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THURSDAY, OCTOBER 29, 1925.

Looking Over the Campaign.

One election campaign differs from another, and the one just closed has proved no exception. In the 1921 contest the Conservatives devoted their energies almost exclusively to the attempt to prove that the Liberals were out-and-out free traders. Their national advertising campaign swung around two slogans, "Canada Needs Meighen" and "Meighen Will Lead Us Through." Four years of Mr. King's government have taken away the first thunder about him being a free trader and he had demonstrated that he meant exactly what he said in 1921, that no industry earning a legitimate profit had anything to fear. It is notable, too, that there has not been the same emphasis placed on the fact that Hon. Arthur Meighen is the leader of the Conservative party. The idea of 1921 that "Canada Needs Meighen" was dropped from the 1925 campaign, possibly for the very obvious reason that the voters in 1921 said so emphatically that they could get along very well without him.

Some of the advertising used by the Conservatives in 1921, especially a personal appeal by Mr. Meighen to the women voters, looks rather strained when compared to his 1925 policies. Here is one paragraph used two days before the 1921 voting day:

"I ask the women of Canada to force that unity which will be abiding, which will result in permanent prosperity for all classes, and which will make Canada the envy of the world—that unity which is my one aim and ambition."

The 1925 campaign has found Mr. Meighen in a different position. He has been promising the western coal fields a tax on coal that Ontario will have to pay; the manufacturer who wants a high tariff has had his promise of a brick-upon-brick with United States; the consumer has been assured that he means only a moderate tariff. The east has been told that the rest of the country will pay part of its transportation costs. Mr. Meighen's 1921 idea of national unity has been abandoned in 1925.

Judging by the number of Progressive candidates in the field there has been a falling away from that movement. It cannot fairly be described as serious, or as indicating there will not be a group in the next parliament, but the evidence is there. The most plausible explanation is that Mr. King's policy of bringing agriculturists and manufacturers closer together so each can better understand the problems of the other has had much to do with it. Mr. King has realized that Canada will continue to have farmers and manufacturers, and the success of one is the success of the other. It would be a serious mistake to have a fiscal policy that hedged these two great classes in separate camps.

Quebec has furnished the most strenuous form of campaigning. From several quarters have come reports of rioting, fistfights, with the occasional gun shot to express the ardor or the anger of some voter. Any lack of demonstrative qualities in the Ontario contest have been bountifully supplied by our sister province in such a way as to stir old-timers to a recital of stormy times that lurked in the offing when we had open voting in Ontario.

The Consumer Pays.

Reports from New York, Massachusetts and other states tell of near-panics over the supposed shortage of coal following the strike in the anthracite fields of United States. At the same time officials of the miners' union state there are hundreds of thousands of tons above ground, and that it has been stored there for months. To substantiate their claim they produce photographs of 500 cars in one place that have been loaded for weeks. There is rust on the rails and rust on the wheels—but coal in the cars, probably 200,000 tons of it.

Coal dealers take up the case and say that they doubt it; they have their own agents in the field on the lookout for supplies that are not forthcoming. In the center of this campaign of assertion and denial stands the consumer. Past experience has taught him that if there is a coal shortage he pays for it; if there is coal stored and not moving, he pays for it; if the operators and miners take a few more months to discuss whether they will come to terms, he pays for it.

Finding the Weak Spot.

It is not often that a paper such as the Wall Street Journal, which of necessity is immersed in the affairs of business, stops to devote front-page space to the question of religion. New York has been stirred in recent weeks by the enormity of crime in that city; the Journal was considering one case where \$650,000 was involved in a burglary record. At the same time President Coolidge was making an address on the remedy for lawlessness, which, he said, is "altogether too prevalent."

Not the police power of the government, he said, could provide the remedy. All the efforts of the police power will be wasted if there is not a determination on the part of the people to observe the law. But laws cannot furnish that determination, and President Coolidge stated frankly that respect for law can come only from religion, upon which the government rests.

The Wall Street Journal recounts the words of Clarence Darrow, himself an atheist, when pleading the case of Loeb and Leopold in Chi-

cago: "They had no religious training at home." That lawyer, adds the Journal, unconsciously put his finger on the sore spot.

It is significant that as leaders of thought and men of high estate look over the social fabric of a great nation to see what is wrong they come to the same conclusion. They agree that they have laws, plenty of them; they are convinced they have sufficient police, and yet the crime record mounts. So they are looking farther upstream, going back to the place in national life before police and laws were the potent factors in determining action. This has brought them back to the fireside of the nation, and there they stand pointing the accusing finger at those who have neglected and are neglecting the teaching of religion to the young lives entrusted to their care.

In Two Directions.

As men come to the surface in a time of national decision, two names have been much to the fore during the campaign which closed yesterday—Hon. Vincent Massey in Ontario and Hon. F. L. Patenaude in Quebec. Mr. Massey has large manufacturing and commercial interests; he is studious and conversant with national problems, and his attitude as a manufacturer has been a frank admission that the success of the farming industry is essential to the progress of the manufacturer. His appearance in public life as a member of the King cabinet was a distinct gain to the Liberal cause. The same cannot be said of Mr. Patenaude because his reappearance lacked sincerity of purpose. Mr. Meighen has been an absentee as far as the Quebec contest is concerned; he agreed to let Mr. Patenaude and his anti-public ownership group wage the fight on issues of their own choosing.

This Tory-Patenaude campaign in Quebec finally developed into Montreal's financial dictation of the fiscal policy of Canada. The men who are putting up the money for the Ontario-Quebec Conservative campaign are there. They want to destroy the British preference; they ask a tariff which, six of the nine provinces would not endure; they are in league with the ocean steamship combine; they seek to get rid of the C. N. R. Autocrats and monopolists; they have had a free hand to dedicate the Conservative campaign in Quebec to channels of private gain. This double-dealing in Quebec has been a blotch on the face of the campaign.

An Expert Opinion.

The Babson commercial reports are regarded as the most reliable business surveys made on this continent. They never exaggerate conditions, but in a direct analytical way present basic facts, and from these form their conclusions.

The Babson October report has the following reference to Canada:

"For the first time in five years, Canadian business has risen above the X-Y line. The period of readjustment just ended is approximately the same size as the era of over-expansion which preceded it. We expect that any development on the upper side of the X-Y line will come in a conservative way and that a period of sound business improvement is ahead. Canada's position in the business area has been built on a firm foundation. At home the various fundamental barometers of business have worked out logically and conservatively during the past five years. Canada's exports and imports have made rapid strides and should continue their development because the dominion is well attuned to conditions abroad. We have witnessed an increase of exports over imports, due in part to the investment of foreign capital in Canadian developments of natural resources and Canadian enterprises. No more favorable sign of business stability could be found."

That is exactly the condition needed for a period of good business in Canada, a gradual working back from post-war conditions, a sound recovery of trade and a definite reaching out into world markets for exports. Babson's October report is decidedly encouraging for fall and winter business in Canada.

Note and Comment.

The day's best joke is where a Brooklyn poet was held up by a bandit.

One doctor says that men who weigh over 225 pounds should not dance. On first reading we thought he had said could not.

The Rotary club of Stratford sent up a balloon filled with gas and it went out of sight. If astronomers tell of a new spot on the sun's face we'll know in advance what has happened.

The Toronto Globe surely has come to a strange pass when it is obliged to secure approval of its position from the columns of a Conservative paper, the Hamilton Spectator.

In the death of R. J. Fleming of Toronto that city lost a good citizen well known in the province. He was honorable in his dealings, outspoken in his convictions, and played well the part to which he set his hand.

The Kiwanis club of Galt purchased a half-page in the Reporter of that city, using it to urge people to vote. The idea is commendable, but is there not something wrong when voters have to be nudged into saying how they want their own business conducted?

Hon. Hugh Guthrie, the former Liberal member in South Wellington, claims that he has not been swallowed up by the Conservative party. The reply of Nicol Jeffrey, K.C., is that Mr. Guthrie, then, must have swallowed the Conservative party. To illustrate the point Mr. Jeffrey uses the following limberick:

There was a young lady of Niger
Who, with a smile, took a ride on a tiger;
They returned from the ride.
With the lady inside.

And the smile on the face of the tiger.
That, declares Mr. Jeffrey, is what has happened to the Conservative party.

Training Children

By ARK.

Ten hundred teachers in a hall they listened to addresses there, about the methods folks should use to train the youngsters in their care.

And there was lots of notions spoke, and many theories brought out too, by delegates from up the state and experts come from Timbuctoo. And there were those who said the way to train the young was couched 'n love, that parents they should bill and coo and treat 'em like a turtle dove.

While others said to coax them on, reward them when their ways be right, and speak in gentle terms to them when they were gaddin' out at night.

At last come one of sterner view, a plain, outspoken guy was he, who said 'twas trash the stuff they said, like wrinkled prunes and salted tea.

"I may be old about my views and not in line with modern thought, but what you've heard of rearin' young is plain to me a lot of rot. For years we've coaxed them to be good, for years we've coaxed that method fail, for them we coaxed about the most they landed in the village jail.

"So with that milk and sugar stuff I tell you now that I am through, and henceforth we should lead 'em out and spank 'em like we ought to do."

Surprisin' though it seemed to me the meeting cheered him to a man, and none there was who cried aloud to hurl him in the garbage can. No more they'll coax the erring youth, nor pour sad pleadings in his ear, they'll lead him to the woodshed now and whack him soundly in the rear.

(Copyright)

The Once-Over

I slept in an editor's bed last night
When no editor chanced to be nigh
And I thought as I tumbled that editor's nest
How easily editors lie.

—H. S. J.

You'll admit, H. S. J., as you lay on that bed
And slept to your heart's desire,
Whatever you may say of the editor's bed,
That you yourself were the liar.

—M. L. E.

Well said, M. L. E. And I think you'll agree
That the editor's morals are grand.
If he lies now and then, it's excusable when
You consider how much he must stand.

Our peerless political prognosticator asks if Mr. Standing will likely be sitting for the riding in which he is running. They say his support is flumping and that he should win walking, but perhaps they are lying.

Story about a Tara man who conducted a successful fox hunt in his auto will be good news to a friend of ours who recently went fox-hunting on horseback. Ever since then he burs into tears whenever he sees a horse.

The weather in the west is injuring the grain crop. But so far no candidate has pledged himself to do anything about it.

Reds are reported victorious in the local Y. M. C. A. Another organization gone boiseish.

We lunched yesterday with a fellow-reporter, or reporter fellow, as some people would say. "Do you smoke?" he asked. "Why yes," we replied hopefully. "Thanks. I just wanted the information," was his comeback. Six young cubs will be the palbearers.

The announcement that fish will be given away free today is timely. It's the last day for drawing herrings across the trail.

Incidentally, some goldfish are reported mysteriously missing from Victoria park. Even goldfish, it seems, may serve in an emergency.

A manufacturer of cosmetics reports a big increase in business. More complexion powder should improve the outlook for all of us. Puts quite a new face on things, in fact.

By things, we mean of course those sweet young things. E. J. P.

Isn't It the Truth?

Simile, 1925: He's as ill-mannered as a five-ton truck.

Whatever femininity is, it isn't the back of a neck that needs clipping.

Another need of the times is a park-one-hour-only sign on restaurant tables.

Normal man: One who thinks every old maid would have been glad to get him.

One good way to study the English language is to get near the rocking chairs at a summer resort.

The proper test of man is sympathy. If he laps it up, he is a two-by-four.

Center of culture: A mining station, a hot dog stand, seven shoe selling ladies' were.

Usual reaction to poverty, sickness or a puncture: "Well, I'm glad it's the other fellow."

There's always something. In college, cheers spur him on; in later years, envy does it.

One easy way to have an adventure is to say "Blah!" when the ad-headed man is talking.

The mosquito must wonder what happened to make ankles a foot longer.

It is estimated that less than 3 per cent of successful men remember anything about algebra.

Still, if there were no despicable tightwads, where would the good fellows borrow money?

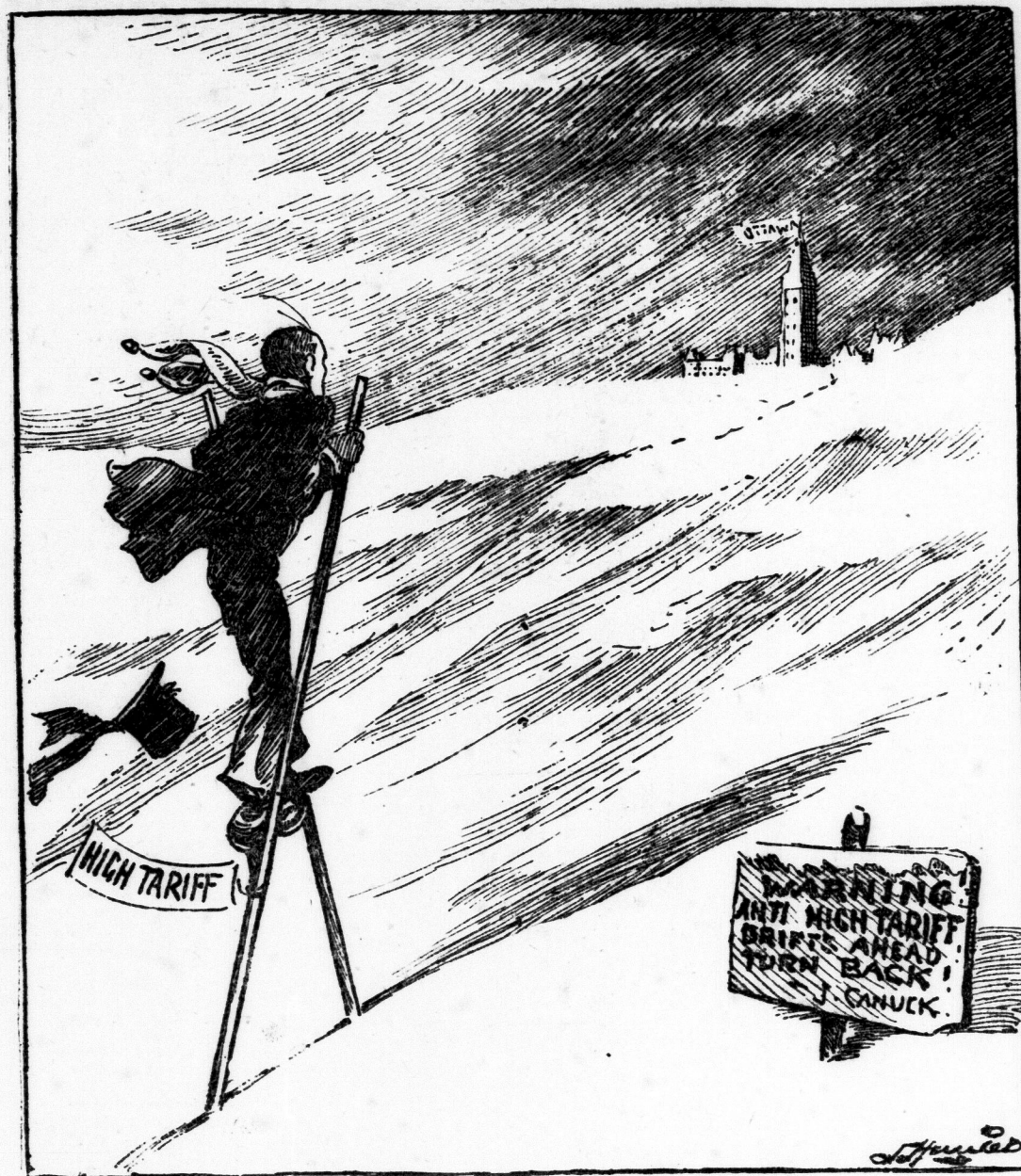
Correct this sentence: "Stop worrying, Honey," said the husband; "I don't care how fat you get."

R. Q.

Can You Qualify?

JUDGE GARY, in a recent speech, said a man to be successful in business must be absolutely clean and healthy, mentally, morally and physically. His habits should be above reproach; he should know himself, study himself and look into his own heart and mind and conscience. He should be diligent, never intentionally negligent, keep his appointments punctually and fulfill his promises, up to date in everything pertaining to his occupation, fully informed, reasonable, fair, patient and have a good disposition toward every other person; he should make friends and avoid making enemies; he should not live for himself alone. He should acknowledge and practice the Golden Rule. He should be a loyal, patriotic citizen, devoted to country, respectful to public officials and faithful in the observance of all laws so long as they exist, not talk too much, weigh every word he says, be patient and wise and absolutely honest.

Facing the Drifts and the Storm



To The Editor

Will Not Stop Them.

Editor of The Advertiser:
Sir.—A tremendous flow of oratory is gushing forth over the why and wherefore of the Canadians going to the States, even the wife of the Opposition leader is taking a hand and talking protection. But it is not true that no nation or people can be greater than the homes in which they live.

Every boy, even when he is a little fellow, has the home instinct. He falls in love with a lady friend; she may be old enough to be his grandmother, but he plans some day he will marry and have a home. When he starts to school he falls in love with all the pretty little girls, and on up till he is old enough to take his place in the world and establish a home, he has that home-making instinct. When he has finally found the only girl in the world, what confronts him at the present time? He finds that in order to make a start and establish a home, that on the furniture he has to buy 30 per cent tariff tax. That is if he plans to buy \$130 worth of furniture for his kitchen he gets \$100 worth of furniture and pay \$30 tariff; the same applies all through, with some things 35 per cent. The prosperity league, if they have their way, intend to add to his burdens. If a 20 per cent increase is added it will mean that instead of getting \$100 worth for \$130, he will have to pay \$150.

Now we all agree that the loss of so many native-born Canadians is a serious matter, but the kind of protection that is being peddled at present will not stop any thinking young man from going where he can better himself.

It may have been necessary to protect the infant industries that were striving to establish a home for themselves, but what about our young men and young women, who would like to establish homes for themselves? Are they to be held in serfdom to protect organized capital simply because of the flood of propaganda that is being soaked into us? The fog of protectionism is all around us; it is so flooded over Canada that we almost have to breathe it in the air, and it may be that we will have to be burned still more with it before we feel the blister rightly. Canada is a great country, and has stood a job of mismanagement before, and may have to stand some more, but to make it harder to establish a home will not stop the flood of young men who are crossing the border, and are making their contribution to the nationhood of Uncle Sam by establishing their homes and becoming citizens of that country.

(Signed) NICK.

Wilton Grove, Oct. 26.

Use the Newspapers.

Editor of The Advertiser:
Sir.—Were it not for the opportunities for reflection associated with country life, the rural elector might readily be confused by the clamorous and contradictory appeals in the press for his suffrage by political party managers. The situation is further complicated in constituencies by triangle contests. Public meetings are held, as in East Middlesex, for example, to further the interests of the respective candidates, but apart from groups of village people, the bulk of voters in many cases do not attend them, and the discussions are not always clear and enlightening, or to the precise standing of would-be M. P.'s on public questions. What is needed is a clear-cut statement over their own signatures in the newspapers of their stand on such issues as immigration, senate reform, national railways and transportation, taxation, the tariff and national prohibition of the liquor traffic, which in the judgment of many is as vital, or more so, to the economic and general well being of Canada as any other question. What we look for as a guide in marking the ballot is not just a follow-the-leader declaration, but a concise and definite expression of the candidate's own conviction and purpose.

DORCHESTER ELECTOR.
Middlesex County, Ont.

25 Years Ago

From The Advertiser, Oct. 29, 1900.

Mr. A. W. Woodward has purchased the Chatham Banner. Mr. Woodward has had years of experience on the Detroit News.

Principal Latta of Colborne street school gave a very interesting lecture last night on drawing.

Mr. John McClarty, G.T.R. engineer, city, tripped in the yards Tuesday morning and fell against a switch, a sharp portion piercing his throat. His condition has been serious ever since.

Capt. W. G. Reid, grand Z of the grand chapter of Canada, is in Chicago attending the grand chapter, Royal Arch Masons. He will respond to the toast of the "Royal Craft Universal."

John E. Young of the John E. Young opera company, passed through the city on the Grand Trunk yesterday. A number of friends met him at the station.

Farmers living on the Wharfedale road, Westminster township, have complained to High Constable McLoud about a band of gypsies in the neighborhood. When the high constable asked the two women complainants to appear in court against the gypsies, they refused, and the band is still at liberty.

CANADA! OUR HOME.

Dear Canada, we love thee,
No land more bright or free;
No people are more loyal,
Than we, from sea to sea.

And like the Indian maiden,
Who of the fact did brag,
That "she was born in Canada,
Beneath the British flag."

So, too, we love our country,
Rich fields and mountain crag;
Our hearts rejoice that we still live
Beneath the British flag.

Dear motherland, we greet you,
And may we never lag;
Your daughter here, fair Canada,
Still loves the British flag.

—ELVA A. MILLER.

CITY MOTORCYCLE OFFICER SERIOUSLY HURT IN CRASH

Officer Leach Suffers Internal Injuries After Hitting Street Car.

Motorcycle Officer Morley Leach is confined to his home at 81 Mount Pleasant street suffering painful injuries as a result of an accident late yesterday afternoon. Patrolman Leach was proceeding north on the Wharfedale road when he crashed into a street car at the intersection at Stanley street. The collision rendered him unconscious for over two hours.

He suffered internal injuries to the stomach, and his arms and legs were badly bruised. He was removed to his home in the police ambulance, where Dr. John Schram attended the injuries. No bones were broken, and unless complications set in there is no immediate danger.

The motorcycle was badly damaged.

NATIONAL COUNCIL OPENS SESSIONS IN DETROIT

Associated Press Despatch.

Detroit, Mich., Oct. 28.—The national council of women, a body representing 40 national organizations of women throughout the United States opened its regular biennial sessions here today.

Registration occupied delegates throughout the morning with the formal opening featured by an address of welcome by Governor Alex J.

Groesbeck. Other addresses are to be delivered by Mrs. W. E. Sanford of Hamilton, Ont., honorary treasurer of the international council, and Harry F. Atwood of Chicago.

CHILD KILLED BY AUTO.

Brampton, Oct. 28.—Ten-year-old Violet Cash, daughter of Mr. and Mrs. John Cash, Victoria, was instantly killed when she ran across the road in front of the car driven by George Campbell of Cheltenham to the assistance of a little chum, named Knox, who had fallen on the other side of the road.



The Protected Family

When a man makes successful application for an adequate policy of life insurance to acquire what is popularly called "Protection," he comes into what is possibly the greatest asset a man may possess.

—And it is so easy to furnish this "Protection" the London Life way. For instance, a man age 30, by laying aside any proportion of his monthly earnings for a London Life Jubilee Policy, can make it guarantee four times as much monthly to his wife (age 30) for life—no matter at what

time he may die, nor how long she may live after him. For instance: A deposit at the rate of \$25.00 per month would provide \$100.00 per month income for life.

Such protection for the family can not be obtained by any investment other than life insurance. And the policy that makes it possible at so low a cost is issued by the London Life.

Play safe! Secure life insurance and then enjoy your income in the happiness of knowing that all is well.

London Life representatives are specialists in Family Protection.

London Life

Insurance Company

"Canada's Industrial-Ordinary Company"

HEAD OFFICES, - LONDON, CANADA

Richmond and Fullarton Streets, London