

The London Advertiser

Founded 1863.
London Advertiser Company, Limited.
Publisher and Proprietor, London, Ont.
JOSEPH E. ATKINSON, President.
H. B. MUIR, Managing Director.
C. A. M. VINING, Managing Editor.
Morning and Evening Editions.
Subscription rates: Delivered 15 cents weekly; 65 cents monthly. By mail: In Canada, \$5.00 yearly; in the United States, \$6.00 yearly.
Special Representatives:
J. B. RATHBONE, Toronto, 45 King Street East.
Montreal, 1013 Transportation Building.
C. H. EDDY COMPANY, New York, Park Lexington Building.
Chicago, Wrigley Building.
Boston, Old South Building.
The Advertiser is a Member of the Audit Bureau of Circulations.

MONDAY, OCTOBER 13, 1924.

Less Liquor Used Now.

A correspondent, whose letter appeared in The Advertiser a few days ago, made the statement that "there was as much drinking under the O. T. A. as ever before." That is not the only time such a claim has been made; it is one commonly used.

It is advisable to check up such assertions to see what degree of truth they contain; if this one is correct it indicates a serious state of affairs; if it is not, then in fairness it should not be repeated.

The department of customs and excise at Ottawa have on file accurate figures showing the amount of liquor manufactured in Canada, imported, exported, and used for home consumption. It does not require a very intricate process of arithmetic to add the amount retained for home consumption to the amount imported, and subtract the amount exported. That gives the total retained for home consumption in any given year.

These figures, comparing the year 1914 and the year 1923, show (in gallons) the following:

	1914.	1923.
Home consumption	4,764,619	2,088,755
Imported	3,806,201	1,231,890
Total	8,570,820	3,320,645
Home mfg., exported ..	798,643	539,404
Foreign, exported	24,153	89,710
Total	822,796	629,114
Available for Canada ..	7,748,024	2,691,531

These figures show that in 1923 there were available for consumption in Canada 5,056,493 gallons less liquor than in 1914.

Where there were eight gallons of liquor for consumption in Canada in 1914 in 1923 there were three. It is a physical and mathematical impossibility to drink as much liquor when it is not here to be consumed.

In the year 1923 both British Columbia and Quebec were consuming large quantities of liquor under government selling. Assuming that they used one-third less than in 1914, it would mean that 2,093,167 gallons were consumed in these provinces in 1923, leaving only 652,364 gallons for the other seven provinces, or .111 gallons per capita. In 1914 the per capita consumption in Canada was 1.061.

Figures for beer are also available. The table below shows the number of breweries and the gallons of malt liquor made in Ontario in 1914 and 1923:

	Breweries.	Beer made.
1914	50	24,193,619 gals.
1923	21	6,379,667 gals.

The 1923 figures include all the so-called "near beer" (2½ per cent) and also all the strong beer manufactured for export. A very conservative estimate is that there is not 10 per cent of the intoxicating beer consumed in Ontario in 1923 as compared with 1914.

In the light of these figures, the statement that there is as much drinking going on as ever becomes a very weak argument. It has nothing to bring to its support in the way of proof. If the liquor is not here it cannot be consumed, and that is exactly what has taken place.

Can Support a Million People.

Only a few years ago the Peace River country was known as a land where hardy prospectors went, away on in the vanguard of a civilization that was pressing farther north. We heard of it as a place of great possibilities, away north of Edmonton, but the general public knew nothing much of its possibilities.

The Peace River Record of October 2 indicates that it is a wonderful wheat-growing belt, producing nothing but grain that grades No. 1 hard. It is a small empire within itself, capable of tremendous production, and clamoring for an outlet to the coast.

A report of the town council meeting in the same issue shows it to be dealing with such matters as generally come before such a body, the provision of better fire-fighting facilities and the collection of taxes. In another column a notice is given of a meeting for the consideration of a road from Edmonton to Peace River, much of which has already been constructed. A cattle shipper has arrived from still farther north with 175 head for shipment to Edmonton.

Here is a district, the length of which is 400 miles, capable of sustaining a population of a million people, and the development of which is hardly well under way. "Canada's last great west" is a term that needs revising.

Well-Spent Money.

As might be expected, the annual report of the mothers' allowance commission of Ontario is a far more human document than the average run of government blue books. It has to do with the keeping of homes where the wage-earner has been taken away, with the struggles of mothers to face life again under altered and straitened circumstances. The work of the commission is as worthy a piece of business as a province could possibly attempt, and the dividends from the outlay come in the shape of families kept together under the care of the best possible influence, that of a mother.

It is not charity as we usually accept that word, but it is encouragement to go ahead and make the best of it. One widow with four small children has an allowance of \$25 per month; from the sale of butter and eggs she makes a

similar amount, and has kept out of debt, doing her own work with such assistance as the children can give her. They are all learning the value of work and thrift.

Another widow was left with a small farm of five acres outside of a town; she has three children. Her allowance was \$25 per month, and besides selling garden produce she has started to grow flowers, selling them as well as bulbs. Her ambition is to establish a small store in town for the sale of the produce of her farm, and she is moving rapidly in that direction.

There are scores of cases somewhat similar all over the province, where widowed mothers are encouraged to go ahead and face the future, keeping their families around them instead of placing them in some charitable institution. Ontario spent in this work during the year \$1,612,701, and the province should be proud that it was able to put that amount to such an excellent use.

Baldwin, Father—Baldwin, Son.

Hon. Stanley Baldwin, leader of the Conservatives in the British elections, and ex-premier, has not the satisfaction of seeing his son following in his political footsteps. The great Gladstone had two sons who followed him into the Commons, although history fails to record any particular brilliance on their part. Ramsay MacDonald's son, who is at present in America, is contesting a seat on the same party ticket as his father.

Oliver Baldwin, though, is running in Dudley, not on the Conservative platform, but as a Labor candidate, his political sympathies having been cast in that direction for some time. Nor is it recorded that father and son have become estranged over the incident. It is typical of British freedom of thought and tolerance of action.

Note and Comment.

He went hunting and pulled the shotgun through the rail fence. The funeral was largely attended.

Prince of Wales is the ideal visitor. Every place he leaves he tells them he has had the time of his life.

We have government control in Ontario today. What we are offered on October 23 is government selling.

Total gate receipts at the world championship baseball series were \$1,093,104. No doubt accounting for the phrase "big league ball."

Canada is about to ratify that halibut treaty with United States. If the thing is not done quickly there is danger of the fish being a bit stale.

At Youngstown, Ohio, a man aged 57 has started to go to public school. It would be a mean trick to make this youngster stay in after four.

Regina girl tired of washing dishes, and went out disguised as a man to work in the harvest field. Lasted two weeks, and a man in a similar reversal would have quit the kitchen in two days.

Mr. Baldwin says that tariffs will not form the Conservative party's campaign policy in the British election. Mr. Baldwin knows that he wrecked one perfectly good scow on that rock in the last race.

At Reading, Pa., the chief clerk has ruled that if women do not give their correct age they cannot vote. The only way to overcome this is to make the age-recording documents as secret as the ballot.

Britain gets to work quickly on an election. Already the bill board campaign has started. Voting takes place on the 29th, so it would not be surprising if in such a short time people failed to learn what the election is for.

A girl in Detroit sued a beauty parlor because a permanent wave for which she paid \$20 only lasted two days. It's a mean thing to say, but there are some heads in which a permanent wave feels like a lighthouse without any water.

That's All He's Got

Jim Tightwad started years ago to save the coin that came his way, decidin' that in after years he'd have his fill of sport and play. When he had piled the ducats high he'd cast aside his hoe and pick, he'd see the things there to see and wear a garment fair and slick. So Tightwad grabbed the erring coin, he smiled at dime and nickles' clank; and off he traced his hasty feet and parked his iron men in the bank.

No coin slipped easy through his fist, he gripped with strength the country's seal, and when he parted with a dime it made the monarch's head to squeal. As each week came the teapot bulged, he counted out the coin therein and figured how in after years 'twould put silk shirts upon his skin.

While others rested from their work and went on pleasure here and there, a-takin' of their folks along to let them sniff the country air, old Tightwad wrinkled up his face, in such a fool stuff he took no stock, he grabbed the price of gasoline and stuck the ducats in his sock.

While others opened up their purse to help some chap whom luck had hit old Tightwad turned his back on such and stiffened up his upper lip, a-saying such a dime was to blame, to them was simple sin, that they should give their money up and not come cryin' after him.

So Tightwad aged, but he grew rich, he piled his mortgages up high, dyspepsia smote him in the ribs, sciatitis camped upon his thigh; there were none who came his way, he had no friends in east or west, none came with catnip tea nor soup, nor oils to rub upon his chest.

He never travelled as he thought, in foreign lands away from home, his limpin' carcass never trod the streets of Paris nor of Rome. He never went and got glad rags, no tailor carved duds for his back, old Tightwad was so crippled up his shape was like a jumping jack. And so he's hangin' on today, no youngster smiles to see him come, no folks is ready for to mourn when Tightwad's course on earth is run. Yet he has rolls piled in the bank, his coin lies on the kitchen floor; Jim Tightwad has a flock of scads, that's all he's got and nothin' more.—ARK.

Rarebits By Rex

A PRACTICAL PROPOSAL.

Come, darling, my sweet, my beloved one, Let's marry and sail o'er the sea, For I'm simply crazy about you, And you're simply wild about me.

I promise that you'll be supported In wealth and luxurious ease; Gems that are rare and a wave in your hair You may readily have if you please.

I haven't a job, yet I'm certain We'll live like two princes somehow— That is, if your daddy supports us The way he's supporting you now.

We suppose the reason why a man always seems to win the fastest-stenographer contest is because he doesn't have to stop to powder his nose.

It is reported that the glass tumbler from which Cleopatra is supposed to have drank is lost. They should try a glassified advertisement.

Grandfather never heard of mah jong, but when the children were naughty he used one bamboo on them.

Clemenceau says he wants to depart this life in a blaze of glory. He should try soldering a gasoline can.

After hearing that each Washington player is to receive \$6,000 extra we begin to suspect that they are playing the game for the gain's sake.

The Democrats claim the Republican party has degenerated and the Republicans claim the Democratic party has degenerated. Both are right.

The advantage of a radio set over a baby is that you can turn a radio set off.

It doesn't matter much whether the world is flat or round. The important thing is for its occupants to be square.

"McGraw was nervously eating weiners, puncturing them with his teeth."—Sport item. Where was the society for the prevention of cruelty to animals?

The office grouch informs us that if hickory sticks had been used more fifteen years ago there would be less lip sticks used today.

We got some fish marked "C.O.D." yesterday, but we sent it away because we had ordered trout.

An Owen Sound man swallowed a bottle of ink by mistake. It is rumored that his supper consisted of blotting paper.

A savant claims the Israelites were the first people to use garlic in their diet. This probably accounts for their being driven out of Egypt.

After all, the only difference between us and a millionaire is that the millionaire is making his second million and we are still working on our first.

Many a schoolboy showing his teacher last night's homework is punished for his father's ignorance.

If your home life is unpleasant it may be because your wife married a grouch.

Henry Ford says the cow will be replaced by the chemist very shortly. And after listening to certain politicians for some years we have hopes that the bull will be treated in a similar nature.

Dr. Frank Crane

MOTHERCRAFT.

People have to learn other crafts, why is it supposed that anyone is able to understand mothercraft?

This requires quite as much ability and cleverness as anything else. There are very few mothers, and certainly the demand for motherhood is greater than anything else. A man cannot become an artist, no matter what his ability, unless he first learns how to wield the brush. Nor does any boy with mechanical ability become an engineer without training.

Motherhood is a profession and, as Muriel Winch says, "It is necessary that women naturally endowed with the capacity of motherhood should look upon it as a craft."

A mother should be to some extent educated intellectually. Of course she needs a capacity for devotion and self-sacrifice, but the emphasis on intellectual work has not been stressed. She will have charge of growing minds and these must be fed in the right way. The mother is not only the first, she is the most important teacher.

She needs a physical education. Children require longer and shorter hours of sleep, different food and a varying amount of exercise. The mother should understand the principles of physiology.

She must understand the principles of psychology and know the characteristics of the normal child and understand the reason for its ceaseless activity.

She must understand why the child learns numbers more quickly while playing at grocery store than while solemnly counting out beans or counters. She must know enough about the mythology of many countries to understand about princesses and fairies, giants and dwarfs. She ought to know enough of natural history to teach the child to use his eyes and see the wonders about him.

She should understand the training of character and be able to teach the lessons of life to the child so that he will know how to live.

The study of ethics, philosophy and practical experience will be of use to her.

The woman who takes her motherhood seriously ought to take her training seriously, and if she did so we would have happier children. It is her duty to train their instincts and to enforce them by intelligence.

To the Editor

How People Will Vote.

Reader Draws Up Classes From Which Supporters and Opponents of O. T. A. Will Be Drawn.

Editor of The Advertiser: Sir—How will the people of Ontario vote on the proposed O. T. A.?

1—The temperance people, the people who recognize the danger in the use of alcoholic liquors as a beverage and do not want boys and girls and men and women made drunkards.

2—The true patriots, who do not want the citizens of Ontario enslaved by the drink habit and who do not want to partner with the liquor manufacturers in the debauching of the people by the sale of intoxicating liquors for beverage use and do not want the government to participate in the making of drunkards, criminals and paupers under a system of beverage sale designated "government control."

3—The social welfare workers, who are endeavoring to improve social conditions and suppress vice and crime, and who know that the use of intoxicating liquor as a beverage is directly opposed to moral progress and spiritual development.

4—The Sunday school workers, who are interested in the moral and religious education of the children, and who know full well that the use of intoxicating liquor as a beverage is directly opposed to moral progress and spiritual development.

5—Sensible wives and mothers who know that the beverage use of alcoholic liquors unmans men and unfits them for the duties of husbands and fathers and who do not want their sons turned into playmates of friends and liquor sellers and ensnared by the liquor appetite; who want to save their daughters from the ruin and disgrace that may come to them through drunken associates or drunken husbands, and who do not want their own or other homes wrecked by intemperance.

6—Businessmen who know that the liquor traffic is a detriment to any community wherever it is allowed, and induces men and women to squander their wages and income for intoxicating drink instead of spending the money for useful articles of commerce.

7—Educationalists, school teachers and college professors, who know that intoxicating liquor as a beverage is no help to intellectual development or scholarly attainments, and the making of efficient citizens.

8—Medical men, who understand full well that alcoholic liquor as a beverage produces physical weakness and degeneracy and makes it more difficult for people who indulge in the drink habit to withstand disease.

9—People who want to travel in safety on the public highways. If increased facilities should be permitted for procuring alcoholic liquor as a beverage from government stores, increased drinking and drunkenness would inevitably result, and drunken auto drivers would make travel on the highways exceedingly unsafe for everybody and the number of accidents would become appalling.

Who will vote for government sale of alcoholic liquors for beverage use?

1—The members of the Moderation league who want to foster intemperance by making it easy for people to procure alcoholic liquor for beverage use.

2—Selfish inebriates, who want to indulge in booze regardless of the mischief and misery that results.

3—The brewers and distillers, who want to profiteer out of the manufacture and sale of intoxicants.

4—The liquor traffic, who want to profiteer out of the sale of intoxicants.

5—The enemies of society who want to foster intemperance regardless of the consequences, and with the brewers and distillers who want to profiteer out of the ruin of men and women and want the government to assist them by becoming a selling agent.

It should be an easy matter for any sound-thinking person to decide how to vote on Oct. 23.

Some of the Moderation league advertising gives the names and addresses of men and women connected with the organization. Have any of them ever been known to have been workers for temperance? I don't understand how any woman at all interested in temperance effort can give support to the proposal for government sale of alcoholic liquor for beverage use, or that any temperance man can support such a proposition either.

W. M. E. DEFOREST, Springfield, Ont.

Oppose Prohibition.

Claims That Presence of Temptation Is One Means of Developing Stronger Characters.

Editor of The Advertiser:

Sir—Many of the arguments used by prohibitionists in the furtherance of their cause are misleading. I note particularly that some, in advocating the continuance of the O. T. A., compare their brand of prohibition with the ten commandments. A few even go so far as to use the decalogue as an argument that God himself is a prohibitionist of their own kind. This statement should be carefully considered before being accepted.

The fundamental difference between the ten commandments and such prohibitory laws as the O. T. A. is that the former prohibit the acts themselves, while the latter seek to prohibit the instruments or means. There is a vast difference between "Thou shalt not do this" and "Thou shalt not have this." It is my belief that God himself is responsible for the existence of alcoholic beverages and other temptations so as to test our wisdom in regulating them, and our powers of self-control. The root of evil lies, not in the means, but in the human mind, its desires, and passions, and that is where corrective measures are most needed.

Following the arguments of the prohibitionists, we should therefore proceed to enact laws prohibiting the manufacture and sale of knives, pistols, razors, and other innumerable means of committing murder. Sex instinct should be destroyed by whole-sale as a cure for immorality. Money should be abolished to prevent embezzlement and theft. With the killings, robberies, crime and immorality committed with the aid of automobiles, they also should be wiped out of existence. "Away with liquor," cry the prohibitionists "lest our poor



Which Window would make You Stop?

How one merchant increased sales and quality patronage by increasing the light in his windows.

"OUR windows were lighted like those of the average store. We found by actual count that they were stopping 12 out of every 100 persons who passed."

We doubled the amount of light by using a larger size of Edison Mazda Lamps in our reflectors. We found that we stopped 17 out of every 100. And an average of 4,500 people passed nightly.

The result has been not only a marked and sustained increase in sales, but we have increased our quality patronage and are doing a bigger business in higher-priced women's wearing apparel.

But what surprised us most was the cheapness of better lighting as compared with the sales return.

While our total current cost for window lighting was increased from eight to seventeen cents an hour, the sales value of our show windows increased 40 per cent."



Make This Test.

YOU, too, can increase the drawing power of your windows by using more light. Beginning tonight, see how many of each hundred passers-by are attracted to your display. Then install larger lamps and see how many more stop.

Ask your lighting company or an Edison Mazda Lamp Agent to help you conduct the test and to show you the standard window and store lighting equipment for your size and kind of store.

EDISON MAZDA LAMPS

Edison Lamp Works of Canadian General Electric Co. Limited

Advertise in The Advertiser

Cold air under the fire for hard coal Warm air over the fire for soft coal

McClary's exclusive Air Blast Ring introduces warmed air over the fire. Proper combustion occurs and the excessive volatile carbon gases released from soft coal are all utilized.

This stops the usual waste in firing with soft coal.

The best parts of the fuel do not go up the chimney as soot.

Install

McClary's SUNSHINE FURNACE

and keep your home comfortable with either hard or soft coal.

Consult McClary's dealer and he will show you how to have a snug, warm home next winter on lower priced fuel.

