London Advertiser

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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Friday, Sept. 12.

Price Fixing Not Enough

According to an announcement by W. F. O'Connor of the board of commerce the people are going to get what they demand in the way of prices. The fixing of the price of sugar is merely the first step. All commodities affecting the cost of living are to be treated in the same way, the prices to be established on a basis of cost plus a fair profit, to be determined by the conditions in varying zones. After the price is fixed a date will be set when it becomes operative and all who disobey will be liable to a fine of $1,000 per day and imprisonment.

London dealers are not pleased with the price set for sugar, some of them declaring that they cannot afford to handle it at a profit of one cent per pound. The retailer is obliged to pay 11½ cents and by selling at 12½ cents he is making a gross profit of only 7½ per cent. Out of this he must allow for his overhead expenses, including delivery.

There is no doubt that the action of the board of commerce, if carried through consistently, will eliminate profiteering. By following the cost from producer to consumer unreasonable profits can be detected all along the line. This is well as far as it goes, but it does not go far enough. The people of Canada want to be able to live as cheaply as do those of other countries, and this they cannot do so long as they are taxed on every article imported. Take the case of sugar as an example. While sugar from the beet is being manufactured in Canada the greater part of the supply by far is imported. Most of the raw supply comes from the British West Indies, where the crop this year is large. Canada has not a monopoly of this supply. Great Britain buys there and Great Britain gives the West India islands a preference of 80 cents as against Canada's 30 cents. This has resulted in a heavy advance for Canadian refiners, a barrier which it is practically impossible to overcome. These refiners then are obliged to seek their supplies elsewhere, in Cuba and Peru, with increased freight rates and transportation troubles. The same state of affairs exists, to a greater or less degree, with regard to all imported commodities.

The government is to be commended for appointing the board of commerce to get after profiteers, always provided the board is permitted to carry out its program without fear or favor, but the government has power to regulate prices in a way that will allow a fair profit to manufacturers, jobbers and retailers, and at the same time bring down the cost of living. Let the government lower the tariff barrier and make it possible to import raw materials at prices which will bring down the cost of commodities all around.

The Veterans' Demands

There is no reason why the Borden Government should not comply with the request of the returned veterans to appoint a commission to inquire into their demands for a gratuity. This is what the men asked in the first place and this is what they are asking now. The country said during the war and has said since that nothing is too good for the soldiers and the country meant it. The soldiers had every right to believe that it was said seriously, and evidently it was the cold turn down by Premier Borden which prompted them to go after a gratuity of $2,000.

The premier's letter to the Dominion secretary of the Great War Veterans, on August 27, said that having in view the financial condition of the country due to the war and the inevitable deficits in railway operation it was impossible to do more than had been done. The payments under the order-in-council of December last will aggregate $130,000,000, and the expenditure under the land settlement act will be as great, making a total of $260,000,000. "I much regret that the financial condition of the country has obliged us to reach the conclusion which I have indicated," wrote Sir Robert. In reply to the request for a commission the premier wrote: "You will realize, I hope, that it would be undesirable to establish a commission or appoint a committee to inquire into facts which are within the knowledge of members of the Government."

It is a straight issue between the Government and the veterans. The Government claims to know all about the returned men and believes they have been adequately cared for. The men claim they have not been properly provided for and are ready to offer proof. Nothing could be more fair than to give them an opportunity. "We do not want more than the country can pay," said President Wilson of the G. W. V. A. in an address. "Forget all about the amount, but get the commission. The natural unrest that has been quieted by the returned men for months was quieted because they trusted the Government in the matter of appointing this commission to inquire into conditions. There are 2,700 unemployed veterans registered in Toronto, and probably as many not registered. Less than 10 per cent of the returned soldiers are getting vocational training, and the information of the G. W. V. A. is that in many cases the returned man is earning less than he did before the war."

Sir Robert said that all the facts were within the knowledge of the Government. If the Government has the information here given by President Wilson how can it assume an indifferent attitude?

The demand for a gratuity of $2,000, made in some quarters, does not at all represent the opinion of the veterans in general. They are probably better represented by the opinion of the Kingston men who ask that the plan adopted at the Vancouver convention in June be followed. This calls for assistance to men who desire to be re-established in business or in some other civilian position in the same way as it is given men desirous of settling on the land.

There is nothing but justice in this proposal. The Government should overlook the presumption that it knows everything, find out what the men want and what they need, and make every effort to provide for them.

Always More Speed

It's but a few years since the idea of the "horseless buggy" was laughed to scorn, yet in Ontario today there are something like 140,000 pleasure cars in use. In the United States no fewer than 6,353,233 cars and trucks were registered on July 1. This is an average of one car for every two persons in this province and one car or truck for every fifteen persons in the States. It is probable that when the number of trucks in use in Ontario are counted this province, so far as the "horseless buggy" is concerned, will rank with Indiana and Texas and will not be far behind Michigan. Ohio leads with 465,000 of these vehicles and New York has 437,000.

The figures are not only a reflection of the prosperity of the country, they are an evidence of business determination. Just as the railroad supplanted the stage coach the motor has supplanted the horse. Minutes represent money to the busy man and minutes saved in transportation represent money earned, so that the motor car has become not a luxury, but an economy.

The motor car in general is merely a sign of the times. As its speed is necessarily limited the human race is taking to the air, where in a few years we shall see regular transportation lines established. Slow and steady no longer wins the race. He who wants to win must be fast as well as steady. When the dollar dwindles to fifty cents the successful man must make two dollars instead of one. The mill whose profits are cut must increase the output, the merchant must enlarge his turnover, the farmer must make two ears of corn grow where one grew before. The automobile, the aeroplane, the tractor are the products of necessity in the great race. The spice of life demands that man must never overtake genius; when that occurs the world will be dead.

EDITORIAL NOTES.

Chicago's latest slogan is "Carry your own lunch," and thereby help to fight the high cost of food. The presumption must be that the lunch will be carried in the vest pocket. It would undoubtedly help to cut down the cost of high living.

The Guelph Mercury makes the worthy suggestion that part of the indemnity which Germany must pay Canada should be turned over to the returned soldiers. If Germany is compelled to pay an indemnity it will be because the Canadian soldiers earned it.

The most novel suggestion yet for the solution of the liquor question is that made to The Advertiser by a former hotel man proposing that all adults who are heads of families be given monthly cards entitling them to receive a supply of liquor. In other words he would have the Government invite everybody in with a "Step up, boys, and get your bottle."

From 1914 to 1918 Canada's "truck and trade with the Yankee" grew from one billion [illegible] year to two and a half billions. A Canadian bureau of information has been opened in New York and a Canadian high commissioner to Washington is to be appointed. There is no doubt that the Borden Government finds the Yankee a useful neighbor for trade purposes as well as election purposes.

The war has set a lot of people to figuring on the cost of things, and among them the Incorporated Society for the Destruction of Vermin, in Great Britain. As a result we learn that there is a rat in the British isles and practically every other country for each person, that it consumes fifty pounds of grain per year, and that its annual upkeep costs $1.80 in Britain, $1.20 in Denmark and $1 in France. It is estimated that the rats in the United States cost $180,000,000 a year and in Canada $14,000,000. If we exterminate the rats and a few other things we will soon pay the national debt.

The Advertiser erred in a statement made on Wednesday to the effect that the Ontario referendum committee in its advertising said that unless there is a "no" vote on every question the ballot would be spoiled. The referendum committee's posters carry the statements: "Electors must vote on every question or they will spoil the ballots." "Electors must vote 'no' four times or they will smash prohibition." Newspaper advertising carries these statements: "For the temperance forces to win they must secure four 'no' majorities. The temperance forces will be defeated if there is a majority for 'yes' on any of the questions. You must mark an 'X' after each of the four questions or your ballot is counted as spoiled."

The Advertiser's Daily Short Story

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FINE FEATHERS AND MR. MEEKS.

By Mona Brown.

Gladys Mason was creating a veritable work of art. The table before her was strewn with the implements of her handicraft; bottles, jars, containers of various shapes, sizes and colors, flamboyantly decorated and fantastically named. Nature had done quite well, for Gladys was a great little believer in the helping hand. Straight golden hair, for instance, may be coaxed to scintillate like a ground swell in the September sun—if one knows how. Eyes, just a tiny bit too small and not quite blue enough, may be transformed to the desired size and color by a discreet use of highlights and shadows. The striving toward perfection is always an absorbing pursuit. So the fluttering, timid knock sounded for the second time on Gladys' door before she became aware of it.

"Come in!" In response to the invitation, a wren-like woman entered and perched on the extreme edge of a large, gaily upholstered chair. It was Miss Chapin, the occupant of the next room. At a guess, she was twice Gladys' age. In her neat, blue skirt and white waist of opaque material, with its prim, high collar, she presented the same contrast to the young girl that a tight bunch of marigolds might to a gorgeous armful of American Beauties.

"Excuse me if I go right on with my toilet. My gentleman friend is coming after me at eight sharp and we're going out to the beach casino to dance, else I'd be more hospitable." Gladys disappeared into the press and emerged with a pair of white pumps, high of heel and fashionably buckled.

"Go right on, my dear. That's what I came in for—to watch you dress, I mean—and to ask a favor of you." Miss Chapin drew in her breath as one who is gathering courage for a plunge. "Will you show me how to fix myself up like you do? I thought that perhaps if I dressed differently m——; that is, people would ask me out more, like they do you."

Miss Chapin's tone grew so wistful at the end that something that wanted to laugh inside the girl changed suddenly to understanding and sympathy. Hobbling like "my John" of nursery fame, she crossed to Miss Chapin and kissed that little woman before she had a chance to draw away.

"O course I will. I just dote on fixing people up! You oughta seen my sister when she first come up from the country! Say, in a week you wouldn't a' known her. How much you got to blow in?"

"I have $100 to spare." Miss Chapin's tone held the misgiving, mixed with anticipation, of a child who is about to invest his last penny in a prize package of popcorn.

All of which accounts for Miss Mason's appearance before the high desk of Huston Brothers' drygoods store just before closing time the following afternoon. Miss Chapin climbed down from her stool, and the two went a-foraging through the company's stock. They were concerned with a pile of rainbow hued "georgettes" when Mr. Meeks turned into the aisle. Mr. Meeks was senior floor walker, in the employ of the firm nearly as long as Miss Chapin; but never before had he seen that estimable woman inspecting stock of the georgette variety. At a glimpse of her companion he stopped short; and the mistake he made was natural.

"Ah! Helping your friend choose a blouse?" The tone was an unctious one Mr. Meeks reserved for important customers. Gladys glanced from the undersized, black-coated man to Miss Chapin. Her sharp young eyes perceived that the elder woman was flustered; that her face and her hands trembled while she stammered over the introduction.

"You're hep, Miss Mason. But gosh! How can she stand for that misplaced undertaker? These words were spoken to herself; to the suave little floorwalker Gladys was so gracious that he tore away reluctantly.

That evening and early the next morning Gladys accomplished the transformation of Miss Chapin. If the coloring of a sparrow could be changed over night to that of an oriole the effect would not be more startling to its mates than was the appearance of the head bookkeeper of Huston Brothers to Mr. Meeks. The little floorwalker stopped at Miss Chapin's desk to talk until he felt the eye of the manager boring through his back. He paused every time he passed by him on his rounds. He inquired for Miss Chapin's lady friend, and before closing time he had tentatively suggested that they both accompany him to the pictures some evening.

Miss Chapin's voice fluttered when she passed along the invitation to Gladys. "Sure; I'll be glad to go," was the girl's hearty answer. "I think your gentleman friend is real nice."

The little bookkeeper blushed at the insinuation that Mr. Meeks was "paying attention" to her, but deep down there came an awful sinking feeling. What if he was manoeuvring whereby to see Gladys again?

But when the evening came Gladys' "friend" was on hand, too, apparently quite by accident. Mr. Meeks was deliberately foiled in his attempt to sit next to Miss Mason. He took the hint a little glumly; he did not even mention "friends" the next time he invited Miss Chapin out. In a few weeks he was taking her out regularly.

Then it happened one day, when the occupant of the next room knocked at Gladys' door to inquire anxiously if her new satin skirt wasn't a "mite too short," that the girl grabbed her, kissed her impulsively and exclaimed, "Why, my dear, you have grown ten years younger in the last month!" And with that compliment hovering in her mind, Huston Brothers' head bookkeeper came within speaking distance of looking pretty that evening. Perhaps that was the reason why there was paid to her by Mr. Meeks, on that occasion, the greatest compliment which, in his estimation, it was in his power to offer any woman. He asked her to marry him!

The fine feathers had played their part successfully. Gladys had guessed at the real reason for Miss Chapin's sudden desire for finery, a reason which that little woman had never really quite owned up to herself.

For when Mr. Meeks expressed himself on the subject of woman's dress to his intended bride she acquiesced meekly.

"These things," he said, fingering the sleeve of her georgette waist, "belong to certain—er—types of women I don't admire. When we are married, dear, I want you to dress as a modest woman should—as you used to."

When Miss Chapin repeated only the latter end of this remark to her friend—she didn't like to hurt anyone's feelings—Gladys chuckled quite all to herself: "You little fool! The blooming hypocrite!"

CASTORIA

For Infants and Children

In Use For Over 30 Years

Always bears the Signature of Chas. H. Fletcher

'Grippe' Leaves Kidneys Weak

The epidemic of colds and grippe that has been sweeping the country has seemingly left even a greater number of people than ever in a weakened, run-down condition, from which there is but a slow recovery. Much of this after-weakness affects the kidneys and bladder, making it difficult for them to perform their natural functions. Sufferers have to get in and out of bed half a dozen times a night, their backs are weak and painful, sick headaches and dizziness are common symptoms. No serious trouble may exist, but the time to check such symptoms is at once, before matters grow worse. No complicated treatment may be needed if a few doses of a good, safe kidney regulator like Solvax is taken right away. Solvax straightens out an ordinary case of weakened kidneys in about twenty-four hours in many instances, sifts out and neutralizes poisonous uric acid, and drives the clogged-up poisonous kidney waste from the body, so that you can begin to feel better right away. Solvax is harmless, contains no alcohol or habit drugs, and all leading druggists agree to refund its full purchase price if in any case it fails to give entire satisfaction. If your druggist cannot supply you, write, inclosing 50 cents, to Booth's Hyomei Company, Postoffice Box 388, London, Ont.

NUXATED IRON HELPS MAKE RED BLOOD

The Kind That Puts Roses Into the Cheeks of Women and Helps Give Force, Strength and Courage to Men; 3,000,000 people use it as a tonic, strength and blood-builder. Dispensed by all good druggists.

HOW TO KILL DANDRUFF SO IT WON'T RETURN.

By a Specialist.

That the dandruff germ is responsible for nearly all the diseases to which the scalp is heir, as well as for baldness and premature grey hair, is a well-known fact. We appreciate, therefore, the importance of any agent that will destroy its power. For this reason it is a pleasure to give herewith the prescription which a famous scalp specialist states he has found, after repeated tests, will completely destroy the dandruff germs in from one to three applications. It will also almost immediately stop falling hair, and it has in numerous cases produced a new hair-growth after years of partial baldness. This prescription can be made up at home, or any druggist will put it up for you—6 ounces Bay Rum, 2 ounces Lavona de Composee, one-half drachm Menthol Crystals. Mix thoroughly, and after standing an hour it is ready for use. Apply night and morning, rubbing into the scalp with the finger-tips. If you wish it perfumed add 1 drachm of your favorite perfume. While this preparation is not a dye it is unequaled for restoring grey hair to its original color.—Advt.

DON'T SPOIL A GOOD MEAL WITH A BAD STOMACH

If a physician, a specialist in stomach diseases, came to you and said: "I will fix up that miserable, worn out stomach for you or money back,

"I will make it as good as new so you will not suffer from any distress and can eat what you want without fear or suffering, or money back." Would you turn down his offer?

And when you are offered Mi-o-na stomach tablets, made from a prescription better than many of the stomach specialists know how to write, are you going to be narrow minded and continue to suffer from indigestion, or are you going to be fair to yourself and try Mi-o-na on the money back agreement?

Mi-o-na stomach tablets are offered to you on this basis, that if they do not put your stomach into such good shape that there is no dizziness, sour stomach, biliousness, sick headache, and stomach distress, your money will be returned. For sale by all leading druggists.

If your druggist cannot supply you, write, inclosing 50 cents, to Booth's Hyomei Company, London, Ont.

BEWARE OF DECEPTION

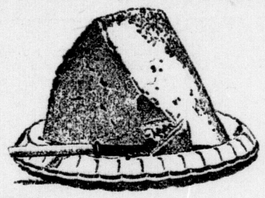
Statistics show that when egg albumen is used as a constituent of baking powder, the amount so used is too small (usually 15/100 of 1%) to affect the quality or effectiveness of the baking powder containing it, and when so used, is plainly for the purpose of fraud. Intelligent buyers will not permit themselves to be deceived by the water glass test.

MAGIC BAKING POWDER

contains no alum or egg albumen and is guaranteed to be composed of the ingredients printed on the label—and none other.

Made in Canada By Canadians For Canadians

Variety of uses.



The uses to which LEA & PERRINS' SAUCE can be put, are innumerable.

At Luncheon, Dinner or Supper, it is the ideal sauce for *Roast Meats, Fish, Game, Cheese, Salad, etc.*

In the Kitchen, it is indispensable to the cook for flavouring *Soups, Stews, Gravies, Minced Meat, etc.*

In India, a favourite "Pick-me-up" is Lea & Perrins' Sauce with *Soda-water.*

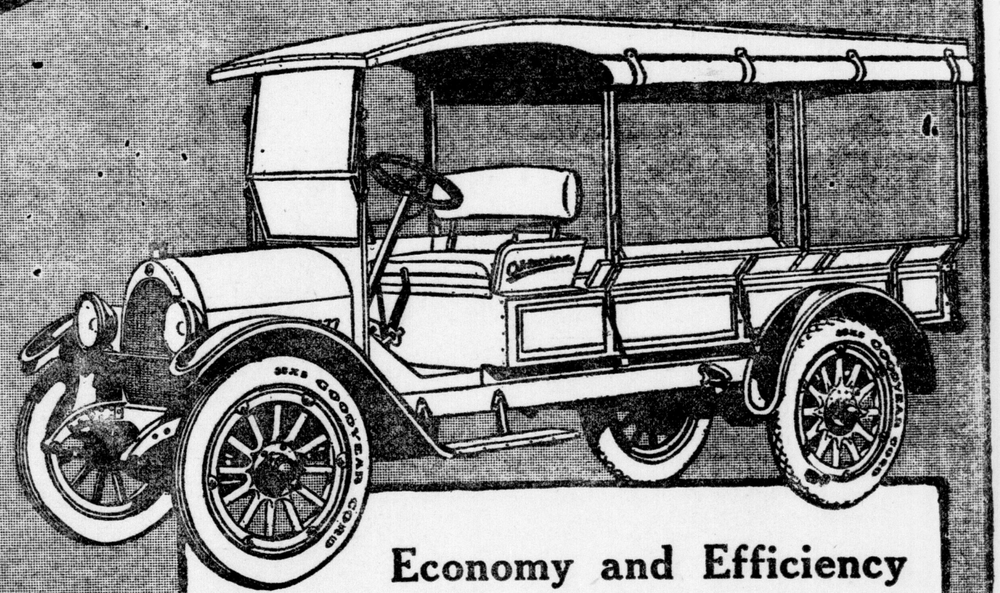
HAROLD SEDDON, Special Agent, 137 McGill St., MONTREAL

Lea & Perrins

The Original & Genuine WORCESTERSHIRE.

43

Oldsmobile ECONOMY Truck



Economy and Efficiency

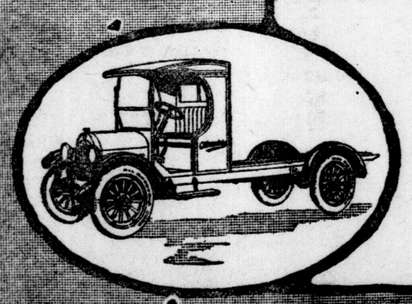
Motorize your delivery system with this built-right-for-business truck and save time, gasoline, oil, tires, repair bills—and initial investment. The Oldsmobile Economy Truck will give these results.

Adaptable to every class of light hauling in city or country. Combines staunchness with completeness, commercial car requirements with passenger car conveniences.

All styles include Oldsmobile Torbenson Internal Gear Drive; 4-Cylinder, Valve-in-Head Engine; Goodyear Cord Tires (35x5) front and rear; Electrical System for Starting, Lighting, Ignition, Warning.

Liberally dimensioned throughout and purposely designed to minimize delivery costs, the Oldsmobile Economy Truck is the safe, sane, and sound light haulage unit for a thousand uses.

POWER SPEED LOW COST



See the Economy Truck and Oldsmobile Passenger Cars at the London Fair.

OLDS MOTOR WORKS OF CANADA, LIMITED
OSHAWA, ONTARIO