

Brains, Pluck and Hard Work Spell Story of Anderson's Success

FROM LITTLE SHOP WITH \$1,000 DEBT TO A HALF MILLION DOLLAR SUCCESS IS ANDERSON'S RECORD IN 10 YEARS



He Inherited No Money, But His Scottish Forefathers Gave Him Courage and Determination—Has Made Good in Ten Years Through Hard Work.

HIS FAMILY IN LONDON OVER FORTY YEARS

Comes From Old Pioneer Stock—A Big Upstanding Man With a Strong Arm, a Quiet Tongue and Honest Eyes.

The city directory will show that there are a dozen men in London who will answer to the name John Anderson, but for the moment the citizens are interested in one particular John Anderson. When a man steps out from his seat in council and enters the mayoralty contest there are always the questions: Who is he? What does he do? Has he made a success of his own business?

Quite natural, too, because we do attach a great deal of importance to the office of mayor, and to the kind of man to whom we entrust that position.

So meet John Anderson—the John Anderson who lives at 137 Wharnclyffe road south. There's a lot of him to meet, six feet two, and when you get the full effect of that height, backed up by about 240 pounds, put into a handshake, you realize that you have met a real man.

John Anderson is a graduate of a school that gives out no titles and no honorary degrees; it does not even give a parchment that can be framed to hang on the wall. Yet for all these drawbacks it has a very large attendance—the school of hard work and achievement.

Pioneer Stock.

There is something in his manner suggestive of sturdy pioneer stock. As he talks one is impressed with his sincerity, but the reporter seeking information is equally baffled by his desire to talk of anything but himself. He is a Canadian by birth, Dundas, Ont., claiming him as a native son. On his father's side the family came from Glasgow, while on his mother's side the records show the family as having come from Dundee, Glasgow and Dundee—and he sits in the family pew at Knox church, so it is a safe guess that he can be put down as a Canadian with Scotch ancestry.

Although born in Dundas, London is home to John Anderson, at least it has been for twenty-six of his thirty-eight years. He was a boy of twelve when the family left Dundas to come to London, and his first introduction to this city was attending the Worthy road school—not the extensive training center it is today, but merely a two-room affair.

The place where he now carries on business on the London market has

been in the family for forty-two years. His grandfather, John Park, carried on business there in a small way, when London had a population of 20,000 and when, no doubt, the people thought they were being overtaxed when they were assessed for a total of \$11,000,000 and paying at the rate of 18 mills on the dollar.

Invested All.

It was to take over this business that James Anderson and his family left Dundas, where he had been employed as a woodworker. Going into business at that time did not take as much money as it does today, neither was there as much money to be had. There was the family home in Dundas, and it was sold to provide capital for the new venture, bringing a price that seems very low compared to present-day values—\$675.

"I remember driving past there this summer along with mother," remarked John Anderson. "Of course we stopped and had a look at the old home, as most people would, and I remarked at the time that if a person could buy it today at \$675 it would be a pretty good stroke of business."

When John Anderson's father arrived in London he found the business waiting for him to take over, and the price paid for it was \$300, another \$300 being used to purchase stock, etc.

Getting John Anderson to talk about himself or the development of the family business to the proportions of today is not an easy matter. He admits that he has been hard up, and that today he has a business that includes a hundred-acre farm with an up-to-date abattoir at Hyde Park, a factory on Wharnclyffe road, and a very flourishing retail outlet in the market building, but when it comes to filling in the details one has to look elsewhere.

Over Thirty Employees.

When John Anderson admits that there was a time when he was hard up he recounts in those few words something that actually did take place. On the death of his father, about ten years ago he undertook to take charge of the business, and for that purpose sent to Winnipeg for his brother, Charles, who was assistant manager of a department in a large retail store there. At that time the staff of the Anderson establishment consisted of one clerk; today there are over thirty employees.

No Money to Start.

When the boys went to the bank the day they started in for themselves they found that the little money their father had there on account could not be touched, as it was his personal account, and he had died without making a will. They had no capital and there were bills to be paid and stock to be purchased for the new venture. They had the choice of two things, closing up the business or getting some money and going ahead, and they decided on the latter course. Gerald Pearson was then, as he is today, manager of the market branch of the Bank of Montreal, and it was to him that the Anderson brothers went with their problem. His decision was that they should bring to him an inventory of their possessions. They did, and \$1,000 was placed to their credit. It was enough to make a start, and the rest of the capital was made up of hard work.

"My brother, who was killed two years ago," remarked Mr. Anderson, "had a good knowledge of merchandising. He believed in advertising, something that my father would never hear of, and I am certain that it was this that made our business grow. In those days we had a few customers, today I guess we have some thousands."

Four years later the business had developed to such an extent that it was decided to erect a plant on the Wharnclyffe road to prepare goods for the store, smoking and curing ham, bacon, etc.

Purchase Farms.

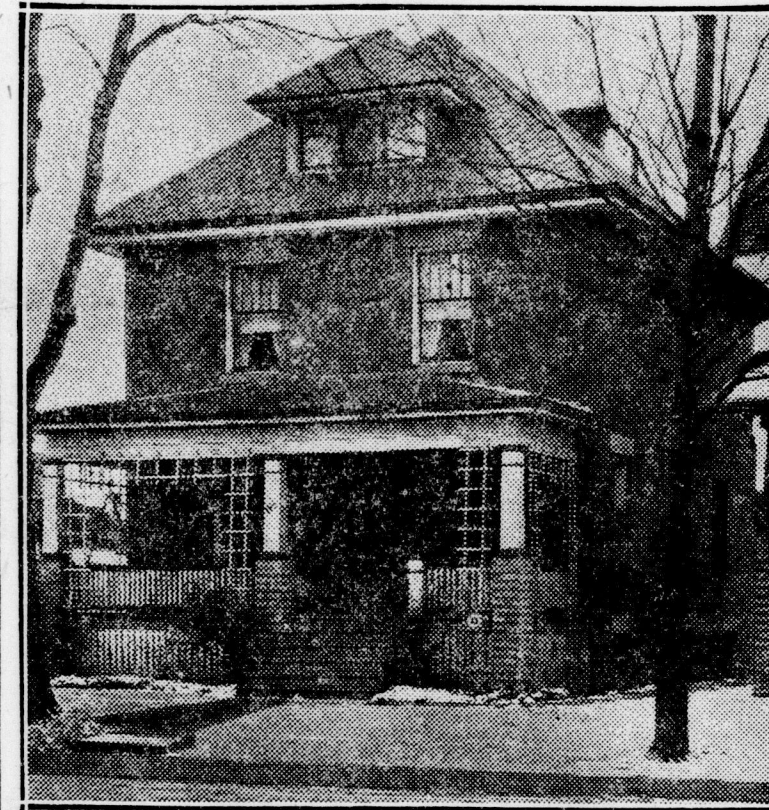
By 1918 the brothers had decided that the erection of their own abattoir, and part of the finishing of their stock should be under their own management, and a farm of one hundred acres was purchased at Hyde Park, on which they erected an up-to-date abattoir. Money was needed for this, but it was no longer necessary to take in a list of securities; their credit was an established thing.

In addition to this John Anderson is a large exporter of beef, cattle, particularly to the British markets. It is stated on very reliable authority that the total turnover in his undertakings will run over half a million dollars a year, an accomplish-



MRS. JOHN ANDERSON WITH JEAN AND YOUNG JACK.

John Anderson is the head of a comfortable and happy family, as well as the builder of a remarkably successful business. Here an Advertiser photographer shows Mrs. Anderson and the two children standing outside their home on Wharnclyffe road. Six-year-old Jean (on the left) goes to Victoria school, and young Jack will, too, pretty soon, but is only 4 years old at present. Mrs. Anderson was formerly Miss Irma Wiley, daughter of Andrew Wiley of Rodney, Ontario. Like her husband, she belongs to good old pioneer stock.



JOHN ANDERSON'S HOME IN SOUTH LONDON.

Here is John Anderson's home at 137 Wharnclyffe road south. The house is something like the man, quiet, dignified, and dependable, and built of good honest stuff all the way through, without any fancy furbelows.

ment of which any man of 38 years, with \$1,000 borrowed capital as a starter ten years ago might well view with some degree of satisfaction.

Amateur sports, particularly baseball and hockey, have claimed John Anderson's attention. The old merchant's league that used to play its games at Springbank, found him heading up one of the teams, and he is now on the hockey executive of the London athletic association.

Mrs. Anderson was formerly Irma Wiley, daughter of Andrew Wiley of Rodney. One daughter of six goes to Victoria school and a son of four, the image of his father, is booked as a prospective student when a year or so more passes over his young head.

KINTORE W. I.

The November meeting of the ladies' aid and W. M. S. of the Presbyterian church, Kintore, was held at the home of Mrs. C. J. Howes recently with about 60 ladies present. The president, Mrs. F. R. Thornton, presiding for the ladies' aid. Miss May Tye and Miss Lenora Armstrong were given permission to purchase one dozen chairs for the primary class. Women of the congregation are invited to attend a special meeting to be held at the home of Miss Belle McKenzie on Saturday afternoon, Nov. 22. A committee was appointed to look after the program.

The W. M. S. meeting took place immediately after the ladies' aid. In the absence of the president, Mrs. Walter Oliver, Mrs. I. H. McDonald presided. The topic for the month was taken from the new study book, "The Black-Hearted Barbarian," by Mrs. Walter Rose. Mrs. I. H. McDonald finished her report of the Provincial W. M. S. held recently.

Mrs. McDonald reported that the church's missionary, Miss Lenora Armstrong, would leave the first of the year for Korea. Mrs. Alex. McDonald reported on visits to the sick and shut-ins. Mrs. J. C. Henderson and Mrs. D. R. Calder volunteered to do the visiting this month. Refreshments were served at the conclusion of the meeting, and a pleasant social period enjoyed.

BUSINESS OUTLOOK IS NOW OPTIMISTIC

Bell Telephone Report Comments on Bumper Crops in Ontario.

A generally optimistic outlook on business conditions as far as Ontario and Quebec are concerned is contained in the monthly statistical report issued by the Bell Telephone Company of Canada for November. In brief this report says:

"With reports of the best crops for years throughout Ontario and Quebec and of increased employment, together with a general feeling of confidence apparent nearly everywhere, we can safely assume that conditions are now on the up grade, which we mentioned last month, and further, that the upward movement will be accelerated as the months pass.

"Increased labor efficiency, together with low material cost, make the cost of construction today lower than it has been for a number of years. This condition promises considerable activity not only in the building itself but in all the industries manufacturing the necessities to carry on the work. That many concerns are taking advantage of these conditions immediately is evident in Toronto, where two large office buildings to cost \$1,000,000 each are now under construction and a number of other large undertakings are being contemplated.

"Retail trade is reported as fairly good, despite unseasonable weather in many parts, and with the coming of the frost should improve.

"The total building program for Canadian construction are given as \$21,066,800, of which Ontario has 49 per cent, and Quebec 30 per cent.

"A quotation from the United States federal reserve board report is as follows:

"Canada is now enjoying a 'cost of living' condition nearer that existing before the war than are the people of the United States, England, France, Belgium or Italy.

"The actual percentages of increase over the pre-war period in the cost of living are stated as follows: Canada, 43; United States, 55; England, 79; France, 295; Belgium, 393, and Italy, 412."

More Cruisers Now Planned

Associated Press Despatch. London, Nov. 20.—One of the first acts of the admiralty under the new government will be to lay down a further number of cruisers, according to the Daily Mail. Recalling that the last Conservative government decided to build eight and that the Labor government laid down five of these, the paper says the balance, with further fresh replacements, may be begun in the near future.

FIFTEEN THOUSAND USE TENNIS COURTS IN 1924

Municipal Season Closes Most Successful Year—Proceeds \$735.

From the fact that \$735 was collected by the playgrounds commission for tennis permits during the year just closed it is estimated that 15,000 people made use of the courts during that period.

The tennis nets at Victoria, Queens and Thames parks were taken down on Tuesday and the season brought to a close after a bumper year.

Since this is the first year that a charge has been made for the permits figures for last year are not available for purposes of comparison. While permits were issued last year no record was kept as to their number, since no charge was made for them.

The permits were issued this year, 10 cents for the morning, and 20 cents for the afternoon and evening. The total number of permits issued is estimated at between 3,500 and 4,000.

The revenue derived from the permits will provide not only for the upkeep, which is comparatively small, but it will also take care of the interest payments on the investment.

DOMINION BACKS U.S. OPIUM PLANS

Boland Insists Remedy for the Evil Lies in Hands of Conference.

CHINA APPROVES

Associated Press Despatch. Geneva, Nov. 20.—Canada and China threw their support to the United States proposals for the control and ultimate eradication of the narcotic evil when the international opium conference resumed its sessions today. Dr. Henry S. Boland, speaking for Canada, pointed out that the United States had enacted laws, the enforcement of which would be sufficient to eradicate the opium evil if clandestine and organized smuggling did not flood the whole land with heroin, morphine and cocaine.

Dr. Boland insisted that the remedy against the invading plague lay in the hands of the conference and he appealed to all the nations to free humanity "from these hideous monsters."

Alfred Sze, Chinese minister to the United States, said that the speech delivered yesterday by Bishop Charles H. Brent of the United States delegation in elucidating the United States proposals had brought the first ray of sunlight he had seen in Geneva for the last fortnight. This was an allusion to the failure of the preceding conference—that which dealt with far eastern opium problems.

On behalf of China, Mr. Sze thanked Bishop Brent for recommending that nations deriving profit from the sale of opium to smoking addicts should expend this revenue for the unfortunate from whom the profits were obtained, remarking he had fought for this principle at the first conference. He conceded that there had been a recrudescence of the cultivation of opium in China.

REPRESENT TOWNSHIP.

Miss Mary Grant, clerk of London township, and Reeve A. C. Hodgins, will represent the township at the meeting of the Ontario municipal electric association in Toronto on Nov. 26.

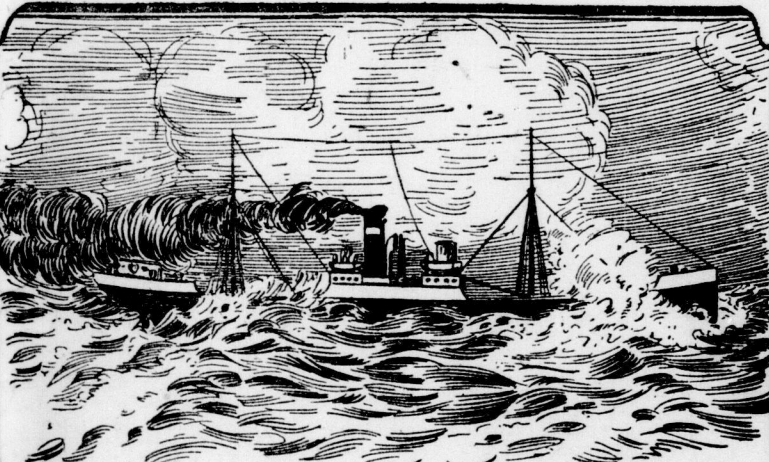
SIX-FEET-TWO!

When John Anderson stands up to talk he makes Sir Henry Thornton look small. Here an Advertiser photographer has caught him on the platform in a characteristic gesture.

TECH. COMMENCEMENT PLANNED FOR DEC. 12

It was announced today by Principal H. B. Beal that the annual commencement exercises of the Technical high school will be held on Friday, December 12.

The prizes for the inter-school sport meet won this year by the Tech, together with academic awards including diplomas and scholarships, will be distributed on that occasion. The arrangements for the exercise which will be held at 8 p.m. are in the hands of Principal Beal, A. D. Hone, M.A., and J. A. Dickinson.



Rideau Hall Experts go Direct to the Great Coffee Markets

RIDEAU HALL Coffee is selected from the cargoes of choicest coffee arriving from South America. Only the finest quality is chosen. It is roasted as required, then cut with steel dies, a process which eliminates the chaff. This fresh roasted coffee is finally sealed by our key-opening Vacuum Process. No air or moisture can enter the can. Everything is done to give you the choicest coffee in the most delicious condition. Ask your grocer for Rideau Hall.



Get the real fresh-roasted flavor by insisting on the Rideau Hall Vacuum Sealed Tin with all the delicious flavor retained until it gets to the cup. Ask your grocer to show you the patent Rideau Hall container.

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Rideau Hall Coffee



Staying Power!

ON the rugby field, in sports of any kind, the athlete prepares himself for staying power. He develops himself to the maximum of efficiency. He makes of his body a veritable storehouse of energy so that he will be "there" when he is needed.

The athlete daily eats the foods which give him the greatest amount of energy without taxing his digestive organs. So should you. Grape-Nuts is the food you should eat every day. You need the nourishment that wheat and malted barley give, the vitality and strength of phosphorus and iron, the laxative bran from the whole wheat berry.

Ask your grocer to send you Grape-Nuts for to-morrow. Four teaspoonfuls with cream or milk are sufficient for each serving. Add sugar if you wish. You'll feel a new tingling through your veins—a new feeling of strength and vigour that will carry you through each day, always at your best.

GRAPE-NUTS VEGETABLE SOUP

1 cup Grape-Nuts, 1 pound veal stew, 3 tablespoons shortening, 2 onions, medium size, 1 quart tomatoes, 2 quarts water, 1 cup carrots, sliced, 1 cup peas, 4 tablespoons salt, 1 teaspoon black pepper, few sprigs parsley, 2 cups potatoes, sliced.

Put shortening in stew pan; when it starts smoking put in stew meat cut in small pieces. When light brown, slice in onion. When onion is brown, put in tomatoes, and cook 20 minutes; add 2 quarts water and let boil 15 minutes; then put in sliced carrots, peas, parsley, salt and pepper. Let cook until peas and carrots are quite tender, then put in potatoes; when potatoes are almost done, put in Grape-Nuts and cook three minutes.

This recipe serves ten to twelve.

"Theres a Reason"

Grape-Nuts

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