

A Modern Twentieth Century Hotel

Hotel Imperial

Broadway at 31st and 32nd Streets
New York City

FOR convenience of location—one block from Pennsylvania Station, within six minutes of new Grand Central Terminal, convenient to the 32nd Street Station of the Hudson River Tubes (just across the street), also to the new Shopping district and Theatres.

For excellence of cuisine and efficient yet unobtrusive service.

For refined, comfortable and luxurious surroundings.

For its atmosphere of hospitality and the desire of its management to cater to the comfort of its guests.

In short,

For a hotel charging moderate rates, yet offering the utmost in service and comfort, Hotel Imperial cannot be excelled.

RATES: Rooms, with use of bath \$2.00 and up
Rooms, with connecting private bath \$2.50 and up
ROBERT STAFFORD, Proprietor. COPELAND TOWNSEND, Manager. law-x Sept 10

GET OUR PRICES FOR

Tim, Lead, Zinc, Babbitt, Solder, Sheet Lead, Lead Pipe
The Canada Metal Co., Limited
FACTORIES: Toronto, Montreal, Winnipeg.

"Intemperance Must Not Be Considered as a Misdemeanor, But as a Disease. The Drunkard Must Be Cured, Not Punished."

[By Eugene Noble Foss, Three Times Governor of Massachusetts.]

Our method of dealing with inebriety is futile. For the habitual abuse of liquor breaks down the power of the human will to a point where a court sentence has no effect in helping the victim to regain his self-control.



GOV. FOSS.

Under our present system no attempt can be made by the court to learn the causes of drunkenness. Mere proof that a man has been drunk suffices to satisfy the judge. This is obviously insufficient, yet sentence is imposed.

Now, going to jail does not punish a man effectively. If it did, he would not return for more of the same treatment. His coming back proves that he has lost all self-control and that some way must be found to reach and help him before his will power has altogether broken down.

It is unquestionably sheer stupidity to send the same man to jail fifty successive times for being drunk. Yet this same thing is being done.

If such a man is taken not at his fiftieth commitment, but at his third, or fourth, and incarcerated, not in a prison, but in an industrial or farm colony, AND MADE TO WORK, it is fairly hopeful that he will have health and energy enough left to become a useful member of society.

Once a chronic drunkard is compelled to work hard he will realize the seriousness of being arrested.

We sentence drunkards to long terms of imprisonment, clothing, feeding and housing them. Most of these men are, or should be, wage-earners. In shutting them up we thrust their families into the street to get what they can from private or public charity.

Released prisoners are handicapped for life in their efforts to earn an honest living. I am confident that a large part of the evil of our current method of handling inebriety comes from the disgrace which is cast upon a young man by being sent to jail.

The average county jail is an old building, poorly equipped, doubtfully officered, overcrowded, without proper classification of prisoners, lacking means of exercise, having little or no systematic industry. IMPRISONMENT IN SUCH A PLACE DOES NOT TEND TO REFORM ANYONE.

Owing largely to the congestion of low wage-workers in large cities, the increased cost of living and the twentieth century pressure of industrial life, public intoxication increases constantly. But our method of dealing with inebriety has made no progress during the last one hundred years.

To build up a policy which will lead to prevention and cure, chronic intemperance must be considered not as a misdemeanor, but as a disease.

Our jails, long places of futile punishment, must become moral hospitals.

To bring this about, Massachusetts is now working out a plan whereby the so-called chronic drunkard will be put into confinement very much as if he were mildly insane. The place of incarceration will be a farm colony, where the patient will be given hygienic conditions and put to work.

Such a man must work hard and usefully.

HE MUST EARN MONEY AND THE MONEY MUST BE GIVEN TO HIS FAMILY.

He must stay in confinement until he has conquered his habit. He must go back to his old surroundings on probation.

Coupled with this proposed reform, I hope that a method will be found by which our courts will extend probation to a larger percentage of early cases of drunkenness, letting the offender off with the admonition that his third or fourth appearance in court will result in his being placed definitely in the custody of the state.

Guards' Demands Rejected by Pope

[Canadian Press.]

Rome, July 23.—The mutinous Swiss guards at the Vatican were given an ultimatum rejecting their demands today and received it with murmurs of dissatisfaction.

They were assembled in the inner court of the Vatican, and notified by their commander that their memorial of Monday, in which they laid down their terms, could not be accepted by the Holy See, as it was destructive of the principle of discipline. He added that those who could not submit to the present military rule were at liberty to return to their homes as freely as they had enlisted. He concluded by declaring the organizers of the agitation dismissed from the corps.

The guardsmen afterward applied for an audience with Cardinal Merry Del Val, papal secretary of state, saying they feared their requests had been misunderstood.

GILLETTE'S LYE
EATS DIRT
CLEANS DISINFECTS

EVERY FOURTH ONE IN CANADA CAME IN LAST 10 YEARS

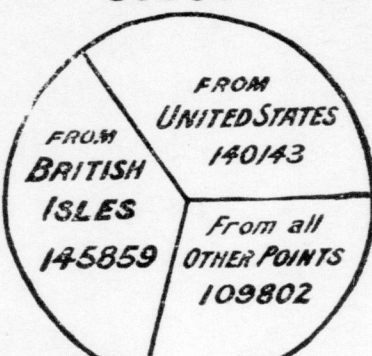
Facts of Year 1912 Shown by Means of Comparative Charts.

Canada Has Become Great Melting Pot of All Nations.

[Special to The Advertiser.]

Ottawa, July 23.—Every fourth person one meets in Canada has come to the Dominion within the past ten years. A tourist in the train or a visitor to any city from coast to coast if he has his eyes open is sure to be impressed with the number of faces he sees that plainly show foreign birth. This continent has become the great melting pot of the nations, and the government report shows that representatives of 90 different nations settled in Canada in 1912. In that year the number who came from the British Isles was 145,859, and from the United States 140,143, the first time on record when the British immigrants outnumbered those from the United States.

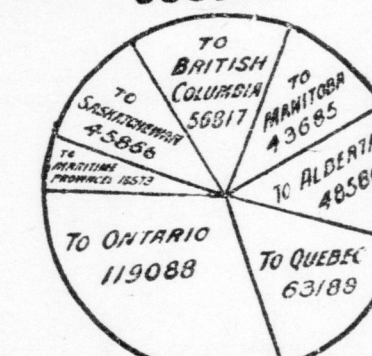
Immigration to Canada in 1912
395804



"Stay in Ontario."

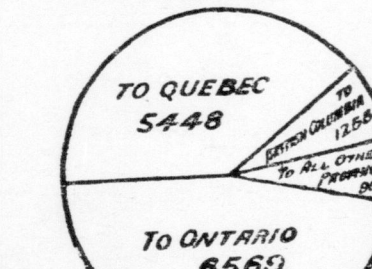
Most people think that the immigration problem is a western one, with Winnipeg as the dividing line. Last year one-half of those settling in Canada chose the Eastern Provinces, Ontario capturing more than any other two.

Immigration to Canada in 1912
395804



The Italian immigration is practically all to Quebec and Ontario, but the 1,235 to British Columbia in 1912 are undoubtedly the forerunner of a great tide that will reach the Pacific coast as soon as the Panama Canal is opened.

Italian Immigration to Canada in 1912
14265



Steamship companies are already booking passengers for western cities via the canal, and are accepting payment for the tickets in installments. The Italian immigrant, especially the young men, are probably the most studious of any who come from the continent of Europe, and most speedily lose their identity as a foreign people. No educational policy in any city or town in Canada is what it ought to be for unless it includes night schools for work in English by young men and women from whatever nation they come whose children will be as much a part of the nation in a generation as any proud son of Anglo-Saxon origin. Only in this way can they be made an asset instead of a problem.

Aged Wanderer Liked the Pie

[Special to The Advertiser.]

Sarnia, July 22.—Layt Hall, an aged inmate of the Stratford House of Refuge, was returned to that institution by the poor committee of the council.

The old man wandered away from Stratford some two weeks ago, and since that time has been drifting aimlessly from town to town. He was picked up by the police here last night and given a bed in the station house. Without friends or money he is without an optimistic disposition.

When served with dinner this noon he remarked that the pie was the best he ever ate, and was very enthusiastic over the treatment accorded to him here.

CODY'S CORNERS.

Cody's Corners, July 23.—Miss Gladys Cronk, of Woodstock, is the guest of Mrs. Ernest Ward.

Mr. and Mrs. M. Maitland and son, of London, were week-end visitors at the home of Mr. Elmer Cody.

Messrs. Lorne Campbell and Beck, of Berlin, motored down and visited recently with Mr. and Mrs. E. Ward.

Miss Ethel Elliott is spending the week with relatives in Woodstock.

SOUTH DELAWARE.

South Delaware, July 23.—Mr. and Mrs. A. Henderson have returned from their wedding trip and will take up their residence in St. Thomas.

Miss Mary McFarlane is visiting relatives in Detroit.

Mrs. Jackson and family, of Windsor, are visiting the former's brother here, T. A. Dunning.

Miss Kate Bruce, of London, is visiting her parents here.

Miss Hazel Malcolm, of Middlemarch, is visiting her sisters here.

George Payne, of Niagara Falls, spent a few days with his sister, Mrs. T. W. Baker, recently.

BOARD OF TRADE TO PAY \$1,000 TO INDUSTRIAL MAN

But Only After Written Agreement Defining Duties of Mr. Phillips.

Mayor Graham's Promise to Cooperate With the Organization Not Carried Out.

Action of the executive of the London Board of Trade in agreeing to contribute \$1,000 yearly to the salary of the new industrial commissioner was ratified by the board at its session last night. The ratification was a provisional one, however, a rider being added that the agreement between the council and board be in writing, and that certain provisions be guarded against. The general feeling of the board was apparently much in favor of having the commissioner act in the dual capacity of publicity man and secretary-treasurer of the board of trade. The members, however, declined to enter into the agreement until they knew definitely just what they were going to secure.

Want Formal Agreement.

On recommendation of ex-President Samuel Stevely, it was decided to ask for a formal agreement that would embody a definition of the time the secretary-commissioner would devote to the board of trade, whether the board would be allowed the use of the rooms to be provided for it in the new city hall for other than board meetings, how the \$1,000 salary would be paid, and what the council would expect should the commissioner resign or be removed, and the board left without a secretary.

The question of the use of rooms for other than board purposes was one of the most important in the eyes of the members. The present rooms are being used for holding meetings of various nature—particularly for conventions and visiting deputations. The board considers this an important factor in its work and wanted the same provisions in the city hall rooms, which the council had agreed to furnish in return for the \$1,000 paid in by the board.

Should Be in Writing.
Vice-President E. C. Mitchell be-

lieved that the action of the council in authorizing the commissioner to act as secretary was comprehensive enough to cover all contingencies that might arise. The other members thought otherwise, however, and the vice-president withdrew his original motion to ratify the agreement as it stood. In favor of one to ratify it, provided the agreement was drawn and the points raised by the members satisfied.

Mr. Stevely, in asking that an agreement be drawn, explained that in the past there had been some difficulty in getting the board and council to work in unison and any agreement should be in writing. He also has something to say about the manner the present council had done business with the board.

Unfulfilled Promise.

"Mayor Graham came here at the beginning of last year and told us that the board would be consulted by the council on all matters of importance in trade and development of the city," said Mr. Stevely. "They haven't been near us except to ask us for this \$1,000. I think the duties of the new secretary ought to be defined. The fact that we have to pay out \$1,000 is a pretty big item. There are not many thousands of dollars in our treasury, and we don't want to cripple ourselves to such an extent that we will have none left for something that might do the city the most good. I am not opposing the move in having the joint office, but I do think we ought to have the proposition down in black and white."

Vice-President Mitchell, in explaining the verbal agreement entered into by the council, stated that it was part of the program of Publicity Commissioner Phillips to inaugurate a big membership campaign for the board of trade this fall. The suggestion was received with marked approbation.

PERPETUAL MOTION

Italian Inventor Thinks He Has Solved Greatest Mechanical Riddle.

[Canadian Press.]

Turin, Italy, July 23.—Tests have been before scientists here of a machine invented by a mechanician named Florio, by which, it is claimed, perpetual motion is demonstrated. The basic principle underlying the method employed is the contraction and expansion of gas.

The machine collects the caloric energy of the air, which is inexhaustible, and transforms it into mechanical energy. The air is supplied automatically, and the apparatus is in continuous motion by reason of the passage of the gas from the warmer atmosphere to the colder water.

A BIG CARGO.

[Special to The Advertiser.]

Sarnia, July 23.—The Imperial Oil Company, left last night with 20,000 gallons of refined oil for Fort William.

Grasshopper Armies in Countless Numbers Swarm Over Western Country, Eating Every Green Thing

Farmers in Desperation Begin Organized Warfare to Save Crops Next Year; This Year's Gone, Fruit, Corn and Alfalfa—Wheat Has Miraculous Escape—The Grasshopper Liar on the Job.

BY W. H. ALBURN.

Staff Special.

Dodge City, Kan., July 22.—While

the move, marching through fields of late wheat, young corn, kafir and milo. As their wings grew they spread faster and attacked the orchards. Now, with grass and weeds eaten up or killed by the drought, they are a growing menace to all crops.

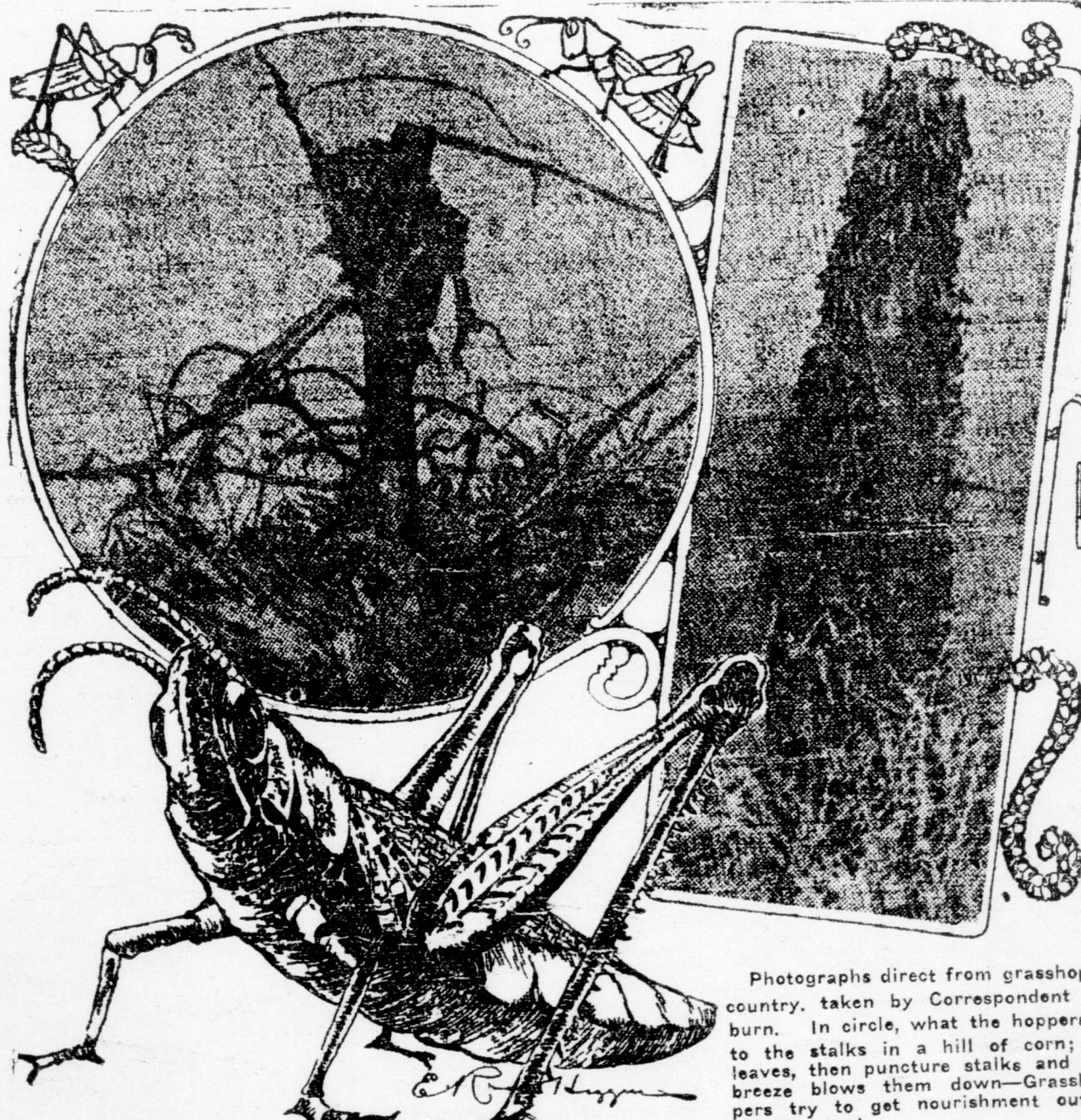
Today I walked into the country to the east of this old "Cowboy Capital." At every step my foot started a little cloud of rasping wings and legs, yellow, brown, black and green.

I saw apple trees stripped of every leaf, green peaches gnawed till bare

chewing away like mad on a young maize plant.

The destruction thus far is less a real calamity than a warning. The farmers fear the loss of their forage and fruit crops and a worse plague next year.

And for the first time Kansas farmers are banding together to fight the pest scientifically. The commissioners of Ford county have announced a hopper-killing bee. The county furnishes the "dope" free and the farmers agreed to spread it on their fields. Here's the recipe:



Photographs direct from grasshopper country, taken by Correspondent Alburn. In circle, what the hoppers do burn. In circle, what the hoppers do eat to the stalks in a hill of corn, eat leaves, then puncture stalks and first breezes blow them down—Grasshoppers try to get nourishment out of a fence post.

Bran, 20 lbs.; parls green, 1 lb.; eggs, 2 qts.; oranges or lemons, 3; water, 3 1/2 gals. Mix and scatter thin in the morning. The hoppers love it dearly as breakfast cereal. They eat it and turn up their toes.

Oklahoma favors the "hopperdozer." It's a long, flat, open tank, mounted on runners, filled with water and kerosene and hauled over the fields by horses. The hoppers jump up, fall into the kerosene and perish miserably to the extent of fifteen bushels a day per hopperdozer.

George A. Dean, Kansas state bugologist, says the pest absolutely can be exterminated by these methods—with the efficient aid of chickens and young hogs, which consider hoppers a great delicacy.

Guaranteed Investments

Why leave your funds on deposit at 3% when you can obtain 4 1/2% through our guaranteed investments?

These investments are not only guaranteed by us, but have the additional security of first mortgages on improved real estate which are specifically allocated to the investor.

The Fidelity Trusts Company of Ontario

Dominion Savings Building, LONDON.

Anniversary Sale Now in Full Swing

Wash Dresses, Linen Dresses, etc., Middie Snits, Waists, Suits of all colors; good variety of styles.

All Millinery at Half Price

LONDON READY-TO-WEAR

256 DUNDAS STREET.

Why Not the Best

When furnishing your home it is always advisable to secure the best articles at the most reasonable price.

That's the way we sell Furniture—the best for the least money.

PATTEN

247 Dundas St. Phone 1668.

EAST END FLORAL STORE

J. H. TAYLOR. PHONE 719.

All kinds of Flowers in Season! 613 Dundas Street

Sole Agents for GURNEY OXFORD RANGES Smallman & Ingram

We are leaders in the growing and designing of

CUT FLOWERS

F. Dicks & Son

235 Dundas St., Phone 1297.

RASH ON FACE HANDS AND ARMS

Skin Would Creak Over and Peel. Spots Large. Used Cuticura Soap and Ointment. Has Not Had a Mark on Her Since. They Also Cured Mother of Pimples on Face.

578 Gladstone Ave., Toronto, Ont.—"My baby's trouble began as a rash and the skin used to sometimes peel off and look as if it were going to get better, but would just cake over again and peel. The spots were large and it used to make her face very red and inflamed all the time. It came on her face, hands and arms, and it used to make her restless at night. She got the rash in March and how I hated to see it on her little face and hands! I tried a lot of different things after that but nothing did any good. I saw the advertisement and sent for samples of Cuticura Soap and Ointment and it started to get better right away. I used them only about once a day, and in little more than two weeks she hadn't a spot on her anywhere. She had it three months before I used the treatment. She has not had a mark on her since and she is two and a half years old now. Cuticura Soap and Ointment cured my baby's rash on my face."

(Signed) Mrs. McKnight, Jan. 8, 1912.

For treating poor complexion, red, rough hands, and dry, thin and falling hair, Cuticura Soap and Cuticura Ointment have been the world's favorites for more than a generation. Sold throughout the world. Liberal sample of each mailed free, with 32-p. Skin Book. Address post card Potter Drug & Chem. Corp., Dept. 34D, Boston, U.S.A.



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