

FOUR

TWO WEEKS OF FREEDOM

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That Cattle Embargo.

THE BRITISH House of Commons voted on the taking down of the embargo against Canadian cattle. This does not mean that Canadian cattle will be immediately admitted to the British market, as it may be some months before the necessary legislation is finally passed.

The discussion in the British house took many queer turns, and the final vote of 247 to 171 showed that there is still quite a strong feeling against admitting Canadian cattle.

One plea came up that proved what many Canadians had long suspected, viz., that much of the opposition to removing the embargo came from the agricultural interests of the old country, which looked upon the embargo as about as fine a piece of protective legislation as could possibly be secured.

The debate in the House of Commons forced this section out in the open.

Canada has no objection to British agricultural interests seeking protection, but Canada does object that for so long they sought it under the guise of keeping up an embargo against a disease which did not exist.

The removal of the barrier to Canadian cattle will not have an immediate effect. Western Canada produces a large number of lean cattle. It should be possible to ship these to the old country for fattening purposes. Against such a move the freight rates stand as a barrier. Men in the business claim they are too high to make the trade profitable. Canada has in some years shipped a lot of live cattle to the United States markets, but a tariff of 2 cents a pound against them now is too great a handicap. In 1914 206,446 head went to United States; in 1915, 183,672 head. In 1919, 532,399 went across the line. That trade is now impossible, and the opening of a market in Britain is acceptable.

It should also help to bring the British meat market back to normal by giving an adequate supply of home-killed beef. In 1904 80 per cent of the beef consumed in Britain was home-killed. In 1920 only 61.52 per cent was home-killed. Canadian stores, finished in Britain, should help save the British consumer from the clutches of the frozen beef industry of other countries.

Canada will believe in the good faith and purpose of the British authorities when the embargo is finally lifted. It has unjustly placed and held against Canadian cattle since 1896.

Toronto Bombs Ottawa.

TORONTO HAS a brand-new idea, and is going to put a set of wheels on it and get it going at once. Toronto has a fine new station. In fact, has had it for some years. It's a whole block long, looks the part, and everything. The only drawback is that the railroads are apparently unaware of its existence or something, for it is a fact that not a single engine driver has ever steered his locomotive into the premises yet.

No person has ever run to catch a train there, and folks in Toronto as naturally mightily disappointed.

So they are organizing a letter-writing campaign in Toronto, and Hon. W. C. KENNEDY, minister of railways, is to be bombarded with Toronto letters that he won't be able to get out of his office to see the folks in Windsor over the week-end.

The burden of these letters will be that the new place be used as a station and not as an ornament. So now for the busy working and building soul-sistering letters, and the names of Hon. W. C. KENNEDY, Ottawa, will be written more times than many of the senders ever mark of a Grit vote.

May the Toronto folks succeed. Hon. CHARLES MURPHY approves of the plan, no doubt, as it will mean an increased sale of postage stamps, and this is good for his department.

London Building Homes.

DAILY REPORTS issued from the office of BUILDING INSPECTOR A. M. PIER, show that construction work is proceeding in London with a rush this year. Last month the number of permits issued since January 1 surpassed any previous six months in the city's history, but failed to create a record for the total estimated cost by a few thousand dollars.

This month 120 building permits have been issued by INSPECTOR PIER, which is a greater number than in July, 1921. However, the record number of building permits granted in London during July was made in 1914, when 167 were written.

With almost a week more to go the building inspector has predicted that his permit book will show that the record of 1914 has been relegated to the background by this month's contracting activity. Building figures for this month now total \$217,450, and this amount brings the year's total beyond the million and a half mark.

Although these statistics may appear as so many figures to the average citizen, they should be an object of interest because they are significant of a prosperous London. Aside from the banner building year

NOPE!
WE DIDN'T GO AWAY
THIS YEAR. WE'RE
STAYING AT HOME—
AN' HAVING THE TIME
OF OUR LIVES



of 1914, the figures for 1922 are the best in the contracting business in this city.

They indicate the gradual recovery from the war slump in building activity, and should improve to a greater extent next year. A feature in the type of building permits issued this year is the fact that the majority are for residences, indicating that the workingman, upon whom the success of any municipality depends, is seizing the opportunity presented in London to own his own home.

This factor explains the report that although more permits have been issued this year than in any previous one here, the total cost of construction is slightly below the record. Other years saw fewer permits, but greater building undertakings, such as construction of factories.

Now comes the building of homes in the wake of these new industries, which will house the employees, who have become placed in a position to take on the responsibilities of erecting them.

London's building figures bid fair to constitute a record this year, looking at the situation from every angle, and they augur well for the business stability and general all-round prosperity of the Forest City.

Cleaning Out Rats.

A FEW WEEKS ago a resident of a town north of London found that rats were coming to his place. In a letter to this paper he states that he previously had no trouble with rats, so he took occasion to watch closely to see where they were coming from. His investigations led him to a barn of a neighbor that backed on his property. He went to the neighbor and stated the case, suggesting that they should get together and clear out the rats. The neighbor was willing, and so they went to work one afternoon to see where the rats lived around the barn. Lifting a half dozen boards from the floor soon made it clear that there was a regular "rattery" under there, and it was a good enough breeding place to supply the whole town with rats. The boards were replaced, and traps and poison of a phosphorus kind were employed to catch and kill as many as possible. It was two days, according to the statement in the letter, before a rat was caught in a trap, and then only after a cage trap had been baited and left open. By the end of a couple of days the rats had become used to feeding in this trap—the door was set and new bait put in, toasted cheese and fried bacon being used. The next morning there were eleven rats in the trap. This was kept up for a few days with varying success, and then it was determined to go ahead and clean up the place. The flooring was removed, and a couple of mongrel dogs brought into the barn. Many of the pests escaped, but a number were killed with clubs and by the dogs. The whole ground was dug up where their burrows had been, the outside of the barn fixed so there would be no entrance. Then the floor was relaid and cleaned thoroughly and sprinkled with chloride of lime. Since then there has not been a rat seen around the premises. The place is clean, and rats do not appreciate cleanliness.

The average householder does not appreciate the damage caused by rats. Men who study the ravages of the rat would just as leave have as many snakes around their property. Rats are among the greatest disease carriers of the world. They thrive on filth and decayed matter. One authority claims there are as many rats in the United States as there are people, and that their ravages would undo the work of 200,000 people. The monetary loss caused by rats in that country is placed at \$200,000,000 per annum. If a pair of brown rats were allowed to multiply at the average rate, with the sexes equally divided, and with no death rate, they would in three years produce 3,900,000 rats. Fortunately,



YEH!
WE'RE ALL HAVING
A PERFECTLY BEAUTIFUL
VACATION

nately, the death rate is high among rats, or the country would be overrun with them.

Traps and poison are among the best ways to get rid of rats, as the average house cat is useless in dealing with a rat, and very few dogs will bother with them. Above all, keep the premises clean. Take away the food from a rat, take away the dirt that he likes, keep garbage well covered, and your chances are very fair for having no rats. If they appear around your premises get after them. They are an undesirable pest, and a danger in every sense of the word.

Not Learning Trades.

ARE THERE many boys learning their trades as carpenters and bricklayers? JOHN DOUGLASS, secretary of the District Building Trades Council, in Toronto, claims there is a shortage of apprentices. He gives two reasons: (1) that many contractors do not want to be bothered with apprentices, and (2) that the fathers and mothers of boys do not want them to go into these trades because there are long periods of unemployment.

It is a fact that in this country, due to seasonal conditions, we have long periods when men in the building trades have no work at their trades. It means, perhaps, that the money earned in nine months has to be sufficient to keep the family for twelve months, and for that reason wages must be higher than in trades that have a better average in the matter of days employed per year.

The danger in a father not wanting his son to learn the trade he has followed because there are drawbacks, is that the son may learn no trade at all, and go out into the world with that poor qualification known as a handy man.

The man in the metal working trades also stops to reason whether he shall put his boy at his old trade. He has seen the whole industrial field change—the automatic machine take the place of the skilled mechanic—the unskilled machine tender making more money than the trained machinist, and he wonders if it's worth while to have his son spend four years or so learning a trade under these conditions, when in after years he will have a hard time selling his knowledge for a figure, in keeping with the years he has spent securing the training.

The effect of a boy learning a trade is good—gives him an idea of discipline and of routine, teaches him to think and appreciate the fact that only by production can he earn money. He is better fitted for any line of work by reason of having this training. It is a fact, though, that more care has to be exercised in the choice of a trade than in former years. The entire industrial field is changing; automatics are crowding out the old workers; mass production takes the place of the man who was skilled at turning out a single piece of work on a lathe or planer. Everything is tuned up for quantity output at the lowest cost. The young man who wants to enter this field has got to think seriously of how he is going to apply his special knowledge and just where he is going to fit in when he enters the changed and changing industrial field.

LITTLE 'TISERS

Welsh coal is like a lot of other things; when folks want it the price goes up.

One authority has just made the startling discovery that poor people work hardest. They have to.

New York says skirts are to be three inches longer this fall. Even so, they will still be a long way from hitting the sod.

United States tariff makers are a little slow at realizing that if they

are not going to let Canada sell in their market, the chances are that Canada is not going to do much buying there either.

One very sober citizen, commenting on a Vancouver man discovering twin sons, states that if we had government-controlled liquor shops down here we'd be able to make similar or even more startling discoveries.

Two men got work on a farm near London, picking fruit. At the end of the second day one quit because he couldn't make enough money. The other chap picked harder, doubled his production and wages. No comment is made because none is needed.

The Chatham Planet has done a dangerous thing, viz., plunge deeply and seriously in politics in dog days, and here is part of what it hatched: "In Ontario there is to be a Progressive-Liberal party under Hon. E. C. DUBRY, a Liberal partisan; in Ottawa a Liberal-Progressive party under Hon. W. L. MACKENZIE KING and Hon. T. A. CREECH, Liberal partisans. After the election the name 'Progressive' will be forgotten in the domination of the machine Liberals."

A few days ago THE ADVERTISER expressed the view that the HANNA order, which forbids employees of the National roads running for political office, was wrong and worked an injustice on a large number of capable men. The Ottawa Citizen, referring to the same matter, concludes: "Mr. Hanna's order is plainly in need of modification. It is no protection against political interference, but it is rather calculated to produce labor unrest where confidence between wage-earners and salaried administrators is much needed."

25 YEARS AGO TODAY

HERE WE HAVE ITEMS OF LOCAL AND DISTRICT INTEREST AS RECORDED IN THE ADVERTISER OF 1897.

JULY 27, 1897.

A new organization has been added to the already large list of associations of the Forest City, and one, too, that rings with enthusiasm. It is the Veterans of 1885 Association.

The following officers were elected unanimously: Major A. M. Smith, president; Wm. Wanless, first vice-president; Major Beattie, second vice-president; A. G. Chisholm, secretary; J. K. H. Pope, treasurer. The executive committee consists of the officers-elect and Capt. John Graham, Col. Gartshore and Robt. Ironside.

The Western Fair grounds are full of activity. Work started yesterday on the race track. A three-inch dressing of clay loam is being spread on it, and experts say it will be the best half-mile track in Canada when completed.

Mr. James H. Brown is superintending the construction, and to his

untiring efforts much of the splendid progress is due.

A party of London citizens left today on a trip up the Mackenzie; Mr. and Mrs. W. H. Davis, Mr. and Mrs. Chas. Elliot, Mr. and Mrs. Westervelt and daughter, Miss Gertrude Buttrey, Miss Nellie Morris and Miss McDougall.

A baseball match will be played at the grocers' picnic, Queen's Park, tomorrow, at 11 a.m., between the wholesale and retail grocers. The following are the players and their positions:

Wholesale. Position. Retail.
S. Lee, 1st b. ... A. Leys
C. J. Nicholls, 2nd b. ... F. Richardson
E. Struthers, 3rd b. ... S. Friendship
W. Harding, 4th b. ... H. Ranahan
F. Coles, 5th b. ... F. E. Harley
H. Niven, 6th b. ... G. Trebilcock
— Fowler, 7th b. ... R. McRae
M. Adams, 8th b. ... F. Scretion
H. Jefferies, 9th b. ... W. Harley

SUNBURN AND FRECKLES

BY DR. R. H. BISHOP.



health.

But if you must try to remove them, do not use unknown brands of skin creams and lotions. Some of these cosmetics contain substances harmful to the skin.

Cosmetics, as ordinarily used, tend to close the pores or irritate the skin and thus are likely to interfere with

READ YOUR CHARACTER

By Doby Phillips.

NO. 277—PICKING A COOK.
Ordinarily you would pick a cook either by asking questions to see how much the applicant knows about cooking, as a result of a practical demonstration, or on the basis of recommendations.

And there is no doubt that this is the most practical way of doing it. Nevertheless, if you wish, you can get a bit of help from characterology.

There may be cooks who cook well by rule, without possessing in themselves any particularly well-developed sense of taste and appreciation of good dishes. But as a general thing the best cooks are those who themselves enjoy good eating.

And this ability to appreciate food, in short, a refined and sensitive palate, is always accompanied by a good development in a certain part of the brain, which, in turn, affects the shape of a certain part of the head, and may be seen by anybody who chooses to look for it.

This spot is immediately in front of where the upper front part of the ear joins the head. It is between the temple and the ear. You will do well to discount the claims of the applicant who has a hollow space or slight depression here.

Tomorrow—Selecting the Cautious. (Copyright, 1922, by Public Ledger Company.)

NOAH'S POETRY

TRAINING YOUNGSTERS.
Some folks they seem to know a lot on how the youngsters should be trained, and how they should be jawed for this and other times they should be caned.

They point out how it's easy stuff to spoil a youngster when he's small, they reckon they should whack 'em hard until they open up and bawl.

Ah, yes, I listen to these folks and harken to the things they'd do, and how they'd take those kids of mine and beat 'em till they're black and blue.

There be some times that I get mad, they make my temper bad and wild, the only scripture that they know is spare the rod and spoil the child.

Of course, some times are sure to come when we must take this risin' race and lay 'em out upon the knee and whack 'em on the proper place.

But sometimes spankin's hard to give, it kind of cuts us through and through, to lick for pranks not half as bad as what we youngsters used to do.

—NOAH.

LEARN A WORD EVERY DAY

TODAY'S word is CULL.
It's pronounced kul, with a short u.

It means—to separate, select or pick out.

It is traceable to the Latin "colligere" to the French "cueiller," meaning to gather, pluck or pick, and to the Middle English "cullen."

It's used like this: "His mind was filled with thoughts culled from memory's garden."

The BOOKSHELF

THE LAURENTIANS. By T. Morris Langstreth. New York: The Century Co., Publishers. \$3.50.

A FEW hours north by train from Montreal and the traveler is conveyed into the region of Laurentian Mountains, a formation which covers geologically some 2,000,000 square miles, and with the St. Lawrence River behind it "discloses an unobstructed out-path to the Pole."

Yet so little is this region generally known that the name Laurentians on a book cover—or so it may be judged by the case of the present reviewer, who can hardly be a unique example of ignorance—may suggest to many persons who ought to know better that the book is about a family rather than about a place.

Largely an unexplored wilderness, the known parts of it keep much of the feeling and color of the time when France ruled Canada. The "habitant," speaking what has been called a patois, or degenerate form of standard French which has been somewhat modified by Anglicisms and is a blend of French and English words, lives in the villages and on the isolated farms.

In the untouched wilderness the Indians continue many of the ways of their long ago progenitors, modified by three centuries of acquaintance with the Hudson's Bay Company.

For three centuries past, every summer the hunters, with squaws, children and dogs, come out of the woods, and camp about the company's post, bringing furs for barter, and in the Moon When the Caribou Horns Cast Their Moss they go back again. As on pages 121 and 132 it is described by Mr. Langstreth. Here, too, as (not surprisingly) none will escape who read the jacket of this entertaining book, is the home of the original Maria Chapdelaine at Peribonka. Mr. Langstreth visited it, met and talked with Maria. But the present reviewer is as yet a stranger, unacquainted with Hemon's novel, and is more interested in the quaint and touching optimism of the notice posted in the nearby forest to prevent fires:

Arretez un instant!
Jetez des allumettes enflammées
Ou laissez des feux allumés,
Est-ce prudent?

It contributes, no doubt, to the charm, and certainly determines the character of "The Laurentians," that the author followed not rigidly predetermined literary rules, places and persons as he found them.

His original intention was for company, but his fellow-adventurer was unable to join him at the last moment. He went on by himself. His later judgment of the result may be quoted, for it characterizes the book in its entirety. "The secret of successful travel," he writes, "is not to go from place to place but from person to person. The corrugations of our planet are much alike, and it matters little whether a waterfall be fifty feet higher than the last, but to pass from man to man, from girl to fellow, each native in his proper niche, meeting them as strangers but leaving them as friends by virtue of some news, some affinity, some hardship, or even some turn of weather shared—this is travel, and on a road where perpetual freshness lies. But to travel thus the stern condition exists that one must go alone, face dark arrivals in strange villages, dare unaccompanied distances. Then only will the genius of the neighborhood be apprehended. Then strangely kindnesses take on a deep significance and one becomes nearly aware of humanity, and also learns the peculiar flavor of each environment. So, in the end, the lonely are blessed, for they see the brotherhood of man."

Mr. Langstreth's adventure, of course, did not attempt the 2,000,000 square miles in a single summer. He contented himself with travel in part of what the geological survey at Ottawa calls the Ottawa-St. Lawrence-Saguenay-Height of Land inclosure. As the adventure, or rather the sequence of adventures, fell out, he gathered material for his travel book in various ways. He fell in with interesting persons, chatted with a while here and a while there with men who knew both the life of the wilderness and of great cities; he talked with a poet beside the camp fire, canoeed with Indian guides, and journeyed in the air with government alimen engaged in exploration, mapping, and fire prevention. He spent a conversational evening with the factor of the Hudson's Bay Company at Pointe Bleue, and caught oyananiche in the waters of La Grande Décharge. Habitant-land welcomed him.

"Not a soul in the village," he writes of one place, "spoke a word of English, not a soul seemed troubled by avarice, or the passage of time. And everyone was bound to entertain me, that curious-minded man who liked to go somewhere instead of living (se repose) peacefully in one spot."

The time is still to come when tourists will know and through this part of the continent; when that time has fully arrived, the habitant by force of circumstances may have become less simply and ingeniously friendly to strangers.

Our Own Country

BRITAIN'S LARGEST OVERSEAS DOMINION.

Q.—Which is Britain's greatest and largest Overseas Dominion?
A.—Canada is Britain's largest overseas dominion, and it contains one-third of the area of the empire.

CANADA'S LIVE STOCK.

Q.—How many live stock are there in Canada?
A.—Canada has over twenty million horses, cattle, sheep and swine, worth a billion dollars.

CANADA'S GREATEST INLAND SEAPORT.

Q.—What is the greatest inland seaport in America?
A.—Montreal is the greatest inland port in North America, being nearly 1,000 miles from the sea.

CANADA'S FISHERMEN.

Q.—How many Canadians are engaged in the fisheries?
A.—Nearly 100,000 Canadians are employed in the fishery industry, on boats and on land.

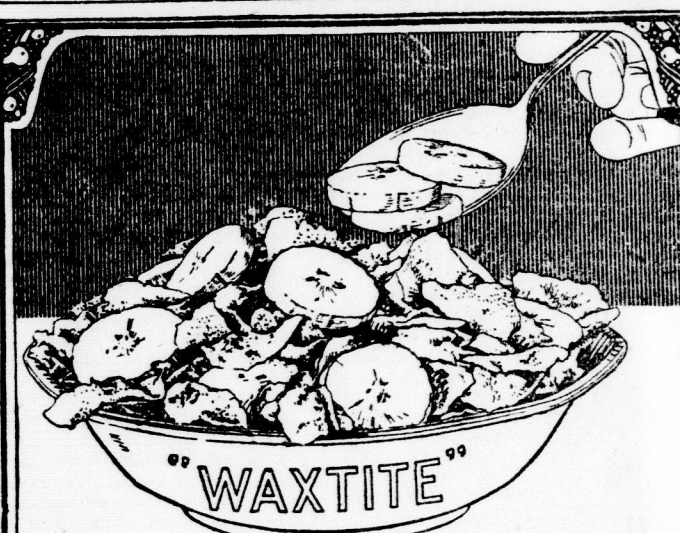
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"To Taste is to Believe"

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So extra delicious With fresh fruits

No other food has such an appeal on a hot day as Kellogg's "WAXTITE" Corn Flakes! They win fickle appetites, they satisfy hungry folks! As an extra-summer taste thrill, eat Kellogg's "WAXTITE" with the luscious fresh fruit now in season. Such a diet is not only ideal from a health standpoint, but it is refreshing!

You can eat Kellogg's "WAXTITE" Corn Flakes liberally at any meal because they digest easily. Let the children have all they want.

Kellogg's WAXTITE CORN FLAKES

Also makers of KELLOGG'S KRUMBLES and KELLOGG'S BRAN, cooked and krumbled

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Best Quality Pastry Flour, 7-pound bags 35c
12-pound bags 55c
24-pound bags, 2 pounds \$1.10
Laundry Soap, 2 pounds 19c

Corn Starch, 2 packages 19c
Gorton's Custard Powder, 3 packages 25c
Box Jelly Powder, 3 packages 20c
Imperial Jelly Powders, 3 for 25c

MINUTE TAPIOCA

Special Friday, Saturday and Monday.
2 PACKAGES FOR 25c

Hip-o-lite Marshmallow Cream, bottle 35c
Pure Gold Salad Dressing, package 10c
Soda Biscuits, pound 15c
Ginger Snaps, pound 15c

Canned Milk
Carnation, small size, dozen 85c
Eagle Brand, large size, 7 for \$1.00
St. Charles, small size, dozen 85c
St. Charles, large size, 7 for \$1.00
Silver Cow, per tin 49c
Eagle Brand, per tin 21c

CANNED PLUMS—SPECIAL.

Extra quality Burbank Plums in No. 2 size tins. Regular price 20 cents.

SALE PRICE, PER TIN, 10c.

Pure Jam—Raspberry or Strawberry, 1-lb. jars, each 25c
Valencia Raisins, per pound 25c
Currants, per pound 19c
Pure Lard, 3-lb. tins, each 57c

Domestic Shortening, 3-lb. pails 55c
H. A. Oleomargarine, pound 25c
Crown Brand Syrup, 2-lb. tins 15c
Crown Brand Syrup, 5-lb. tins 39c

PEARL TAPIOCA—SPECIAL.

3 POUNDS FOR 25c.

Eagle Brand Salmon, fine quality fish, large tins, each 25c
Red Sockeye Salmon, 1-lb. tins 43c
Brunswick Sardines, 4 tins 25c
Shrimps, per tin 30c

Yuthland Sardines, 3 tins 25c
Kipperd Herring, per tin 15c
Kipper in Tomato Sauce, tin 15c
Kipper Snacks, 3 tins 25c

SHREDDED WHEAT BISCUITS

2 PACKAGES FOR 25c.

Crown Fruit Jars, \$1.19
Medium size, per dozen \$1.29
Rubber Rings, best quality, red or white, 3 dozen 25c

Zinc Rings, per dozen 25c
Glass Tops, per dozen 25c
Parowax, 1-lb. package 40c
Certo, per bottle 45c
Montserrat Lime Juice, bottle 45c

CLARK'S SPECIAL COFFEE

For a Real Breakfast Treat.

PER POUND, 49c.

Raspberry Vinegar, bottle 35c
Pearline, 3 packages 25c
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Lux, 2 packages 23c

Creamery Butter, per lb. 39c

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