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THE LONDON ADVERTISER COMPANY, LIMITED,

London, Ont., Friday, July 25.

## Women Are Rarely Victims of River or Lake Accidents

The daily papers each day relate their toll of the river and the lakeside. A few years ago a loud "Safety First" campaign was put under way, and undoubtedly worked out with good results. But one of the things of which the campaign did not take cognizance was the necessity of safe bathing places in each community.

If it is necessary, for instance, to have a law preventing people from walking on the tracks of a railway company, it is quite as necessary to prevent people from taking long risks in the water. It is a fine sight to see a manly swimmer strike out into deep water, but it is usually the manly swimmer who overplays his strength and is hauled from the lake or river a lifeless piece of cold clay.

And the children! Scores of them die in the water each summer. Deep water and inexperience are a deadly combination. They play against the weak and venturesome children.

Women are rarely drowned. Perhaps someone is always at hand to effect a rescue, but the fact remains that women do not take so many chances in water, and they get quite as much, if not more, fun out of it. They play safe, and it is

chances in water, and they get quite as much, if not more, from out of it. They play safe, and it is almost time their good sense was made a lesson to the whole community.

Primrose and Archie Bremner

The death of George Primrose recalls his carly association with Archie Bremner, for many years city editor, editorial writer and paragrapher on The Advertiser. The two were fast friends, and whenever Primrose was coming to the city Bremner devoted most of his available space to the task of "working up" a big attendance for the performance. He never failed to bring a crowd to see the London minstrel. At one time, in fact, Bremner gave up his position on The Advertiser to go on the stage with Primrose, and became known for a dance called "The Mississippi Swing." This dance was originated by the famous Col Burgess, and was a concept and more than the collour search the hope and despair of more flappear and more than they are pleted you for the sake of which was at once, the hope and despair of more flappear and more than they are pleted you for the sake the way with a fall way. Selvax and all the way east for three years, dashing chaps in the such as they were pleted you for the sake which was at once the hope and despair of more flappear and more than they are pleted you for the sake they were the first and they are pleted you for the sake they was the with the subscission of the sake which was at once, the hope and despair of more flappear and more dath in the worl and unable the subscission of the sake which was at once, the hope and despair of more flappear and more dath with a possible and the paragraph of the sake which was at once, the hope and despair of more flappear and more dath in the way east for these plants and the way east for these plants and the sake of which was at once, and the sake of which was at once the hope and despair of more flappear and more dath in the way east for the paragraph and the sake of which was at once therein the paragraph and the sake the way with the sake the sake the sake t known for a dance called "The Mississippi too frequently neglected because of the difficulty ever since.

As room ous Cool Burgess, and was a great hit in those their recital. Ford expressed a very real world-be theman be the days, and Bremner's interpretation was regarded need when he said the Bible should be rewritten as good as that of the originator of it.

Archie Bremner died many years before George Primrose passed away, but his memory is still treasured by many Londoners of his day. He was a unique figure, always wearing a silk hat and being a constant theatregoer. His column of paragraphs was as strong an influence on municipal questions as anything that was ever written in London. With the late Malcolm Bremner, for many years editor of the Free Press, and Alex. Bremner of the composing-room force, this family gave to London a strong newspaper influence, especially at a period when personal journalism was in flower. The friendship of Bremner and Primrose was typical of the comradeship of those at the last moment. It is exasperating to learn days. They kept in touch with one another, always helped one another when they could, and ousy on the part of someone in the overseas minthe vanities and baubles of success.

## In the Meantime-----

The captains and the kings of Parliament have departed, the hurried session of the high cost of living commission is lost to public attention, a court of commerce is to be appointed, and in the meantime the public is being lulled to sleep by the official Government newspapers and the agencies which seek to deny that profiteering exists in Canada.

Members of Parliament who "took off their hats" to those who were able to amass profits by the hundred per cent, are perhaps enjoying a comfortable summer vacation. The combinations that enjoyed fixed prices and held practical control of articles of food and wear have a feeling of security. The newspapers that "howled" over the taking of profits are being told to drown their woes in the national hymn of prosperity. The prices of all necessities are as high, or higherthere is no price control downward, as there is no tariff revision downward. There are large food dian contingent all along the route, marching much aching in that the per the continue of the c surpluses in the storage warehouses; three Winnipeg storages have recently thrown quantities of eggs and fish into the dumps. The Government mulls over its problems, or lays them away to accumulate, while the One Big Union movement seeks control of the labor forces of the country.

These pauses between sessions when the country is in a serious condition are not conducive to public welfare. Ministers leave their departments to their deputies for the greater part of the interval. The problems of the nation do not diminish in size, but become more difficult, and there is no staff on the job that has initiatory or mandatory powers. The ones who remain eternally vigilant are the associations that have linked their businesses with governments and which keep that she loved publicity more.

constantly in touch with public opinion. There are no prorogations for the powerful combinations that work ceaselessly with a super-efficient crew of experts in every department to build business structures into mammoth monuments to the organizing ability of those who realize what a rich field Canada affords for exploitation and how necessary it is to control public policies and to preach protection as a religion and condemn free trade as fervently as the old-time minister held forth about the lake of brimstone.

One good thing about the transcendent questions of the day is that they affect the people as a whole. They are not concerned with race or creed. They are too big to be treated in a partisan manner by any party. The petty bickerings disappear in the face of the great fight against exploitation and greed. In the struggle that is taking place, will the new Canadian nationality emerge a new and fine thing, with more tolerance, more goodfellowship, more of the urge that brings real service to the community? That is the hopeful possibility. The extremists have to give up. The spikes to drive home a new national platform are being forged. They will be driven home when the clear way is before the people to send men with a broad conception of right down to the places of power.

## Would Rewrite The Bible

Henry Ford's "single track" mentality is frequently refreshingly and usefully startling. The flivver king constantly surprises by thrusting When aside generally accepted beliefs and traditions, going directly to the expression of a truth of which most people fight shy.

His latest disregard of custom is his statement that the Bible should be rewritten into clearer language. This is the opinion of many, but one that has seldom been expressed, and then apologetically, because such criticism is so often considered as an attack on Holy Scripture. To suggest that the Bible might be rewritten to advantage is near blasphemy in the minds of many Christians. To them the Bible, as it stands, is sufficient. But with them as with most men and women of mature years, at times there must have been a desire for a rendering of sacred history and story that explained what appear as discrepancies and contradictions. Those who make

This dance was originated by the famBurgess, and was a great hit in those
Remner's interpretation was regarded
Remner's interpretation was regarded
Remner's interpretation was regarded so as to make clearer reading.

## Another Kemp Blunder

Canadians were amazed and puzzled by the absence from London's great victory parade of a Canadian representation that measured up to this good intellect and his good principle. An country's contribution towards the triumph. It seemed regrettable that the glory of Ypres, Passchendaele and Vimy Ridge, and the sacrifice of thousands of Canadians who lie beneath the fields of France and Belgium should have been expressed by a handful of men gathered hurriedly now that indifference, stupidity, or possibly jealistry, was responsible for this meagre showing. could, thing. The official explanation of the overseas ministry is as follows:

"It is a matter of deep regret that it has been found impossible to accept the invitation extended by the war office to the Canadian forces part in the peace celebration procession Unfortunately, owing to the Canadian scheme of demobilization, all organized units have already been repatriated. Canadian soldiers still remain in this country, but while they individually represent a number of fighting units, the circumstances of departure prevent their being given a ceremonial for-

This explanation will not down. Within the last fortnight, Gen. Mewburn officially announced that there were 40,000 Canadian soldiers overseas, the majority of them in England. It is nonsensical to declare that it was impossible to gather from this host a body of men of a size and record proper to the occasion. What did it matter if all the organized units had left for home? It would surely not have been difficult to have secured a thousand old or two Canadians who had actually seen fighting.

Sir Edward Kemp says it was too late to provide men for a "ceremonial formation," but if this was the case the spirit behind the great demonstration would have overlooked; the great demonstration would have overlooked; the great described are less than the description of the great description and the great description of the great description and the description of the description and the description of the great description and the description of the description of the great description and demonstration would have overlooked it. Kemp's excuse is piffle, and this was shown by the tremendous ovation which greeted the small Canawithout "ceremonial formation."

Commenting on the matter, the Montreal Gazette (Unionist) says there has been a lot of jealousy and friction in the overseas war ministry, and suggests that an attempt to put a slight on Sir

Much acting in that happer heart of hers, was going off in her looks, and what was worse from the Hemingway point of view, going off in her work as well. She was barely getting by the dead line, and her proofs were not what they used to be. Tommy, kindliest of critics, had to tell her so one day.

Arthur Currie mean attempt to put a slight on Sir jealousy and friction in the overseas war ministry, and suggests that an attempt to put a slight on Sir

Arthur Currie may have been behind the refusal to join in the celebration, and which almost caused a total absence of Canadians in the parade. What and suggests that an attempt to put a slight on Sir a total absence of Canadians in the parade. Whatever the reason, the incident is another illustration both hands and doubled her head over of the inefficiency that has frequently marked Kemp's administration.

EDITORIAL NOTES.

Both hands and doubled her head over them in the very worst paroxysm of two that Tommy Perduth had ever in all his bachelor days encountered.

"Why, why, why." exclaimed Tommy, all a-gasp; "what's all this for?" I'm not bawling you out, little girl; only just sort of—"

The race riots having ceased, Washington will now go back to sleep.

Not that Vera Lavelle loved liberty less, but

CHILDHOOD JOYS! Bu-FONTAINE FOX.



: fellow wants a piece of watermellon bad enough he will take any sort of chance to get it.

### The Advertiser's Daily Short Story

(Copyright, 1919, by the McClure Newspaper Syndicate.) VIOLA'S OTHER TRADE. (By Will T. Ames.)

Old and wise was Tommy Perduthold and wise and wary. That's why he had the best room at Mrs. Finlay's, and the best room at Mrs. Finlay's, and the best table at the "Comiy" restaurant, and two suits of clothes made by Blair & Holbrook every year-which was faster than he wore them out—and could jingle a pocketful of money any time and had a solid account in a savings bank and owned a mortgage and fully as many Liberty bonds as most folks and was altogether a comfortably circumstanced person.

And her father was a shoe-string gambler out there—she never told you that, either, did she? Nor what her other trade is, besides running a matchine—did she?" Annie, having got started, was going like a quarter horse one. "Well, I know; I've found out all about her." "She's a sure thing gambler, like her pa. She put it onto an assistant foreman in the Chicago Herald office; she made a goat out of a machinist in Omaha; she's been playing the same is game all the way east for three years.

whom no unmarried female had ever been able to inveigle into even the mildest of flirtations within the history or knowledge of the Hemingway per-sonnel, then. Tommy was the direct objective of more allurements, and had caused more flutterings of flapper hearts by his frequent but frank and open smiles than any half dozen othermen in the whole works.

To sum it up, Tommy Perduth, with his good looks, his good manners, his good intellect, and his good principles.

was a mighty good match. And his well-known financial warmth didn't hurt him any in any girl's eyes.

Came, then, to Hemingway's one Viola Heath, a much-suphisticated maiden from the Alden book concern, who made wastly formation. Viola Heath, a much-suphisticated maiden from the Alden book concern, who made vastly fewer errors in costuming herself than she ddd in setting a galley of proof. Viola chucked up a perfectly good job with the alden, where she had a machine of her own, to come to Hemingway's as a substitute.

to come to Hemingway's as a substitute or extra compositor.

And because little Annie Joyce knew straight off why she had come, Annie could have poured a ladle of hot metal down the neck of the brazen hussy's blouse with a will—or fancied she could, which amounts to the same the formula of the could, which amounts to the same the could, which amounts to the same that the darkies as fast as they got French money exchanged it for German coin. "What do you want German money for?" demand-

as pert and flip a flapper as any of But she loved Tommy Perduthoved him with the whole of her hot little heart—and because she loved him she was perhaps the one girl in him she was perhaps the one girl in the place who never set herself in his way, never made eyes at him, and, in fact, apparently ignored him. If you don't know that type of girl it is because you don't know many girls nor much about them.

Well, Viola was no new recruit to the game of hearts. She had come to the game of hearts. She had come to the game of hearts, she had come to the game of hearts. Hemingway's to get Tommy Perduth for her own, and she did not propose to go about it by any giggly simpering methods whatsoever.

She jame to the town places are barbarity on the other, a are infinitely of Geopolis.

Way of her doing it was very different from Angle's She jameed by the control of the other, as are infinitely of Geopolis.

from Annie's. She ignored him con-spicuously, obtrusive, with such ob-vious malice prepense that Tommy's attention was most successfully chalenged. He wasn't used to being treated as

the wash t used to being treated as this tall, black eyed, elaborately got up young operator was treating him. Old and wise and wary as Tommy was, he wasn't wise enough nor wary enough to have his guard up against month found him taking her to the theatre. In two months, so the office concluded, it was all over but the ring and the bells.

Meantime little Annie Joyce, from

"Stop it! Stop it!" sobbed Annie,
"You—you wicked man!"
"Well, what do you—" began the
dazed Tommy. "Look here, kid, do you
think it's wicked for me to tell a girl
she's falling down on her job? What
kind of a foreman—"

isn't that—what you suppose I c-c-care for a b-b-bawling out? But it's w-w-wicked as it can be for a good m-man that plenty of g-good girls would g-g-ive their heads for to make a g-g-goat of himself for a-a adventuress!"

"Here," interrupted Tommy, sternly.
"None of that. What do you mean by—" And that's where Tommy made a tac-

tical if not a strategic error. Having been asked what she meant Annie told

# the World's Mirror"

Comment, Cleverness and Mere Verbiage From "Educators or the Common People" in Canada and Other Lands.

A RAP FROM A FRIEND. [Kingston Standard.] Latterly we have seen little evidence legislation worth while by the Union Government (unless side-stepping be mistaken for legislation.)

[New York World.]

white thing.

Now Annie was no little sprig of golden rod from the country. You would have dubbed her, indubitably, goin', ain't it?" was the answer. "To spend in Berlin; dat's where we're

USELESS [Philadelphia Record.]

[Philadelphia Record.]
What folly this "Geopolis," a new city to commemorate the war, is! We need no special memorial of the war; we could not forget the war if we wished to. There are memorials enough. Ypres, whether rebuilt or left in ruins; Rheims, whose cathedral was bombarded out of spite whenever the Germans had been defeated anywhere; Louvain and hundreds of other smaller. barded out of spite whenever the Germans had been defeated anywhere; Louvain and hundreds of other smaller places are memorials of the war, of barbarity on one side and heroism on the other, and Verdun and its motto are infinitely better than the new town of Geopolis

DON'T INSULT ST. HELENA. [New York Evening Sun.] The sentiment of the world would revolt against having Wilhelm ensconsed in the old mansion where Napoleon fretted his soul away against the petty restrictions of his keeper. Sir Hudson Lowe, where he wrote in feverish haste Lowe, where he wrote in feverish haste the recollections which he hoped would justify him before the world, where he tried to find consolation in his Voltaire or in his Corneille, where he looked out over the ragged cliffs and dreamed of the things that might have been, where he received the ministrations of his devoted physician, O'Meara, where his great soul passed away in agony of body and mind. There should he, there must be, but one exile of Saint Helena.

PLUCKY GIRL. [New York Globe.] a recent gathering at the Lamb George M. Cohan told the follow story: "When I was a youngste our town was thrown into a frenzy of our town was thrown into a frenzy of excitement through the appearance of a chap known as Jack the Kisser. He used to jump out of dark places, grab the girls, kiss them, and run away. A friend of mine and a girl were discussing the kisser, he declaring that a man could kiss a girl whether she willed it or not, and she maintaining that it couldn't be done. Finally they decided that the only way to prove their contentions was to try it. They did.

# For Infants and Children

In Use For Over 30 Years

And the man won after a brief struggle and kissed the girl ardently for severa minutes. Then he released her. Oh well,' said the girl, 'you really didn' win fair. My foot slipped. Let's try it again.'"

A BLIMP.

[Halifax Chronicle.]

The meaning of the word "blimp," which has puzzled the brains of two continents for the last three months, was explained by Major G. H. Scott, commander of the R-34.

"Is the R-34 a 'blimp?" he was asked.

asked.
"Well," responded the intrepid commander with a smile, after a moment's reflection, "she is an overgrown blimp."
"What is a blimp, then, Major," was

the next question.

Without a moment's hesitation h replied:
"A blimp is a fileted rigid."
This must be taken as the correct definition, as the commander of the R-34 is a high authority.

THE HYMN OF THE LUSITANIA. [Translated from the German by Edith Wharton.] The swift sea sucks her death-shriek

under
As the great ship reels and leaps Crammed taffrail-high with derous freight.

Like a straw on the tide she whirls to her fate. warship she, though she lacked its Coat,
And lustful for lives as none affoat.
A warship, and one of the foe's best workers, Not penned with her rusting harbor

shirkers, the Flanders guns lack their daily And shipper and buyer are sick with dread; For, neutral as Uncle Sam may be, Your surest neutral's the deep green sea.

Just one ship sunk with lives and shell,
And thousands of German greycoats—

And for each of her greycoats German hate
Would have sunk ten ships with a their freight.
Yea, ten such ships are a paltry fine
For one good life in our fighting line.
Let England ponder the crimson text—
"Torpedo, strike! And hurrah for the
next!"

## 'Grippe' Leaves Kidneys Weak

The epidemic of colds and grippe that The epidemic of colds and grippe that has been sweeping the country has seemingly left even a greater number of people than ever in a weakened, rundown condition, from which there is but of people than ever in a weakened, run-down condition, from which there is but a slow recovery. Much of this after-weakness affects the kidneys and blad-der, making it difficult for them to per-from their natural functions. Sufferers have to get in and out of bed half a dozen times a night, their backs are weak and painful, sick headaches and dizziness are common symptoms. No dizziness are common symptoms. No serious trouble may exist, but the time "She's a sure thing gambler, like her pa. She put it onto an assistant foreman in the Chicago Herald office; she made a goat out of a machinist in Omaha; she's been playing the same game all the way east for three years.

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