

ALL CITY DOINGS

News of the Day in the Commercial Metropolis of Western Ontario.

The London Advertiser

LONDON, ONTARIO, WEDNESDAY, MARCH 22, 1922

FIRST BY MERIT
London's Evening Newspaper—"All The News That's Fit to Print."

MANY CAR MEN FAVOR WALKOUT

Others Approve Getting Court Injunction Against Street Railway.

TAKE VOTE ON ACTION

Majority Decide To Ask For Appointment of Board of Conciliation.

Steadfast in their determination not to tamely accept the three-cent car fare reduction in their wages, effective since March, motormen and conductors employed by the London Street Railway Company have voted to make immediate application to the Federal Department of Labor for a board of conciliation.

In the same appeal Hon. James M. Murdock, minister of labor, will be asked to restrain the company from a continuance of the reduction pending the negotiations.

Officials of the union explained Tuesday evening that the members were by no means unanimous in their support of a certain proportion of both sides.

"They wanted to put the cars in the hands right away," said one of the officials, "but we wish to avoid such trouble, if humanly possible, that is, when all else fails."

Others were of the opinion that action should be entered at once through the courts to restrain the company from affecting the reduction.

However, this suggestion did not meet with the approval of the majority. Considering the large expenditure involved, it was not deemed of sufficient recompense, it being pointed out that even should an injunction be granted, the company could be restrained only from its present activities until such time as the management applied for a board of conciliation.

Basis of Appeal.
In its appeal to the Minister of Labor for intervention that will absolutely forbid the company from remunerating its employees at the reduced scale (45 cents an hour) the union basis its rights for such officials explain, upon the industrial disputes act. The latter contend that by the provisions of this enactment the company is lawfully bound to call for a board of arbitration before any move is made to quash the existing contract with the men.

The secretary of the union was directed Tuesday afternoon to apply to Ottawa for the necessary documents. While several days will elapse before these can be obtained and returned to the capital, the employees state that they have ample time at their disposal.

Following the company's reduction they moved to quash the same agreement, asking that a new contract be formulated April 1. They demand that the company pay a half-day pay for Sundays and holidays and one week's holiday each year.

"We are going to stay to the finish in spite of everything," a member of the union's executive committee declared after Tuesday's final meeting.

TO EXPLAIN HOW CITY MAY LOOK AFTER MORE PUPILS
Education Board Will Hear Provincial Attendance Officer at Special Meeting Today.

At a special meeting Wednesday afternoon, members of the board of education will hear Major Cowell, chief provincial attendance officer, explain just how the department of education expects the city to provide educational facilities for all children to the age of 18 years.

In its 1921 estimate the trustees have made provision for a chief attendance officer for London, with an assistant and stenographer. At present this work is being accomplished exclusively by Dr. George S. Weir.

In September last the adolescent attendance act was made effective with the result that approximately 400 more pupils were added to the school enrollment, most of whom, however, were cared for at the evening technical classes.

It is now proposed to elevate the age limit from 16 to 18 years, which will mean necessarily that several hundred more children will have to be provided for next fall.

What Kind of Baking Powder Do You Use?
To get perfect results from every baking attempt

YOU MUST USE
PURITY BAKING POWDER
Purity is guaranteed to contain no alum or phosphate.

25c HALF POUND
Cairncross's
the Chemists

Four Graduate Druggists.
216 Dundas St. W. PHONE 580.
Experts in Kodak Photography.

Suggests Trustees Rowe or Silverwood To Oppose Mayor

City Clerk Baker offers a solution for the present controversy between the various civic spending bodies and Mayor Cameron Wilson.

It has been reported that the latter will resign and go to the people upon his proposal for a reduced tax rate at all costs.

"I do not know whether he said it or not," said the city clerk Wednesday morning, "but perhaps it would be worth while. It would be a splendid opportunity to test the feeling of the public. School Trustees Silverwood or Trustee Thomas Rowe were proposed by the city clerk to oppose the mayor in a special election."

"I understand that they have done more talking than any of the others," he said.

REV. McCORMICK REMAINS PASTOR

At a meeting of the official board of Hyatt Avenue Methodist Church Tuesday evening, an unanimous resolution was adopted.

Rev. R. J. McCormick, to remain for another year. In accepting the invitation, Mr. McCormick spoke of his enjoyment of the first year of his ministry with Hyatt Avenue church, and of the encouragement which the splendid progress of the church during the year had given him.

During the past year improvement and progress have been noted in all departments of the church work, and the attendance at the Sunday services has greatly increased. A junior congregation has also been organized.

Several members of the board gave expression to the hope with which they look forward to even greater progress during the coming year.

BUTCHERS FIGURE IN STORES DEAL
Three prominent butchers of London's market house figured in a cornered deal on Tuesday when Paul Doug bought out W. Marsh & Son's business, while the latter moved into E. & O. Boug's establishment.

"Ernie" and "Ollie" Boug will take a year's vacation, and visit relatives in England during the coming summer.

Town Topics.
A THOUGHT FOR TODAY
And now abide faith, hope and charity, these three; but the greatest of these is charity.—I Corinthians 13:13.

In Christ's day men gave themselves, not a guinea, when an appeal was made. Love had not then found out that it could buy itself with an annual subscription.

It was mad enough to sell and suffer in the heat of the day. Only spiritual insolvents think of compounding with God for a guinea, when they owe him their whole life.—Joseph Parker.

THAT MILK PRICES have taken a drop in of interest to London householders. The decline is from 11 cents a quart to 10 cents a quart.

THE INDOOR BASEBALL league games will be started at the local "Y" when the Reliance will play King street and the Pointers will take on the Champions. Six teams of the Trail Ranger group are represented in this league.

THROUGH AN ERROR it was stated that Cecil Wright was carrying the gun in connection with the story of the arrest of three men who were found guilty of entering a London West store. It should have read William Flowers, his companion, carried the gun.

THE PROPERTY at 124 Albert street, formerly owned by Major A. Graham, has been purchased by Tailor Street Baptist Church for the use of the new pastor, Dr. Bowley Green. The amount paid is said to be between seven and eight thousand dollars.

G. W. SULMAN, ex-M.P., Chatham, who spoke in London a few weeks ago is returning to this city on April 25, under the auspices of the Askin street boys, to lecture on "Java and the South Seas." Mr. Sulman, who has travelled extensively and lectured in many parts of America, is fully competent to handle such a subject.

THE ASKIN STREET HAWKS of the Trail Rangers group and the Nikators of Dundas Center, representing the Tuxis boys, will journey to Windsor with their basketball teams on April 8, to battle with the Trail Rangers and the Tuxis boys of that city. The Windsorites intend coming to London on April 11 to play return games.

NEW PERIOD DESIGNS OF VICTOR-VICTROLAS
The Victor Company have introduced this week five new console models of Victor-Victrolas.

As usual, the home of the Victrola, Mason & Risch, Limited, 248 Dundas street, who have seven sound proof rooms for demonstrating Victor records and Victrolas, are first to show these exclusive period models.

Imagine being able to procure a genuine Victrola Console model as low as \$165, also at \$225, \$285, \$400 and \$500.

You are invited to examine these works of art as well as musically perfect instruments, any of which may be purchased upon terms to suit customers' convenience.—Adv.

EXPLAINS HOW ART AIDS ADVERTISING

J. E. Samson Says Poster Must Tell Its Story To Public At Glance.

BEST STYLE IS ENGLISH

Announce Intelligence Test Results To London Advertising and Sales Club.

J. E. Samson of the firm of Colorcraft, Toronto, was the speaker of the evening at the monthly banquet of the London Advertising and Sales Club held in the Tecumseh House Tuesday.

Dealing with the subject of "Art in Advertising," the speaker said that every country had its own particular style of art for advertising purposes.

The poster, which is the most popular kind of advertising, came originally from either France or Germany, most probably from the former country.

The French poster carried with it all the grace, charm and gay appearance usually associated with the French nation, while on the other hand the German poster was built upon a more solid structure and presented a massive effect.

English Is Happy Medium.
The style adopted by the English was the happy medium between the two.

In order to insure the success of a poster it must tell its story at a glance, and to do this the poster must be complete with all the lines and colors leading to the one outstanding feature which the advertiser or the artist wishes to emphasize.

The usefulness of a poster must be viewed from the standpoint of the general public, whom it is intended to attract, and not from the point of view of the artist who is making it.

Association of ideas was another strong point, according to the speaker, who said that the poster must make its appeal within the bounds of possibility.

If the art work of a poster was to tell the story, the wording and the color scheme must be arranged so that they did not detract from the effect, but, on the other hand, they must assist and lead up to the effect required.

Speaking on the matter of color, Mr. Samson said that the true effect of color on the senses was not realized to the full.

Advertiser's Object.
The advertiser using the poster with a definite end in view, either to place his goods or his name before the public, so that when occasion brought the matter before the mind of an individual he would instinctively think of the name most advertised.

The strength of a poster was often in its simplicity, and the process of elimination often had a more telling effect than elaboration.

The color, design or pictorial element of a poster could have a dignified effect or otherwise, according as it was portrayed and arranged.

During his address, the speaker illustrated his remarks by showing various posters, pointing out the weaknesses as well as advantageous features of each one.

T. Yull, who had introduced an intelligence test at the last meeting of the club, announced that the three members standing highest were A. E. McGee, Allan D. Gow and D. George Clarke.

E. E. Glen introduced the speaker, and the president of the club, D. George Clarke, occupied the chair.

BOTH FIND THEY ARGUED RIGHTLY

Ald. John Ashton is for checking up G. A. Wenige on his Pipe Line Road declaration in a letter to The Advertiser. The labor-advertiser thought that his memory served him well, and that the Pipe Line Road pavement proposal passed the council unanimously.

Ald. Wenige said that he voted against every two-third vote which was presented while he was on the council.

However, a perusal of the minutes served to show that Ald. Ashton's memory about the matter was behind, and that the Pipe Line Road pavement proposal passed the council unanimously.

REMANDS POOL SELLING CASE
Magistrate A. H. M. Graydon faced the lightest docket Wednesday morning that he has experienced since his return to the bench. Nine cases were listed on the blotter, an adjournment of a week was made in the case of John O'Flaherty, who is charged with using his premises for pool selling.

Five citizens charged with violations of the motor vehicle act, and two charged with breaches of city bylaws, settled their cases out of court by contributing small fines.

One assault case was withdrawn, when the defendant paid the costs.

Trustee Says Department's "Jim Jams" Cause of Excessive School Taxes

As one of the board of education's representatives to the inaugural gathering of the civic commission Wednesday, Trustee Bryden Campbell will place the burden of responsibility for London's excessive school tax rate upon the provincial department in Toronto.

"I go to the commission," explained the trustee Wednesday morning, "prepared with the figures to prove my contention. This has been going on for years, and now we have reached the culmination point. As a matter of fact the people have been paying, through the

direction of the provincial department of education, for a lot of things that are not education. In the past few years they have introduced a lot of 'Jim-Jams' that bordered on socialism."

"This afternoon a special meeting of the board is called to hear the provincial attendance officer tell us how to conduct a police department, and we have just set aside several hundred dollars in the estimates for the same purpose."

"Mayor Wilson is right, but he does not know just where he is right. He is looking through a maze like the rest of us in a sense."

IS READY TO FACE LABOR PARTY'S EXECUTIVE BOARD

Alderman John Ashton characterizes Attack On Himself As Spite Work.

Emphatic in his contention that recent opposition to his attitude, emanating from the Labor Temple, is more or less "spite work," Ald. John Ashton declared Wednesday that had the members of the labor party any criticism to offer to his actions they should have adopted a different method of expressing it.

"The party has an executive board," said the councillor, "and any member whose actions they consider have not been justified, should be taken before it before they discuss their grievance in public."

Ald. Ashton stated further that he was ready at any time to appear before the party and give an account of his actions before the council. "I am at the Labor Temple frequently," he declared, "I have nothing to hide."

Touching upon the trip to Toronto Tuesday, when representatives of the various municipalities considered the hydro situation, the alderman denied the report in the Toronto journals that they were there to attack the Drury government.

"I did not go there for any such purpose," he asserted emphatically. "I was under the impression that both sides would be present before the fact, and incidentally I gained considerable information of a more intimate nature, I was not implicated in my attack upon the Farmer-Labor party."

GIVE PLAY "THE MINISTER'S BRIDE"

The members of the First Congregational Church were entertained in a splendid fashion, Tuesday evening by the Young People's Christian Endeavor Society, of the First Church of Christ, who presented an amusing play, "The Minister's Bride."

The leading characters in the play were: The minister, played by Wilfred Dunn; his bride, by Miss Hilma Versey; and Mrs. Crabbe, the president of the Ladies Aid Society, played by Miss Grace Versey. Miss Grace Versey was also the director of the play and deserves much of the credit for its success.

The element of humor was supplied by Albert McVicar, E. P. Versey, and Douglas McVicar, who played the parts of a comedy nature. Members of the Ladies Aid and other female characters were taken by Mrs. Evelyn Banks, Jean Henderson, Jean Robertson, Irene Steller, Francis Robertson and A. W. McVicar.

Selections by the orchestra of the First Congregational Church were responsible for much enjoyment throughout the evening.

WILL END CHILDREN'S AID SOCIETY YEAR EARLIER

Members Told Several Applications To Adopt Wards Have Been Received.

At the regular monthly meeting of the Children's Aid Society, Tuesday afternoon, it was reported that sixteen children had been admitted to the society during the past month, and thirteen discharged. At present there are twenty-six children in the shelter.

A number of applications for adoption were considered from people who wish to adopt children.

Much satisfaction was caused by the report that an electric water heater had been installed and the kitchen re-decorated and new floor covering laid.

Some discussion took place at the meeting regarding the proposed revisions of the bylaws and constitution of the society, and it was decided to complete the year's work at the end of September instead of November, in order that the annual meeting may be held before the Christmas season.

A number of applications for admission to the Children's Aid Society at Toronto, at the next meeting of which amendments to the Ontario Act for the Protection of Children will be considered.

Running expenses during the past month amounted to \$1,021, as compared to \$970 for the preceding month. The president, C. E. Barbour, occupied the chair.

UTILITIES KEEP SILENT ON CUT

Complete silence still reigns at the public utility commission respecting Mayor Wilson's proposed 10 per cent reduction to affect all civic employees.

On Wednesday afternoon Commissioner Jared Vining, chairman of that body, explained that the question had not been formally discussed by the members and while he expected that representatives would attend the initial session of the new civic commission Wednesday afternoon, he did not know personally, he averred what attitude would be assumed by the commission as a body. He professed frank ignorance of the commissioners' possible action.

The following were elected to the executive committee for the ensuing year: Prof. Anderson, president; E. G. Wood, secretary; E. L. Gillingham, treasurer; G. Wadding, librarian, and H. T. Dickinson, Mrs. William Self and Miss M. Johnson as conductors.

It was decided to give a rendering of St. Paul's "Crucifixion" in St. Paul's Cathedral on Good Friday evening.

J. B. McKILLOP'S CONDITION WORSE
The latest report concerning Crown Attorney J. B. McKillop, K. C., states that he is weakening rapidly and little hope is entertained for his recovery.

PASTOR EULOGIZES "IF WINTER COMES"

Rev. Quintin Warner Analyzes Literary Work of Author, A. M. S. Hutchinson.

RECOMMENDS IDEALS

Declares Story, Now Running in Columns of Advertiser, Points Great Moral.

A. M. S. Hutchinson's three great books, "If Winter Comes," "The Clean Heart," and "The Happy Warrior," represent not just an interest, but a consuming interest in religion and morality, according to Rev. Quintin Warner who, before a large audience in Cronyn Memorial Church on Tuesday afternoon, pointed out the real value of the books.

Rev. Mr. Warner points out that Mr. Hutchinson, like many other great writers is a mouthpiece of humanity; his words, because they deal with heart-reaching questions and because they are immensely popular, are abundant evidence that the heart of humanity is sound. In this time of re-adjustment, the insistent cry for a solution to the problem of the great unchurched sons of God, should be hopefully answered.

Running in Advertiser.
In closely examining "If Winter Comes," which is being published at present in serial form in The London Advertiser, the reader is enabled to perceive that the ideas contained in the book bring to the surface of his own thought.

"The book strongly appeals to the reader's serious imagination, makes him consider deeply and interpret the meaning of the book for himself. One may obtain through Puddlebox, a great character in 'The Clean Heart,' a profound grasp of the true meaning of life."

"Throughout the book there are very few beautiful, rhythmical passages, but there runs, in several occasions, the spice of delicious humor. Mark Sabre, a unique character, portrayed by Mr. Hutchinson, is a man who says much more clearly and infinitely more intensely with his mind than with his eye, and is therefore admirable."

Sabre, in declaring that marriage is a contract in which one is in all honor bound, thereby places emphasis upon the ideal of marriage, and not upon the horrible failure evidenced by divorce.

Unselfish Ideals.
The great virtue, the willingness to sacrifice self, and a clear sense of honor and truth are depicted strongly in both "The Happy Warrior" and "The Clean Heart." But the noblest of all human virtues, namely, willingly and alone, to relinquish an advantage over another, an advantage that means everything to oneself, is presented in that great book, "If Winter Comes."

"In reading earnestly that story, the reader is forced to realize that in the heart of every man there is a sense of approval of a gloriously unselfish life, an approval of a life nobly lived."

"Jesus demonstrated in His willing surrender of a supreme advantage what impulse in life a man would really rise to and millions have responded to His call to find life in and through Him."

"In summing up the value of 'If Winter Comes,' the speaker said: 'Surely it is a great, though unconscious tribute to the standard set up by the founder of Christianity. The great hope of humanity lies in a sympathetic understanding of this life and an unbounded admiration of the things that are excellent.'"

CHORAL SOCIETY ELECTS OFFICERS

A general business meeting of the London Choral Society was held recently in Cronyn Hall, Prof. Anderson occupying the chair. The accounts, which showed the society to be on a satisfactory financial basis, were approved.

H. T. Dickinson complimented the society upon the efficient production of "Elijah," recently given in St. Paul's Cathedral.

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CHARGES "MINORITY RULE" RAMPANT CITY GOVERNMENT

changed, with the result that members get it into their head that they will not be a meeting and do not bother turning out.

The board of health and the housing commission have each held six meetings this year. By the end of March, the former should have held three, one a month. The housing commission in the same time should have held six, two a month.

The most important business of the board of health this year was the new milk bylaw and the estimates. These items were handled by a minority meeting.

The most important business of the housing commission was the settling of a price at which to sell the Pine Lawn houses. It was a minority meeting.

City Clerk Baker says that the wobbling of the meeting date is responsible. It is changed and

officials not notified and citizens having business with the board found an empty meeting place.

Some of the business connected with the new commission left their desks Tuesday afternoon. They found on arrival at the city hall that the commission meeting had been delayed so that some of the aldermen might be able to take in the hydro

But the housing commission and the board of health are due the honors for the greatest vagaries, according to city hall officials.

The outstanding feature of both these bodies is the frequency with which they call meetings.

The frequency with which these meetings do not materialize.

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S. A. Officer Dies

COL. JOHN RAWLINGS.

TORONTO social worker, who was well-known in London, succumbed to death Wednesday morning after a brief illness.

He was field secretary for Eastern Canada at the time of his death, and had been in the London division for four years previous to his acceptance of that office.

He left to assume the position of field secretary, with headquarters at Toronto in September, 1920.

Col. Rawlings was born in England and came to Canada when a boy. He had been a member of the Salvation Army for 38 years, and was an officer for all but one of those years. He was one of the most active workers in the Salvation Army in Canada, and his death will be universally regretted.

He is survived by a widow, two daughters and one son.

The funeral will be held Saturday morning at 10 o'clock, at the funeral home of Messrs. Cox, Special services will also be conducted at the London Citadel.

WOMEN LIBERALS SEE MINISTERS

A deputation from the executive of the Toronto Women's Liberal Association waited on Premier Drury and Minister of Labor and Health Rolfe this morning and presented two resolutions. The first, which asked for equal guardianship of children by the parents, was favored by the ministers. They, however, expressed doubt of the effect of the second, which called for medical certificates before marriage.

WILL DECIDE FATE OF FISH MARKET

The fate of the city fish market is to be decided on Wednesday afternoon by the chairman of the two council committees, Messrs. Childs and Ashton.

Ald. Watkinson and other sources have been attacking the fish stall of the city and the two aldermen have decided that they will look into the whole proposition and then present a report to the council.

The fish stall found on the city treasurer's books a net profit of about \$2,000.

Your Own Room

After a hard day's work—how good it feels to come home to your own room, with its cheerful atmosphere of restfulness.

You drop into the easy chair and turn on the pretty lamp. How peaceful it is, not even the jangle of a telephone to disturb you. And what is more, it is your home, a place where you may have things to suit yourself, and where you are free to do as you like, free to spend a quiet evening with your favorite books.

You folks who are far from home— you can easily find just such a one-room home if you seek it through the Want Ads. for right now there are countless families who would be very glad to rent a room or two in order to help meet the expenses of the family. Look for your home today. TELEPHONE 3678.

INSURABLE NOW?
You may not be next month. Why not consult us today?
THE DAVIS INSURANCE AGENCY, LIMITED.
208 Royal Bank Building, Phone 716W.

Still a Few More Samples

Of what we mean when we say "at prices sufficiently attractive"

DINING-ROOM TABLES

We have five that we had marked to sell at \$24.50 and thought they were good value. These tables are built of seasoned quarter-cut oak, 44" tops, extending to 6 feet, and are complete with three extra table leaves.

Special \$17.95

DINING-ROOM CHAIRS

that have been in stock for just a few months, but we are carrying too many lines, so out they go. These chairs are made up in sets of sixes (including one arm) built of oak and have genuine leather slip seats. Regular \$49.

Special \$28.00

THOMAS