

FOUR

London Advertiser

Published by
THE LONDON ADVERTISER
COMPANY, LIMITED,
London, Ontario.

MORNING. EVENING.

TELEPHONE NUMBERS.
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EXCHANGE
From 9 p.m. to 3:30 a.m. and holidays
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London, Ont., Tuesday, July 25.

Manitoba's Premier.

THE Farmer party in Manitoba has brought out a brand new one that has completely fooled all the cabinet makers, who were busy figuring out the new slate before the last of the cheering had been done out on the prairies.

The selection for premier of Manitoba is John Bracken, professor at one time of Field Husbandry in Saskatchewan College, and now president of the Manitoba Agricultural College. Born on a farm in Leeds County, Ontario, he graduated from the O.A.C. at Guelph, and during his college days must have been looking around for a wife, as he later married a Guelph girl.

Since his college days he has been studying and teaching farming in a practical and business way. He has not been a politician in any sense of the word. In fact it is not on record that he ever delivered a political speech.

There is no detailed explanation given for the choice, but there he is, a clean-looking young Canadian, just about at his prime, a man who understands the agricultural life of Western Canada, and who in his college career has had plenty of opportunity to brush up against all sorts of men and conditions.

Of course they may teach Bracken to be a very good Progressive politician, and they may keep him from "broadening out," according to the Drury desires, but it must be said that at first glance the majority party in Manitoba have showed a desire to get a man to head the government who has many things, apart from political consideration, in his favor.

Thrives on Trade.

WHY DOES Britain so persistently pursue the idea of world conferences, with the idea of getting all of Europe back on a business basis again?

The answer that seems most logical is that Britain wants trade with the world, and that answer is probably correct.

Of all the troubles through which Britain went last year, the collapse of her world trade was the most serious. There was a loss of \$2,500,000,000. Her mills were idle, and her streets were full of unemployed.

In May of this year British exports showed an increase of \$85,000,000 over the same month last year. Miles and acres of factories in Britain depend on export business. Of 60,000,000 spindles in the cotton mills, 48,000,000 depend on world orders.

That is why British people are quicker to forget the war than we are in Canada. Germany to them is a market of 70,000,000. Russia is not the country that turned the Allies down flat at the critical stage of the war. It is a market of some 140,000,000 people who, under proper direction, have a tremendous buying power.

Britain is able to handle business, and wants it. A ship is on a tour now called "British Trade," a 10,000-ton affair, in fact, a floating exhibit of what Britain can make. It is going to call at 34 world ports and will be away four months.

Britain has not gone forward with any flare of trumpets, but British industry always has a few things held in reserve, and it can come through the greatest industrial storms, and start out taking orders on the following day. And no doubt that's why she is called the "Workshop of the World."

Killing Mosquitoes.

CITIZENS whose evening's sojourn on the front porch is too frequently interrupted these nights by inroads of the mosquito, will find comfort in the statement of Dr. W. S. Downham, medical officer of health, that a few minutes time spent each week could rid London of 50 per cent of these pests.

Quoting health bulletins in support of his assertion, Dr. Downham points out that most of the "pesky skeeters" which trouble Londoners, breed within one hundred yards of the scene of their depredations. Obviously, with the exception of one or two districts which are close to natural mosquito breeding places, the majority of the mosquitoes breed in artificial places which are of our own making.

These insects breed in any stagnant or slow-moving body of water. Dr. Downham explains, which will stand for a week or more. The size of this pool does not matter, as a tin can, barrel, clogged gutters or drains, flower pots, pails, bird baths, or artificial ponds.

Mosquitoes must have a small pool of water in order to breed, and it necessarily follows that to eliminate their presence to a great extent all the householders must do is to turn over or otherwise dispose of all artificial water containers upon their premises and any adjoining vacant lots.

Water in artificial ponds, marshes or ditches which cannot be disposed of in this manner may be rendered mosquito free in many ways. The best method, according to the medical officer of health, is to spray the surface of the water with kerosene



BRINGING THE LAKE INTO YOUR OWN BACK YARD

every ten days if it is not to be used or has no decorative value.

Such a procedure will effectively prevent mosquito breeding, but where the appearance of the water is a factor to be considered the use of fish is advisable.

In a garage in London was a pail of water which stood for a few days, most of it being drainings after the car was washed. In the pail were noticed large numbers of these little "wigglers," and it looked certain that a new crop of mosquitoes would soon be on the way out to sting the community. A tablet of bichloride of mercury was dropped into the pail.

Observation a few hours later showed that all the wigglers were floating on the top of the water—dead.

Dr. Downham states that two stages in the life cycle of the mosquito occur in water. During either of these stages the larvae or "wiggle tails" and pupae, as they are called, will be readily devoured by fish. Although practically all fish will eat the mosquito larvae and pupae, the surface-feeding minnows are far more efficient in this work than any other type of fish.

Dr. Downham advises Londoners in search of a place for a vacation where mosquitoes do not hold sway to select a high spot away from all marshes or other bodies of stagnant or sluggish waters.

With this information in our possession let us declare war on the pesky skeeter, thereby saving the price of several bottles of oil of citronella, and eliminating the effort of much scratching, and useless profanity.

Who Makes Money?

THE St. Catharines Standard says HON. PETER SMITH is the only man who is making money out of race track gambling. Others are "almost" making a lot. For instance, one young Londoner had a "tip" on the Windsor races on Saturday. Some person around the stables had told some person else, and so the word finally made its way all the distance from Windsor, on through Chatham until it reached London. We have no way of knowing how many others saw it or heard it coming, or if it continued its trip after it reached London.

However, it was a good, straight tip, and it came direct from the stable with a healthy barnyard aroma attached to it.

Well, when a person gets a real good stable tip like that he just can't keep it to himself—it wouldn't be right. It's his plain duty to let a few friends know. So this one gets it and that one, and finally a little excursion takes place to Windsor to witness the operation of the tip mint there.

The horse that is "tipped off" to win gets notice in the papers the following day that "he also ran."

The "tip" idea on races is a first cousin to the treating habit in the days of the open bar.

LITTLE 'TISERS

Any man can have his way if there isn't somebody else in it.

Sometimes a man starts out to show his wife who is boss and learns.

Toronto woman who thought her hubby dead found him alive at a dance. This happens every night.

One day last week a girl stood up in a Port Stanley car because her stocking had a hole in the knee.

When a man reaches for his hip pocket these sweltering days you never know if he is going to shoot you or poison you.

Since London jail quilt being an easy place to get out of, Sudbury has taken up the laurels, two leaving during the past week.

Just about the time you begin to find your cabbage rounding out into good hard heads, you make the

discovery that the cabbage slugs have found out the same thing.

Summer Poetry.

The apple worm's unpopular. Yet, when all's said and done, I'd rather find one whole, by far, Than meet with half a one.

It is very fine to imagine that if the mines get started soon the coal shortage will be overtaken before winter comes. Remember that 610,000 coal miners are on strike, and one grand heap of coal that these men could throw up is not being touched at all.

The candy bill of the United States is \$750,000,000 a year, and salesmen claim half of this is in purchases made by children, with small coins. Too many men in their chase after money have overlooked the fact that the pennies have a way all their own of mounting up into goodly sums.

Brantford in the last few days has lost by death three old residents—Ald. John Robertson, Alfred Cox, the oldest businessman, and Stewart Sanderson, prominent in business circles. All three had played their part well in various activities, and had added to the variety of thought and action that made Brantford a good place to live. Is the generation new coming along giving to any community men of the same worth, and with equal ability to think and act, as the men who are passing out?

The New York Times has a word of caution for those who are about to put money into firms for the manufacture of radio apparatus. The Times claims the patent situation is a most complicated affair, and the same thing is true in Canada. In the United States field

right now 37 manufacturers are infringing upon each other's patents, and at least 1,000 manufacturers are infringing upon the rights of several older concerns. These established businesses have been so taken up with the manufacture of their own material that so far they have had little time to fight infringers, but, according to the Times, the day of reckoning will come.

NOAH'S POETRY

POPULAR ALWAYS.

I like to see what folks is doin' when they go off to some resort, and bring themselves to tamper in most every kind of modern sport.

There's them that always wants to fish, they'll dig for hunks of bait all night, and sit for sixteen solid hours a-hopin' for a single bite.

Then others wants to pack a lunch, of salmon sandwiches and cake, and walk four miles out through a swamp to get a landing near the lake. And there with bugs and flies and ants they squabble in three-minute heats, to see which side is goin' to win and scamper off with all the eats.

Of course, there's always them around who've brought a zither or a lute, some sort of banjo or a uk, or some woe horn on which to toot.

All hail the chap who has a boat with engine power to make it go, for he can surely draw the crowd and make one awful wholesome show.

There is one sport that seems to me it stays right with us year by year, the secret of its stayin' power is most uncanny-like and queer. I'm speakin' now of married men, of how they work with zest and vim, at splashin' all about the lake at teachin' others' wives to swim.

—NOAH.

25 YEARS AGO TODAY

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

JULY 25, 1897.

Canadian League Standing.			
	Won.	Lost.	Pct.
London	13	14	.576
Hamilton	13	15	.559
Guelph	12	17	.414

Mr. Walter Mills, Ridgeway, is making a brief stay with his father, Senator David Mills, in South London.

The regular meeting of the trades and labor council this week was largely attended, as usual. A communication was received from John Macdougall of Ottawa, in reply to the council's request that all prisoners made goods should be stamped. The subject will be considered by the government.

The officers of the Labor Day committee are: James Donnelly, chairman; W. Burleigh, secretary, and William Hunter, treasurer. The other members are: F. Plant, Joseph Kelly, Joseph Marks and William McGeary.

At the First Presbyterian Church, Seaford, on Tuesday last, Rev. Neil McPherson, M.A., B.D., pastor of St. Paul's Presbyterian Church, Hamilton, and Isabel, daughter of Rev. Matthew Barr of Seaford, were united in marriage. The ceremony was performed by Rev. Dr. McDonald, assisted by the father of the bride.

Alex. Gartshore will leave tomorrow for Port William, going by way of Windsor and the C. P. R. steamer Alberta. He will be accompanied by his son, John, who goes to Winnipeg as the representative of the First Hussars, to complete his course of training with the Winnipeg Cavalry. Mr. Gartshore will rank as second lieutenant.

Meers, Frank Bryant, G. L. Clark, C. Carson, J. Brown, and Frank Campbell left the city today to camp at Port Stanley for a couple of weeks.

DR. BISHOP'S ADVICE

APPENDIX HURT?—ACT!

BY DR. R. H. BISHOP.



HE quicker you get to the hospital, the better, if you have the slightest suspicion your appendix is "acting up."

The appendix is a ridiculous little organ that seems to be of no use so far as we can learn, and yet if it is disturbed by a minute particle of food it can do a whole lot of harm.

A piece of food will get into and remain in the appendix. It irritates the walls, and inflammation speedsily sets in as a result of germ activity.

The inflammation causes swelling which in turn interferes with the circulation of the blood. If the swelling continues, gangrene or a death of the tissue of the muscular wall sets in. If the appendix breaks, as it often does shortly after the attack, the poisonous germs of inflam-

READ YOUR CHARACTER

By Digby Phillips.

NO. 275—CHOOSING A HAND.

Here is a practical problem: Assume that you are having lunch with two men, one of whom you are probably going to select as the manager of one of your stores—for you are one of those fortunate individuals who own not only a store, but several stores.

As these men eat, you note that one of them has round, plump, short hands. The other has large, bony, hard hands. Both of these men have made good in subordinate positions, which, however, have not made very heavy demands upon their executive and commercial abilities.

Which of them are you going to select?

If all other things are equal your problem is ridiculously easy. Their hands should tell you.

Make it a point to observe people's hands for a couple of days. Note how the plump, round person, whose head is widest at the ears, always has the short, round, plump hand. The type which has the greatest natural aptitude for commercial and executive work. The square, large, bony, hard hand belongs to the person of the muscular or motive classification, whose natural aptitude is toward physical and mechanical labor.

Other things being equal, you would, of course, pick the man with the plump hands for your store manager.

Tomorrow—Sombre Coat vs. Flashy Necktie.
Copyright, 1922, by Public Ledger Co.

LEARN A WORD EVERY DAY

TODAY'S word is RENEGADE.

It's pronounced ren-e-gad, with the accent on the first syllable. The first e is short, the second e as the first e in event, and the a long.

It means—As a noun: one who is a traitor to some cause or principle; as an adjective: traitorous.

It comes from the Spanish renegado, taken from the Low Latin renegare, to deny.

It's used like this: "He was a renegade to the cause of popular government."

Our Own Country

CANADA'S FARMS.

Q.—How many farms are under cultivation in Canada?

A.—It is estimated that there are nearly 700,000 farms under cultivation in Canada.

CANADA'S DAIRY INDUSTRY.

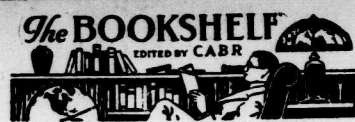
Q.—What is the annual productive value of Canada's dairy industry?

A.—Canada's annual production of her dairy industry is estimated at \$260,000,000.

ALPINE CLUB OF CANADA.

Q.—Has Canada a mountain climbing club?

A.—Canada has a mountain climbing club in the Alpine Club of Canada, with a membership of several hundred. Annual camps are held in the mountains.



FACING REALITY: By Esme Wingfield, Stratford. Geo. Doran Co., publishers, New York.

WHAT'S the matter with the world, and what can be done about it?

The trouble with civilization is that our machines are several centuries ahead of our minds—say a half-dozen recent writers by the way of diagnosis. And the remedy—they agree—is a new rule of reason, an arousing of our feeble critical faculties to a fresh evaluation of our traditional social and political principles.

This concurrence of opinion of writers with widely different backgrounds is interesting. Books run in cycles and crops. We have little epidemics or waves of desert lovers, South Sea elysians, "mirrors" and "outlines."

In the field of social philosophy, too, a dominant trend of thought stands out every few years. Some years ago structural changes in government and social readjustments were advocated. Now, a biologist, a literary personage, a psychiatrist, a professional sociologist, a historian—all say in effect that the first pre-requisite to social stability and progress lies in finding some way to goad men's minds to critical thinking. They must be induced to test social heirlooms in the crucible of intelligence. The chasm between our rational and mechanical powers must be bridged.

"Facing Reality" presents a well-written inventory, rather alarmist in tone, of the state of civilization today. The author contends that we are socially and morally bankrupt.

The modern world—he says—is a world of chimeras invented by advertising, by journalism, by social catch-phrases, by men's disinclination to think straight. We are drifting to catastrophe. Previous forms of life have been annihilated by causes of one's failure to adapt themselves to changing reality. One more war will wipe out humanity; yet we continue in the old paths. The Sphinx has changed the riddle; we are giving the old answer.

In a chapter on "Poisoning the Wells," he discusses journalism. Newspapers are not agencies of enlightenment because people won't read them to learn. They buy only such papers as present their own views, reflect their own prejudices and flaunt their own bias. Propagandism and commercialism, he argues, prompt editorial policies that in the perspective of time will be seen to have been profoundly anti-social and racially suicidal.

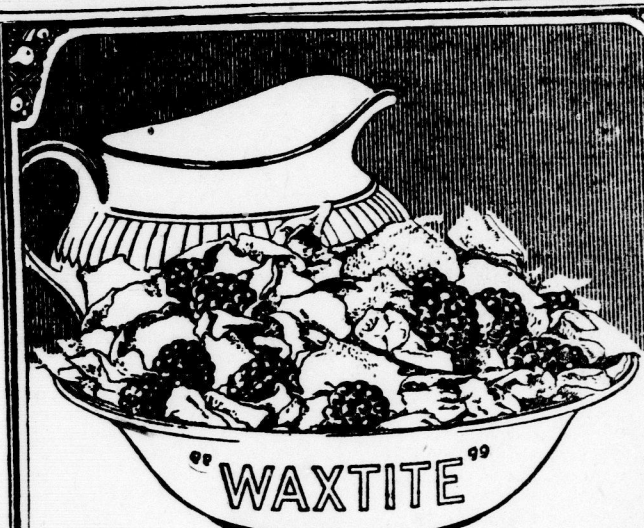
The discussion under the head "The Reign of Triviality" catalogues the banal and futile interests that engage the modern Englishman outside of his business. The races, cricket, social trivialities, empty conversation, and all the petty preoccupations of an empty-pated generation are seen as fiddlings while Rome burns.

Men either think in a passion, see red, or succumb to a fatal mental inertia and lethargy. Salvation lies in facing reality. No formula or system is effective in the face of the perils that are imminent. Freedom of the mind is the indispensable preliminary of any attempt to see and act upon the truth. Men must free themselves from all their plausible pre-conceptions and view the world as it is. Knowledge of nostrums may yet cure the ills of humanity.



A Big Bar

A full-size, full-weight, solid bar of good soap is "SURPRISE." Best for any and all household use.



A summer taste thrill! Kellogg's WAXTITE with raspberries!

Compare such a breakfast or lunch with a heavy, greasy diet on a hot day! Realize the health and cooling refreshment of Kellogg's "WAXTITE" Corn Flakes and raspberries—or other fresh fruit!

Kellogg's "WAXTITE" Corn Flakes appeal wonderfully to finicky folks—just the food for uncomfortable weather! Yet Kellogg's "WAXTITE" are as nourishing as they are delightful. Keep the little tots on a Kellogg's "WAXTITE" diet and see how they benefit!

Kellogg's WAXTITE CORN FLAKES

Make sure that each package you buy is sealed air-tight with the wax paper jacket.

The Morning of Great Opportunities WEDNESDAY

Prices are specially cut to bring quick and decisive action in this four hour sale

UNBLEACHED COTTON

A splendid weight, 36-inch unbleached cotton, free from specks and filling; our regular 25c cotton.

5 YARDS FOR \$1.00

CREAM SERGE

56 inches, a pure wool Botany Cream Serge, full 56 inches wide; a popular summer skirting.

\$2.25 YARD.

LADIES' SILK HOSE

in white only, double sole, heel and toe, ribbed top.

49c PAIR

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one-piece, of good quality; our regular \$1.25. For

95c

KNIT VESTS

sleeveless, sizes 38 to 44. Each

17c

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a pure white Satin, with beautiful lustrous finish, extra heavy weight, the ideal sport skirting; regular \$2.25.

\$1.75

FIRST-QUALITY PURE SILK HOSE.

For Wednesday morning we are offering 100 dozen Ladies' Pure Silk Hose, in plain and drop stitch, full fashioned, ribbed, plain and garter top, in black, brown, white, champagne, navy, gray and heather; all first quality. Regular \$2.50 Hose,

\$1.49

BATHING SUITS.

All Pure Wool, all sizes, many colors. All to clear

\$2.95

LADIES' CAMBRIC DRAWERS

lace and tucked trimmed. Per pair

69c

TISSUE GINGHAMS.

In all the wanted patterns, our complete range, with satin stripes and checks. Our regular \$1, for a yard,

75c

HATS.

The Summer Sport Hats, in felt and homespun, the very newest styles and colors. Come in and see them,

\$2.75

1,000 PAIRS LADIES' PURE THREAD LISLE HOSE.

Double sole, heel and toe, good 4-inch garter top, in black, brown, gray, navy and white. Regular 50c a pair, for, pair,

29c

LADIES' CAMBRIC COMBINATIONS

Broken lines, some embroidery and lace trimmed. Our regular up to \$3, for

\$1.95

CORSET FOR LADIES AND MISSES.

Pink and white coutil, low and medium bust,

\$1.49

J. H. CHAPMAN & CO.