

46TH. YEAR. NO. 19647

THE ADVERTISER, LONDON, ONTARIO, THURSDAY, APRIL 22, 1909.

—TEN PAGES.

PRICE TWO CENTS.

ENGINEER KELSCH'S REPORT IS IN LONDON WHY LONDON ELECTRIC SHOULD BE BOUGHT

Will Make a Difference of
\$25 in Cost of Power
to Consumers.

CUTTING OUT COMPETITION

Some of the Main Facts of the
Long Expected Report on
Niagara Power

Mr. Kelsch's report in detail:
Get rid of the London Electric.
Get a hustling business agent to sell
power.

Overlapping will furnish a large part
of the profits.
The peak load is not so dangerous
a factor as anticipated, and can be
overcome with slight difficulty.
It is a business proposition, and
must be treated so.

No price for the sale of power—that
depends on local conditions alone.

Engineer Kelsch's report has come.
For some days it has been expected,
but it did not reach the city until last
night of this morning.

There is a great deal of reference
about the contents of the report, but
after considerable difficulty the above
synopsis was obtained, and it is cor-
rect.

There are two things that Mr. Kelsch
is most emphatic about—two main
things—that the London Electric must
be eliminated, and that the business
must be run on a business basis.
With these two things taken into
consideration, there is no doubt of the
project being successful.

In his report it will be shown that
Niagara power will cost \$61 a horse-
power for 2,000-horsepower, while for
4,000-horsepower it can be had for \$35,
a saving of \$26 a horse-power. That
will mean a saving altogether of \$104,
000 a year.

Mr. Kelsch points out that the London
Electric Company will turn out
customers for nearly 2,000-horsepower,
and it will be quite an easy matter to
sell another 2,000-horsepower, if the
current can be delivered at a reason-
able figure.

Buying the Plant.

If the London Electric Company's
plant is absorbed at, say, \$400,000, the
sinking fund and interest for 30 years
would amount to perhaps \$25,000 a
year, so the city would save in the
neighborhood of \$80,000 by a reduced
price, and incidentally remove all
danger of competition in the city.

Engineer Kelsch's report has come,
and is now in the city, although some
very straight denials have been made
on the subject. It is here, and The
Advertiser is in a position to state
positively that it is here.

In that report, Mr. Kelsch speaks
very plainly. He states, without equiv-
ocation, that this is a business propo-
sition, and must be run in a business
way.

A Business Proposition.

He declares most emphatically that
if it is conducted as a business should
be conducted it can be made to pay,
and that handsomely.

Mr. Kelsch, as has been
stated above, that the London Elec-
tric must be eliminated from the field
for the reasons before mentioned, and
that the city should employ a man
who will sell power, a man properly
qualified to show business men the
advantage of using power from the
city's plant.

Overlapping.

He works out a plan for overlap-
ping, and demonstrates that the city
can utilize its own power for the
waterworks and other parts of the
city machinery at a cost of practically
nothing to the city.

It is in this overlapping that the
city will show a considerable profit,
and protect the ratepayers from loss.

The Selling Price.

There are few recommendations of
an entirely new character. Mr. Kelsch
does not name a price for selling to
consumers—that depends entirely on
local conditions. He does, however, re-
commend that the rate of profit to be
taken, and the other questions of
economy and the rate of profit.

There will be no meeting to con-
sider this report until after the meet-
ing with the London Electric to con-
sider the basis of arbitration.

Get a Good Man.

In his report Mr. Kelsch lays par-
ticular emphasis upon the fact that
the city should do the business in a
business manner.

He instances the case of Montreal
where a man was employed to sell
power for the city at a salary of \$3,000
a year. He was instrumental in bring-
ing the power scheme to a success in
that city, but was taken away at a
large salary. The moral he points
out by the story, is that the city
should get a man to sell power who
knew the business, could approach
men, and by his knowledge of me-
chanics and his subject impress upon
the citizens the value of using the city
power.

The Peak Load.

As for the peak load, it is not such a
bugbear as has been painted, but can be
avoided with ordinary discretion and
judgment.

A scheme has been worked out—it
will be presented as a chart—showing
how the peak load for any consecutive
moment will be little more than the
average load, and is very little more
than the average load at any particular
period of the month.

Mayor Steveland pointed blank that
he had seen the report, and Ald. Stewart
(Continued on Page Nine.)

THREE CARS IN A MIX-UP CONDUCTOR AIKINSON INJURED

An Ottawa Car Collides Head-on With an Oxford and Latter Is
Driven Back Upon a Wellington—Nobody
Seriously Hurt

A somewhat serious collision occur-
red on Hartley street shortly after 11
o'clock this morning, when Ottawa car
No. 90, in charge of Motorman
Hardy, ran head-on into Oxford 58,
with Conductor Everett, knocking it
back about a car length, into No. 124,
of the Wellington line, in charge of
Motorman Dick Simcoe. Conductor
Aikinson, of the Ottawa, received a
gash over the eye, but no person was
seriously injured.
A young lady named Boyd, who re-
sides in South London, was riding in
the Ottawa car and was badly shaken
up.

Motorman Hardy, of the spare list,
was in charge of car 90, and as No. 58,
westbound, of the Oxford line came
up the single track, leaving from Wel-
lington to Richmond, and followed by
No. 124, Wellington, he shot out off
the double track.

The cars struck with considerable
force, although both motormen
"plugged" the Oxford rebounding
and striking No. 124 with sufficient
force to smash the tender.

The vestibules of the Oxford and Ot-
tawa cars were smashed considerably,
but both men escaped injury.

It was expected that negotiations
would have opened long before this,
but Mr. Kelly has been engaged on the
Toronto work.

He has a large staff of men engaged
at the present time, and it is expected
that the plans will be ready by May 1,
although it may be some time later
when this work is completed.

Mr. Graydon Speaks.
"I had a conversation with Chief
Engineer Cousins of the Grand Trunk
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Track elevation is not as dead as it
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MR. ELLIOTT IN HYMAN HALL

Mr. J. C. Elliott, member for West Middlesex in the On-
tario Legislature, will be the speaker at Hyman Hall tonight.
Mr. Elliott's address will be found to be very interesting, and
all are cordially invited to hear him.
A splendid programme has also been arranged.

ENGINEER GRAYDON HEARS NEWS OF TRACK ELEVATION IN LONDON

Chief Engineer Cousins, of the Grand Trunk Railway, Says That
Engineer Kelly Is Still Hard at Work With His Staff
on the Plans for London.

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DEFENSELESS LADY MISSIONARIES SEND OUT A CALL FOR HELP

LITTLE CALTON GIRL SWALLOWED POISON

Drank Contents of a Bottle of
Strychnine and Died in Great
Agony.

[Special to The Advertiser.]

St. Thomas, April 22.—The little
daughter of Walter Williams, a farmer
living near Calton, was poisoned last
night at her home. She climbed up on
a chair and took down a bottle of
strychnine which stood on the clock
shelf and swallowed a portion of the
contents. She died in great agony
shortly afterwards.

ANOTHER SPECIAL BALLOT OFFER

Five Dollar Trip-to-Europe Sub-
scription Now Worth
2,000 Votes.

A SPLENDID INDUCEMENT

New Conditions Open Until the First
of May and Contest Closes on the
Fifteenth.

Another, and, at the same time, the
last special inducement in the adver-
tiser's Free-Trip-to-Europe Contest
opens today, and offers a great oppor-
tunity to any candidate to win out in
the great contest. A full announce-
ment of the terms will be found in the
large notice on another page of this
issue. So it will be sufficient to point
out that under this offer candidates
registering a \$5 subscription will re-
ceive 2,000 votes instead of 1,000 as
formerly, and other amounts of sub-
scriptions will carry with them a pro-
portionate increase in ballots. The
contest opens with the publication of
this notice, and will conclude on the
first day of May. To take advantage
of this offer the subscription must be
entered in this office not later than that
date. These coupons may, of course,
be held back until the close of the
contest. This is absolutely the last
special inducement that will be offered
in the contest, and after the first of
May the value of subscriptions will re-
turn to their old standard, and there
will be no further change till the end
of the contest which will positively be
on May 15.

A Splendid Inducement.
This is a great offer, and one of
which every candidate should take full
advantage. Don't put off till the last
moment. Subscriptions are worth just
twice as much now as they will be in
two weeks from now. The contest
itself is better still for every candi-
date. It is better to have every
prospective subscription in action
now, than to have them all waiting
until the last day of the contest, but
to make sure of every vote, and
more so at present, when every
extra \$5 subscription means a bonus of
1,000 votes.

It is better to work hard while this
special offer holds, than to work equal-
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