

London Advertiser
Published by
LONDON ADVERTISER
COMPANY, LIMITED,
London, Ontario.
TELEPHONE NUMBERS.
3670 "PRIVATE BRANCH 3670"
EXCHANGE.
From 9 p.m. to 5:30 a.m. and holidays
call 76. Business Department: 75.
Editors and Reporters: 1174. Compo-
sing Room: 76. Circulation Department.
London, Ont., Friday, April 21.

Government Railroads.

THE *Montreal Gazette* returns to the theory that private ownership of railways is a plank that should be made to fit into the reconstructed platform of the Liberal-Conservative party. Addressing the Conservative party, it says:

Where does the party stand on the question of public ownership of public utilities, a question that may with equal pertinence be put to the Liberal government? To give government ownership a fair trial is merely evading the issue, since government ownership has already been tried in various countries with the common result of failure. There is a principle underlying this policy upon which both parties must pronounce sooner or later, unless it is intended to squabble over incidental patronage while taxation rises and public credit comes in jeopardy.

During the recent campaign in the Dominion the Liberals did not commit themselves to any public ownership of public utilities platform. Realizing the situation that faced the country, and knowing the amount of money it was necessary to raise in order to keep the government railways from going into bankruptcy, the leaders of the party pledged that they would give public operation of the roads in question a fair trial. There was hardly another move that, under the condition, could have been made.

The pronouncement made by the Hon. W. C. KENNEDY, minister of railways in the House just before the Easter recess—and more details of the plan will likely be brought out in the discussion following—shows that the government is going to do exactly what it said it would in its campaign.

It is positively essential, in view of the tremendous figures involved, that this plan should be followed. It is of far greater importance than trying to figure out what political advantage can be gained by trying to line the country up one way or the other on the issue. It is just a question of the people of the Dominion realize what is at stake in the success or failure of the operation of these roads. In the columns of this paper for some weeks past have appeared articles showing just what the country is facing, the idea of them being to get the people to think seriously on what they are actually facing.

The ADVERTISER is not committed to the policy of public ownership. In a general, yet very concise way, its position is that it does not believe it is the duty or the call of a government to do for the people anything that the people can do as well or better for themselves. This does not mean that we have any desire to raise the question at the present time of the final disposal or handling of the national railways. The government is making an honest attempt to do its best under very trying circumstances, and is handling a proposition that wades into hundreds of millions. In that attempt it deserves the cooperation and assistance of all parties in order that it may be found out whether it is practicable to make a success of the enterprise. After making such an attempt the government will be in better shape to announce its future policy.

Advertising Insurance.

THE fact that the life insurance companies are turning again to the columns of the daily press with their paid announcements shows beyond any doubt the faith they have in this method for the presentation of their message to the reading public. The way in which life insurance is developing also shows that these companies are getting results from their publicity. There is no business in the country that is making such strides.

One has but to reflect that fifty years ago there were less than forty-six millions of dollars of business in force as compared to a total of three billion dollars of life insurance protection at the end of 1921. Even going back a decade to 1911 there was just one-third of the amount of life insurance in force as at the close of 1921.

One thousand persons a day on the average are turning to life insurance for the purpose of carrying out some part of their life's program.

The people of Canada are insured for over three billions, more than enough to provide for four hundred thousand widows and orphans for twenty years, or to purchase seven hundred and fifty thousand homes at four thousand dollars each, or to furnish an education to over a million children.

Never has there been a failure of a Canadian life insurance company in the loss of a dollar to any policyholder.

Life insurance companies are today paying out more money to living policyholders than they are to the beneficiaries of the deceased. This is true in the experience of the past age, despite the heavy death tax resultant from the great war and the influenza epidemic.

At least fifty per cent of all deaths at death consist of life insurance. From the premiums received,

life insurance companies have built up trust funds amounting to some seven hundred millions of dollars, and these are carefully invested in Dominion, provincial and municipal securities, mortgages, agriculture, industry and other stable enterprises which go to develop the country and make it a better place in which to live.

What's the Matter?

PREMIER OLIVER of British Columbia is given to talking common sense. He does not impress one as always being anxious to say something with an idea of pulling in votes. He talked to a gathering a few nights ago at Brighouse, B. C., and told them plainly that a few things were at fault just now.

In part, he said:

"Your natural wealth has not been developed in proportion to the growth of the cities. Until you get a better balance in the population there is no remedy for the present condition of affairs. Today we have people who claim that they are in need of the necessities of life. They say they are going to have an eight-hour day and standard union wages. Heaven only knows where they are going to get them. Your government cannot provide them; your municipalities cannot provide them, and the nation cannot provide them.

"We have millions of acres of untitled land, yet we are bringing in millions of dollars' worth of produce every year. There are just as good openings on the land in British Columbia as at any period in the past, yet we find them by hundreds living on the charity of the people.

"Our people seem to have lost their virility and independence. There must be an entirely different mental attitude, or our nation is going down to decay. Why do nations go down? Not because of natural conditions; not because of the opposition of their enemies, because it is fighting that makes a nation strong. Life, but because they have lost the true perception of values. They have a warped vision. They have missed the best that life contains, and the best that life contains is a life of service, a life of work.

"Until our people have a different mental attitude, I cannot see much hope for a betterment of conditions. If we are not wise enough to learn by the lessons of the past and change our mental attitude, then nature will remove us and put in our place men with a truer perception of the blessings of life."

It would have been much easier for the premier to have told the people the government had in view the opening up of large public works, where men, irrespective of their fitness, could get work at a fair rate.

But PREMIER OLIVER has seen dozens of these schemes come and go. He has seen governments of provinces, councils of municipalities pouring their money into relief work. Those putting up the work do not get a fair return in labor value because so many men are engaged who are not able, though they may be willing, to do a day's work. All these schemes have come and gone, and they may come and go again, but they will be in the future, as they have been in the past, nothing but stop gaps of the most temporary and passing sort.

The premier of British Columbia has his finger on a very real condition when he says that the development of the cities has been much more rapid than that of the rural parts. He points to many of these conditions, but makes the one error of not going on farther and attempting to point the way out. He states his case with remarkable clearness, point and brevity, but stops short of the information for which the country waits.

Hard work—yes. Changed mental attitude—yes. True perception of values—yes. To all these things in general people will be inclined to agree, but having done so, what is the next step? PREMIER OLIVER is a man of ripe experience, and should be in a position to start in where he left off and point with more finality toward the proper course to pursue.

LITTLE 'TISERS

Many a Londoner seems to think there is no place like home, especially when there is no place else to go.

With the approach of June the Jeweler starts out with his coy notice that he has just received a new stock of engagement and wedding rings.

With all the M. P.'s touring the country during the Easter recess we imagine many a conductor has remarked: "Hmph—No increased earnings here."

The man who stuck his seeds in the ground a couple of weeks ago can't sleep nights for wondering whether the young things will get their little noses frozen if they happen to get to the surface in this weather.

There is some talk now of scrapping the treaty between Russia and Germany. Whatever the events may turn to now the fact remains that the will and the wish to double-cross the powers in conference at Genoa was and is in existence on the part of the two powers in question.

London does not want to save money by turning off the street lights. This place is not by any means a model for night-time illumination. There are many much smaller cities which can show London quite a few tricks in having the streets well illuminated at night.

Some of the civic officials in Lon-

25 YEARS AGO TODAY

Here We Have Items of Local and District Interest As Recorded in The Advertiser of 1897.

Friday, April 21, 1897.

Weather—Fair and milder.

A few of the members of the Y. M. C. A. met in their rooms last night for the purpose of organizing a football team. The following officers were elected:

Hon. president, W. R. Hobbs; hon. vice-president, F. W. Daly, B.A.; president, W. R. Hobbs, jun.; secretary-treasurer, W. E. McMillen; manager, R. A. Little; committee of management—R. A. Little, J. Westervelt and Frank Holman.

Misses Lillian and Beatrice Shand and Miss Pickard of this city took part in a concert given by the Stirling Castle Lodge, Sons of Scotland, in St. Thomas last night.

The European Waltz Club held their second annual ball last night. The committee in charge were: F. R. Harris, president; Guy Guymier, secretary; W. Arbuckle, J. Young and W. Temple. Mr. S. Taylor was master of ceremonies.

The annual meeting in connection with the Talbot Street Baptist Church was held last night, a large number of the members of the congregation being present. The pastor, Rev. Ira Smith, presided, and Mr. John Beardsall acted as clerk.

The report of the Sunday school showed a membership of 237 scholars. The officers of the Sunday school are: Mr. Robert Robertson, superintendent; Mr. Peter Glen, assistant superintendent; Mr. O. W. Niall, secretary-treasurer, and Misses Ellis and Butler, librarians.

The election of officers for the ensuing year was then proceeded with. Mr. Dark was made a life member of the board of deacons. Mr. Westervelt and Mr. John Holman were elected as deacons for a term of four years, and Dr. Buchanan was chosen to take Mr. Dark's place. Mr. Beardsall continues a member of the board on condition that he be ex-

cluded from taking any part in the financial work of the church. The following officers were also chosen: Church clerk, Mr. John Beardsall; treasurer, Mr. N. Mills; weekly offering clerk, Mr. E. R. McDonald; assistant, Miss Ida Cole; weekly offering tellers, Messrs. G. Griffiths and W. E. Matthews; auditors, Messrs. J. W. Westervelt, sen., and J. Holman.

On the recommendation of the nominating committee, the following committees were appointed: Relief—Mr. Beardsall, Mrs. Carrae, Mrs. Bell, Mrs. Tune, Mrs. Morris, Mrs. Griffiths, Miss Anna Smith.

Music—Messrs. Robert Robertson, C. Leach and N. Mills. Mrs. Youmans, Mrs. Hennegar, Mrs. Holman, and Mrs. Sayer.

Finance—Messrs. R. Dart, N. Mills, P. Glen, E. B. McDermid, A. A. Cook and the deacons.

Baptism—Messrs. George Jeffrey, O. Baines and John Holman. Mrs. Wellsted, Mrs. Burch, Miss Edith Ellis and Miss Gertrude Buttrey.

Development—Messrs. W. E. Matthews, John Jeffrey, Charles Dean, J. W. Westervelt, jun., and the finance committee.

Visiting—Rev. Ira Smith (chairman), Miss Charlotte Jeffrey (secretary), Mrs. Hudson and any ladies of the church who will be willing to assist.

Ushers—Messrs. R. Dart, G. W. Stewart, P. Glen and W. E. Matthews.

The jubilee committee are about ready for a thorough canvass of the city for subscriptions to the new hospital fund. At the meeting held last night the following were present: Ald. Winnet (chairman), City Clerk Kingston, Frank Plant, W. T. Strong, Walter Fairbairn, Ald. Douglass, Dr. H. A. Stevenson, W. H. Bartram, Ald. Turner, J. Niven, Dr. J. D. Wilson, L. W. Burke, P. W. D. Broderick, Mrs. Boomer, Miss Hamilton, Rev. B. B. Johnson and Dr. McDonald.

land become liabilities, gives much food for thought; that the Northern Alberta farmers who settled in recent years cannot carry on is a fact. The writer has been in this locality (the Grande Prairie district of the Peace River country) six months and knows conditions first-hand. High cost of living, because of excessive freight rates, no market for products, because of severe climatic conditions, because of unsettled country, but chiefly the fact of having purchased stock and implements when prices were high, prompts many to leave the country under any possible condition.

The writer has in mind a returned soldier living twelve miles from a postoffice, no roads but a trail, the mail comes once a week, and if a letter is mailed at this office it will not go out for two weeks. This man has been here since 1919 and has earned \$100 in that time.

You are conferring a favor on humanity, Mr. Editor, by stating facts re this country. A settler who comes and loses out does not make a good citizen. We came at the earnest "misrepresentation" of a friend (?). As soon as the walking improves we shall go where coal oil does not cost 50 cents per gallon, cabbage 15 cents per pound and sugar \$9.00 per hundred, etc., etc., because of freight rates.

We realize that in the present premier we have the ablest man in the country; a man who has the interest of the people at heart. We also realize that we must not complain too bitterly. We know his influence for good will eventually permeate this remote wilderness.

Thanking you, Mr. Editor, for your splendid paper. After reading *The Advertiser* I circulate it among my friends who seem greatly to appreciate your human, consistent influence for the settlers of Northern Alberta.

ANNA ROGERS, Kilsnoo Hill P.O., Alberta, April 7, 1922.

LEARN A WORD EVERY DAY

TODAY'S word is EXCHEQUER. It's pronounced—eks-check-er, with accent on the second syllable.

It means—a treasury, particularly a national treasury, funds, money, place where money is kept.

It comes from the old French "eschequier," chessboard; from late Latin "saccarium."

It's used like this—"The exchequers of most European countries today are in very bad condition."

A FAIR EXCHANGE. A rich, elderly bachelor named Page found the dropped glove of a charming young lady and returned it with this note:

"If from your glove you take the letter g, that glove is love, and that I have for thee."

In reply the young woman wrote: "If from your name you take the letter t, then mine is age, and that won't do for me."

DR. BISHOP'S ADVICE

Peril Lurks in Fevers—Take Care of Them.



BY DR. R. H. BISHOP. FEVER may be the result of a number of things, but whatever these causes are, you should always consider a fever as the signal that something is vitally wrong.

This does not mean that one need become panic-stricken if a case of fever has to be cared for. This would not be wise, and yet the seriousness of fever must not be overlooked.

The skin of a person with fever will probably feel hot to the hands, the eyes will be very bright or perhaps very dull, and the patient may be delirious or excited or in a stupor.

Put it in the patient's mouth, under the tongue, with the lips closed tightly. Leave it for five minutes, after which it can be removed and read.

Wash the thermometer in clean, cold water before putting it back in its case. Remember that in fever the temperature is always higher at night, perhaps 2 or 3 degrees, so that a high morning temperature is more serious than the same temperature at night.

The normal temperature is 98.40 degrees Fahrenheit. From the point to 100 degrees at night is slight fever; from 100 degrees Fahrenheit to 102 degrees Fahrenheit is moderate fever, and from 102 degrees to 106 degrees is high fever. Still higher temperatures are very uncommon.

Children are much more liable to fever from slight causes than are their elders. In any case of fever the place for the sick person is in bed, if possible in a quiet, dark room.

The patient should be lightly covered. He may be bathed in cool water. The food should be very simple; milk or a little milk toast will be all that is required. Plenty of cool water is necessary. Call the doctor immediately.

The BOOKSHELF

"BLACK GOLD." BY ALBERT RAYSON TERRUNE. George H. Doran Company, publishers, New York, \$1.75.

To the credulous, "Black Gold" will make enjoyable reading, but to the skeptic, who is inclined to be doubtful of an abundance of coincidence, perhaps it will be found wanting.

With the exception of the fact that all the undesirable characters in the story are disposed of in a manner which is, to say the least, remarkable—and, after all, is that a serious fault in fiction? "Black Gold" is a story of eminently human and lovable characters, whose lives provide a romance which is in every way charming.

There is a delightful atmosphere of the wide-open spaces of California about the book, and instances of the splendid rugged type of friendship which seems to be influenced by life in the mountains.

Forming the thread of the narrative is the story of a man, comparatively poor, who falls in love with the daughter of an extremely wealthy man, and who rather than be considered a fortune-hunter, leaves his home and takes up ranching in the west. Neither, however, forget their affection for each other, and the affair has a happy culmination five years later, when Maida comes west to join her father, who meantime has taken up his abode there in rather peculiar circumstances.

Those circumstances provide the element of mystery in the story, and might possibly tax the patience of the incredulous. An unscrupulous private secretary, secret worries which are rapidly aging the famous financier, and a servant who is presumably blind, but who turns out to be a freak of science, all lend atmosphere and sustain the interest of the reader to the highly-novel climax.

As the author remarks in his charmingly-quiet foreword, "It is alive!"

"I don't think it will bore you," he adds, and it doesn't.

READ YOUR CHARACTER

(By Digby Phillips.)

NO. 194—FLOWING HAIR.

There are more indications of character in the hair than such features as its straightness, its curliness, its color, or the fineness of coarseness of its texture. Its length will often tell you much of character.

This indication, however, unlike the others mentioned, is significant not in the sense of heredity. For though the trait of character it indicates may be hereditary, it may also be acquired.

Laying aside all thought of conscious character reading, what do you see of the man who wears his hair flowing down over his coat collar? Instinctively you assume that he is "eccentric." You form the same opinion of the man who wears a great big flowing bow tie.

And in this you are doing unconsciously only what the character analyst does scientifically. But carry the thing a step further. What is an eccentric person? A "bug," a zealot, a person who, judged in the light of normal human habit, attributes undue and unbalanced emphasis on some one thing or group of things to the exclusion of others. In short, an eccentric person is one whose sense of balance and judgment is not normal.

The lesson is clear. Do not rely upon a man with flowing hair or tie, either in his judgment or in his instinctive reactions to circumstance and reason.

Tomorrow—Balancing Indications. (Copyright, 1922 by Public Ledger Co.)

Our Own Country.

Answer—Of the 300,000,000 acres fit for farming in Canada, one-third is in farm holdings; only one-sixth is cultivated; 250,000,000 acres await cultivation.

Question—Which province of Canada leads in gold production?

Answer—Ontario leads the other provinces of Canada in gold production, the 1921 output of \$18,000,000 being 75 per cent of the total.

THE COUGH WITH THAT TICKLING SENSATION



A little tickling in the throat; now and then a dry, hacking cough; you think it is not bad enough to bother about, but every day makes a breach in the system, strains the lungs and prepares the way for more serious trouble.

How many people have lost a good night's rest by that nasty, tickling, irritating sensation in the throat? The dry, harsh cough keeps you awake, and when you get up in the morning you feel as if you had had no rest at all.

DR. WOOD'S NORWAY PINE SYRUP

is just the remedy you require to stop that irritating, tickling cough on account of its soothing, healing and expectorant properties.

Mrs. P. Johnson, Port Alberni, B. C., writes: "I have suffered for years, and on, with a tickling cough. I could not sleep nights and had to sit up in bed to get relief, in fact, I coughed so I used to vomit. I tried different doctors' prescriptions until I heard of Dr. Wood's Norway Pine Syrup. I tried it and found great relief after I had taken the first bottle and have not been troubled since. I shall always keep it in the house."

Be sure and get "Dr. Wood's" when you ask for it. Price, 25c and 60c a bottle; put up only by The T. Millburn Company, Limited, Toronto, Ont.—Adv.

A real cough remedy

Don't surrender to an obstinate cough. There's a remedy that will help you conquer it—a remedy that speedily relieves all irritation of the respiratory organs and gives bodily strength for permanent relief. Try it—ask your druggist or dealer for—

Robert's SYRUP
of the
Extract of Cod Liver & Tar

TIP TOP CLOTHES

STRICTLY ALL WOOL



By Specializing

on one good dependable quality --- at one standard price---we can give, and we do give, greater clothes value than any other tailoring organization in Canada.

Our new fabrics for Spring are strictly all wool, tailored to your own order in the most careful manner, made to retain their style after long service.

You buy Tip Top Clothes at a wholesale tailoring—not a retailer's price.

And we guarantee satisfaction.

Out-of-town men, write our mail Order Dept., 256 Richmond Street West, Toronto, for samples, style book and patented self-measurement forms.

A Chain of One-Price Stores from Coast to Coast

TIP TOP TAILORS

The Largest One-Price Tailors in Canada

205 Dundas St. London.