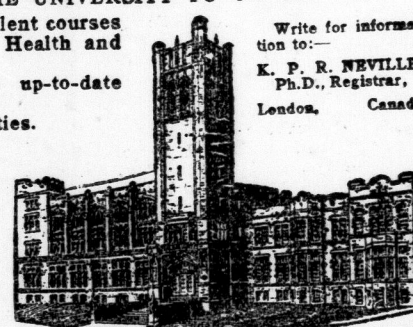
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