London Township Makes Merry

Above—A glimpse of the crowd enjoying the troubles of the contestants in the wheelbarrow race.

Below—Part of the stirring patriotic parade, in which some 1,500 London Township kiddies took part.

HUNDREDTH BIRTHDAY OF LONDON TOWNSHIP CELEBRATION HELD

Thousands Visit "Westlake's" of St. Johns To Attend Connecting Link of a Hundred Years Ago With Today.

The stately trees of the forest primeval, which still remain to form the delightful grove to the east of the village of St. Johns, known as "Westlake's," were the connecting link yesterday between the old pioneer days of a hundred years ago and the present, on the occasion of the celebration of the one hundredth birthday of the corporation of the township of London.

From all parts of the township, from the city, and from an area of miles around, as well as from distant parts of Canada and the United States, and far overseas, gathered early in the afternoon a mighty throng of people, heavy-headed folks bowed with age, who recalled other days long gone by—men and women in the prime of life, youths and maidens with the best of their years before them, school children and the little tots, to the tiny babes, who in most cases completed three or four generations present right on the grounds.

Even though the sun blazed down somewhat mercilessly, never was there a more perfect day in June for an excursion into the country. The fresh green of the fields brought cooling and refreshment to "pavement souls," and the trees, great verdant plumes, cast satisfying shadows. And, overhead, the sky was a canopy of deep blue, unflecked by a single cloud.

Under an immense Union Jack over the gateway into the field leading to the grove swept hundreds upon hundreds of motor cars, with here and there a spirited team of horses, a single, personable "driver," hitched to a democrat, buggy, surrey or gladstone, and, mem. Old Dobbyn attached to a "shay."

Promptly the cars were parked in the field, an imposing array, while the horses were led on to the cool depths of the grove, to be hitched to trees. "A little bit of the old pioneer days over in that corner of the grove," one woman termed the horse transports brigade.

Airplane Arrives.

On a day when thoughts were turned backward to the beginnings of things in the township and this section of the country, when people talked of pioneers and of ox-carts, the difference which a hundred years have made in methods of transportation and the inventions to which a century has given birth, were demonstrated in a striking manner. Shortly after 9 o'clock in the evening there was a whirring and a buzzing in the air, a sound which has become very familiar to Londoners in the past ten days.

A rush was made for the open to see the arrival immediately over the picnic grounds of the airplane which is making ascensions this week. Owing to the condition of the atmosphere and the fact that it was getting dark in a strange field, the pilot and his passenger did not alight.

The passenger, by the way, was a descendant of one of the first pioneer families in London Township, Cecil Cooper of this city, whose ancestors on his mother's side of the family were the Comstocks, and members of the Schwartz family.

Mr. Cooper was at the centennial picnic in the afternoon, and, after returning to the city, was seized with the idea that the one thing required to round out the centenary celebration was the presence of the speediest thing known in the way of transportation, an airplane. He hied him to the heights and bargained with the aviator to take him out to St. Johns.

Right in the centre of the forest glade where the picnic was held, was erected a grand stand, roofed with boughs of green, which served the purpose of a speaker's platform in the afternoon and a stage in the evening. Scattered through the grove were numbers of tents and booths, rest tents, ice cream, cooling drinks, peanuts, popcorn and ice cream cone tents, which could scarcely keep pace with patronage; shooting gallery tents, where the prizes were fascinating kewpie dolls, even fortune telling tents, "just for amusement."

Among five or six thousand people who were present in the afternoon and as many in the evening, were scores of lads of the township who have returned home after years of overseas service. Some in khaki, some in mufti, they were eagerly surrounded by friends to give them the hand-clasp of "welcome home."

Unveiling Honor Roll.

The very first ceremony of the program was the unveiling by the grand commanding officer of the district, Brig.-Gen. L. W. Shannon, C. M. G., of an honor roll bearing the names of 300 or more of the township of a population of 6,000 who offered their services when King and country called. Not all of those who went over came back, and the names of 27 who counted not their lives dear, but who heroically went forward to their rendezvous with death that others might enjoy freedom and peace, were engraved on an enduring tablet of brass.

As Gen. Shannon raised the Union Jack curtain, both memorial tablet and honor roll were revealed to the great throng of people who stood to do homage to the fighting men of the township.

Forming a guard of honor, were a number of these fighting men themselves who had marched through an aisle of the grove to their places in front of the grand stand, to inspiring strains of music played by the Medway Valley Band.

School Children's Parade.

As the school children arrived from all parts of the township, they were arranged in parade order, according to school sections, in a hollow two or three hundred yards across meadow land from the grove. When the signal was given the procession advanced across the field, led by Henderson's Kiltie Band, with tiny Miss Dorothy Munro as a dignified little drum major. In their best bibs and tuckers, heads erect, came the boys and girls, 1,500, perhaps, of the country's future citizens, each school section headed by an orange-colored standard, on which was printed, "Centennial Picnic," with the date 1819-1919, and the number of the school section, accompanied by the magic words "presented to."

An animated picture to delight the eyes and hearts of the grown-ups the school children presented as they advanced across the open field, then wound their way under the trees to line up in massed formation to the north of the grand stand. Their contribution to the program was the singing of patriotic songs, under the direction of Eldon Westman, Reginald Hudson presiding at the organ.

Following the addresses, hundreds of baseball fans utterly ignored the hot rays of the sun as they surrounded the diamond on which a lively ball game was played between the Graysteads of Ilderton, and a Poplar Hill team, with the score 5-2 in favor of the Graysteads.

At the same time a lengthy program of races was run off in an area between the ball grounds and grove, which had the advantage of shade, as the shadows of the afternoon lengthened.

Red Cross Entertains.

The ladies of the Red Cross of London Township served a most tempting supper at 5:30 o'clock in a marquee to the guests of honor of the day, including speakers, returned soldiers, etc., while other people held basket picnics among the trees.

A second baseball match was played after tea between the Graysteads and an Ailsa Craig team.

Numbers of parents of little children took their families home at the close of the afternoon, while scores of farmers hurried home to do the "chores," then returning for the evening.

Large as was the attendance in the afternoon, it was estimated that the crowds were still greater in the evening, when the scene became a veritable "Midsummer Night's Dream."

Scene of Enchantment.

Thanks to the Northern Electric Company electric bulbs twinkled like jewels among the trees, emphasizing the beauty of the roof of green leaves bringing into prominence weird shadows, softly illuminating the grove, while adding to it an unforgettable enchantment.

Interest once more centred on the grand stand or stage, the program presented proving a fitting finale for a perfect day and of the greatest occasions in the history of the township, the big Centennial picnic.

Reeve J. L. Robson presided during the first part of the afternoon's program. In his address referring to the heritage left by the pioneers, the men and women of stout hearts and dauntless purpose who hewed out homes for themselves in the wilderness, and blazed a trail for those who should come after them.

After years of peace and prosperity the dogs of war were let loose by the kaiser and the descendants of the pioneers sprang to the colors to fight against injustice and tyranny, revealing the same spirit that had animated their ancestors who braved the deeps, leaving home and loved ones to conquer a wildnerness, and make it blossom.

Brigadier-General Shannon referred to the fact that Middlesex had given to the Canadian army its chief commander for the closing period of the war, thereby making the name of Middlesex forever glorious in the history of the war and of civilization.

"Canadians Never Failed."

Dwelling upon the splendid record of the Canadians in the war, he quoted the statement that Canadians had never lost a gun, nor failed to capture a position after being ordered to do so, and that Canadians had never failed to hold a position after capturing it. From Ypres to the day of the signing of the armistice when they ended their triumphant record by capturing Mons, the Canadian men had never once failed to bring honor to Canada and the empire. During the period of the war, 17,000 medals were won by Canadians, including 53 Victoria crosses, the most-coveted decoration of all.

Other speakers of the afternoon were the Bishop of Huron, S. F. Glass, M.P., John McFarlan, M.P.P., E. V. Hessian, Lieut.-Col. Robson, E. T. Essery and Capt. T. E. Robson, who acted as chairman during the latter part of the program in order to release Reeve Robson, who was a man of many duties and responsibilities yesterday.

One of the most enthusiastic demonstrations of the afternoon was accorded Lieut.-Col. Bart Robson, commander of the 135th Battalion, "Middlesex's Own," when he appeared on the platform.

Ovation For Col. Robson.

Capt. Tom Robson called for three cheers and a tiger and these were given with a right good will which awoke the echoes.

"I'm not a speech-maker," said the colonel, "but I want to tell you how I have appreciated what you have done in placing the names of the men of the township who served on an honor roll and in the inscribing of the names of those who fell on a memorial tablet. "You talk of what the men who were in the fight went through. Only a man who has been in it himself knows anything about it.

"You have referred to me as the commander of the 135th Battalion. I was awfully sorry we could not go to the front as a unit. I should have liked to have led the men of the 135th to France, but it could not be. Only one unit from No. 1 Military District was privileged to go to the front as a unit, and it was impossible for ours. But it was a disappointment."

When Col. Robson stepped off the platform he was again loudly cheered.

Advocates Memorial Hall.

In the course of his address S. F. Glass touched upon the subject of where the service roll and memorial tablet of London Township should be placed for safekeeping, and as a frequent reminder to the present generation and generations to come of the gallant deeds of men of the township in the war. He advocated the building of a memorial hall for the township as a community centre, in which the people might frequently get together and learn to know and understand one another better. The applause which greeted this suggestion was an evidence that it was popular. In conclusion Mr. Glass asked Reeve Robson to give the memorial hall idea serious consideration and to take it up with the township council.

With regard to the tribute paid by Gen. Shannon to the Canadians in the war, Mr. Glass had a high compliment for the commanding officer of M. D. No. 1 and his staff. In no military district in Canada were the details administered in a more efficient manner than in No. 1 District during the war, with Gen. Shannon at the helm practically from the beginning.

Continuing, Mr. Glass spoke upon several questions of the day of outstanding interest, such as the high cost of living versus the cost of high living. He recommended the study of the latter as well as the study of the former. So far as the farmer's end is concerned, he expressed the view that only now are the farmers beginning to get adequate returns in the way of prices for their produce. He would be sorry to see the prices which farmers are receiving go down again. The prices being paid for farm products, he declared, bringing statistics to the support of his statement, prove that these are but a small factor in the high cost of living (or cost of high living).

Referring to the mixed population of Canada, he emphasized the fact that care must be exercised in the future in regard to the class of immigrants admitted to Canada. They should be obliged to pass the soundess of mind test, as well as soundness of body. Bolshevism was characterized as one of the diseases of the mind, the disease which would substitute the red flag of tyranny for the Union Jack of freedom. The importance of country people and city people getting closer together to build up a strong, united Canada, worthy of the sacrifices made in the war, was dwelt upon. Both Mr. Glass and the speaker who followed him, John McFarlan, M. P. P., made complimentary references to the admission of women to the ranks of voters and the full privileges of the franchise.

Religious and Civic Foundation.

The Bishop of Huron stated that it must have been as the representative of the Church of England that he was invited to take part in the centennial celebration and the unveiling of the honor roll, a large number of those whose names appeared on the honor roll belonging to the Church of England communion. Further, St. John's Church, London Township, traced back its history practically to the founding of the township.

"We who are living today," said the bishop, "are reaping the rewards of what the pioneers did in the past.

"They laid foundations in two respects which we should bear in mind. First, they laid the foundations of civic life, and there is no finer municipal system in the world than that of Canada.

"In the second place, they laid the foundations of religious life, and I want the generation of today to remember the importance of religious life."

London a "Child of the Township."

Laughter and applause greeted the statement that the magnificent city of London is the child which London Township had reared up.

With reference to the tremendous work of the pioneers in clearing the forests, and the popular conception of some years back that we of today are not so strong as the pioneers, Bishop Williams held that the endurance of the lads of the township in the present war has amply demonstrated that the generation of today is as strong as the generation of a hundred years ago. "The people of today are as good as the pioneers," he said, "and the part taken by our people in the war has served to restore our confidence in human nature." His desire was that the township and city might in the years to come render service to Canada and the world worthy of the pioneers and the men who have fought and come back, the men who have died for freedom.

There must be a new standard in Canada of manhood, he declared, a standard by which service shall be esteemed before money.

Mr. Hessian eloquently urged the importance of a getting together of the people of Canada to build up a nation worthy of its possibilities and heritage. Mr. McFarlan emphasized the patriotic note, referring to the fact that it had been his privilege at one time to serve Canada in the army.

A Fiery Patriot.

A speech of fiery eloquence, patriotic fervor and much humor was delivered by Mr. Essery, who, in the course of his address, related a number of amusing incidents in connection with the history of London Township dating back fifty or sixty years and which he alleged to be true. In any case, they were good stories, hitting as they did not only himself, but the chairman, Capt. T. E. Robson, and other prominent township old boys present. The speech was "British to the Core." Proceedings were much enlivened during the afternoon by the music of the Medway Valley Band and Henderson's Kiltie Band.

The evening's program included numbers by Mrs. Freeborn, Miss May Walker and Miss Patrick of Alma College; Captain T. E. Robson, Leigh Telfer, B. Loft, the clever juveniles, known as "Henderson's Kilties," and the massed choirs of London Township, conducted by Reginald Hudson.

Real Baseball.

The line-up for the first baseball match of the day was as follows: Graysteads (Ilderton): Catcher, Harold Roobson; second base, J. Watson; left field, C. Charlton; first base, E. Telfer; shortstop, R. Robson; right field, J. Scott; pitcher, M. Charlton; third base, G. Loft; centre, L. Telfer.

Poplar Hill: Pitcher (4 innings), W. Campbell; pitcher (4 innings), R. McGregor; first base, M. Barclay; second base, L. Lang; centre, D. Graham; right field, M. McArthur; left field, J. McGugan; catcher, M. Fletcher; third base, Andy Willis.

The second match was played between the Graysteads and Ailsa Craig. E. Telfer arranged the baseball events.

Tug-of-War Fans.

Two heats were pulled in the tug-of-war, a feature which was in charge of William Needham. A team captained by H. Marshall won out after a twenty-minutes' pull, during which the contestants were almost suffocated by the interested mob of people who insisted upon pressing in at all sides, several deep, in their eagerness to catch a glimpse of what was going on. The women were as enthusiastic as the men, perhaps more so, breaking into the inclosure, clapping their hands, and urging the sides they were backing on to victory.

Capt. Marshall had as his team members, Jack Riley, C. Elliott, C. Ferguson and A. Westman (anchor).

Jack Guest captained the opposing team. Those who did the pulling were, Charles Walden (anchor), J. Ardiel, Charles Lackay, William Locke and Harvey Bournes.

Court Carmichael and Charles Lackey were the starters in the sporting events, Jack Freeborn, the chairman of the committee, and the record-keepers, who gave out the prizes, B. Hughes and C. Winters. The events and prize-winners are herewith given:

Men's race, over 65 years—Capt. T. E. Robson, E. Guest, J. Haskett, J. Marshall, W. Stevens.

Councillors, past and present—W. Noyes, W. Taylor, J. Robson, E. Douglas, T. Clark.

Thread and needle, for girls—M. Carter, O. Knight, G. Hodgins, A. West, L. Bilyea, V. O'Neil.

Sack race, boys—N. Ellis, T. McConnell, W. Amos, M. Armstrong, C. Knight, B. Lucas, C. Needham.

Egg and spoon race—Alda Callahan, Gladys O'Neil, Alice West, G. Long, N. Bilyea, G. Bilyea.

Wheelbarrow race, boys—E. and T. Walls, Wilson and Day, W. and A. O'Neil.

Married men's race—J. Walls, R. Hudson, S. Crocks, E. McNeil, W. Marshall.

Married ladies' race—Mrs. G. Guest, Mrs. W. Wyatt, Mrs. F. Harding, Mrs. Brown and Mrs. Hodgins.

Single men's race—C. Bourne, J. Shoebottom, C. Harding, J. W. Shoebottom, C. Robb and W. Stark.

Single ladies' race—E. Marshal, I. Walls, E. Haskett, A. West A. Taylor, M. Elliott and M. Grant.

Boys' race, under 16—D. Dean, N. Routledge, H. Matthews, W. Hodgins, F. W. Stanley, C. Stanley and W. Amos.

Girls' race, under 16.—Nenone Peters, Ellis Little, Marjory Powell, Lillian Smith, Lillian Gillis, Vera Dann and Ruby Smith.

Girls' race, under 10.—Dorothy Gillis, Nora Buple, Velma Gardner, Mary Guest, Florence Hicks, Bertha Dean, Isabel Holman, Marjorie O'Neil.

Boys' race, under 10.—Gordon Hudson, Leonard McConnell, Gordon Dann, Cecil Loft, Kenneth Haskett, Harold Keays, Jack Bottrill.

Children's race, under 6.—Norman Eggett, Ruby Johnson, Violet Long, Rosie Shoebottom, Alma Hodgins, Christine Grangers, Bertha Fuller.

A very large share of the success of the London Township centenary celebration was due to the efforts of Miss Mary Grant, township clerk and treasurer, and secretary of the celebration committee. Miss Grant, whose name is a synonym for efficiency in whatever she undertakes, is a great-great-great grand-niece of the first clerk of London Township, Duncan MacKenzie, and succeeded her father, the late James Grant, in the office. Many references were made yesterday by the older generation at the picnic to the father of the present clerk and the part he played in the administration of the affairs of the township for many years.

65,000 New Customers

In Canada, there are approximately 65,000 marriages each year.

Think of the millions of dollars these 65,000 marriages bring to the jewelry, silverware, china, cutlery, furniture, linen, carpet, drapery, piano, stove, tinware, and other trades. The world and business would stagnate without the June bride—and brides of other months.

These 65,000 new brides have ideas of their own about keeping house and buying goods. But they may be inexperienced in some things and are looking for suggestions on selecting and preparing foods, economical housekeeping, ways to save time and labor, and advice on making the home more beautiful, comfortable and healthful.

Do you make anything of interest to these 65,000 new housewives? Do you want their trade?

The most economical way to get it is by advertising for it. Tell your story in bright, informing, convincing advertisements—and don't forget to make them "human"—and the response will be gratifying.

There are also 1,700,000 older, experienced housekeepers in Canada who are possible customers for articles that can be used or consumed in the home.

Tell your story direct to the housewife if you want her trade. Don't depend on her getting it second hand from the busy dealer.

Let us show you what we are doing in an advertising way for other manufacturers who are making products for home consumption.

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From June 20 to June 30

Every instrument left over from our year-end sale will be offered at the greatest bargains ever known in the city of London. We have the most wonderful stock of Player-Pianos, Upright Pianos, Square Pianos and Organs ever displayed to London buyers.

$600 Heintzman & Co., oak case, almost new $425

$550 Mason & Risch Piano, mahogany case, like new $325

$475 Bell Piano, fully guaranteed; good tone $250

$450 Louis XV. Mahogany Case Weber Piano $350

$775 Player-Piano, 88-note, best metal action, with $10 worth of music and a bench $650

10 Square Pianos ..... $35 to $60

10 Piano Case Organs ..... $25 to $35

Five-Octave Organs $10

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Mahogany case, 4 feet 6 inches high, 88-note, full iron plate, perfect tone; bench and $10 worth of music with instrument.

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Make your employer do it by means of War Savings Stamps. Say to him: "I want you to take five per cent. of the money in my pay envelope each week and buy me Thrift Stamps.. Then with each $4.00 worth of Thrift Stamps buy me a War Savings Stamp. When you have bought each War Savings Stamp, put it in my envelope. Go on doing that for a year."

That is all. Your mind is free. You will not miss that 75 cents or that dollar which you have hitherto squandered on trifles.

But at the end of the year you will have a little package of War Savings Stamps, each bearing the $5.00 mark, but which have cost you but a few cents over $4.00 each. These Canada will redeem in 1924.

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