

The London Advertiser

Founded 1863.
London Advertiser Company, Limited.
Publisher and Proprietor, London, Ont.
JOSEPH E. ATKINSON, President.
H. B. MUIR, Managing Director.
C. A. M. VINCING, Managing Editor.
Morning and Evening Editions.
Subscription rates: Delivered 15 cents weekly; 65 cents monthly. By mail: In Canada, \$5.00 yearly; in the United States, \$6.00 yearly.
Special Representatives:
J. B. RATHBONE, Toronto, 25 King Street East.
Montreal, 1013 Transportation Building.
C. H. EDDY COMPANY, New York, Park Lexington Building.
Chicago, Wrigley Building.
Boston, Old South Building.
The Advertiser is a member of the Audit Bureau of Circulations.
WEDNESDAY, OCTOBER 22, 1924.

Let Ontario Speak.

Shall this province do away with the Ontario temperance act and in its place establish government selling of intoxicants? That is the question facing the voters as they enter the polls tomorrow. They have had the facts of the case placed before them; they know the conditions as they existed before the O. T. A., and they know them as they are today—they are in a position to give an intelligent verdict in so far as the O. T. A. is concerned.

When they turn to the matter of government selling the situation is different—there is not the clarity of knowledge based on personal experience. The voters have looked to other provinces where government selling is in operation; they know from government records that there are millions of dollars more spent now on intoxicants than was formerly the case under prohibition. They see Alberta, in four short months under government selling, with 340 places where liquor is sold, and they note the liquor controller of British Columbia, Robert McPherson, saying "It's not control, but government sale." Ontario people have seen, too, investigations carried on by a committee of Scottish churchmen, and they turned their backs on the British Columbia system of government selling; they found it did not control.

Ontario voters have also watched the advertising columns of such papers in the west and in Quebec as accept business from the manufacturers of intoxicating liquors, and they note to what extent a campaign is continually carried on to force the sale of just as much liquor as these provinces can absorb. Having seen this, Ontario wonders if that is not what is behind the whole agitation in this province for the smashing of the Ontario temperance act—the creation of a wider market for alcoholic drinks.

A letter which has been mailed to a number of businessmen in Quebec and Ontario tends to confirm this belief. It is always marked "Confidential" and is as follows:

"Dear Sirs: The province of Ontario has been dry for the last eight years, and on the 23rd inst. we are to have a vote on the question of the continuance of the Ontario temperance act, or government control of the sale of beer and malt in sealed packages.

"Since the passing of the prohibition act in 1916 the whole liquor trade has been demoralized; nearly all the hotels, and every liquor store, have gone out of business, and as well as two-thirds of the brewers of the province. Those remaining, outside of two or three instances, have had a very difficult time in keeping their plants open. The surviving brewers, however, are determined to make every effort to bring about a changed condition in their business, and are raising funds for the purposes of organization.

"At a meeting of the brewers held recently it was suggested that the firms with whom the brewers dealt might be willing to support them financially in their present campaign. Your name has been given to me, and I am therefore writing on their behalf to say that they would be very grateful for any financial assistance you might give."

It is reasonable to presume that those engaged in the production of intoxicating liquor will stand to benefit by the market of Ontario being thrown open by means of government selling. It is this desire that makes the manufacturers of intoxicants in Ontario, as well as such firms as the French Wine Producers' Association, ready to participate in and seek contributions for a fund for the purpose of doing away with the Ontario temperance act.

There has been no sound reason advanced for adopting government selling in Ontario. There has been no authentic record of what form government selling will take, nor could there be until the law was framed and passed by the legislature. The whole basis of legitimate business transaction has been set aside; the people have not been told what manner of substitute they will get for the present law. Of only one thing are they sure—that it will mean infinitely more liquor sold in Ontario than at present.

Let Ontario vote tomorrow with the full consciousness of the responsibility that has been placed upon her, and with the certain knowledge that the ears of the world are tuned to hear her verdict on Thursday night. Let Ontario speak in no uncertain tone, and answer that her markets are not to be thrown open to those interests that seek the exploit them for the sale of intoxicating liquor.

City Council Did the Right Thing.

The city council, after having discussed the street railway situation many times, and after having "referred it back to No. 1" on an equal number of occasions, decided to leave the matter alone, and not submit its two proposals to the ratepayers. This course The Advertiser believes right and is the one previously recommended by this paper.

These two proposals, as contained in the report of the finance committee, were:

(1) "Are you in favor of the purchase of the London street railway at \$1,295,000, plus cost of improvements, as reported by Mayor Wenige, May 14, 1924?"

(2) "Are you in favor of extending the London street railway franchise for a term not exceeding fifteen years, under an agreement which will give the city the right to purchase the franchise at the termination of any one year?"

The two questions above would have represented an unfair choice. The first would have offered purchase at a price of \$1,335,000, a figure that was simply a tentative price mentioned by the company, with the probable expectation that it would form the basis of further negotiation. It has not been verified by independent engineers acting for the city, and there is nothing

to show that it is a fair 1924 valuation of the road, having regard to the basis of valuation set down in bylaw 916.

The other question of a fifteen-year franchise with the option of purchase at the end of any one year meant the indefinite drawing out of a situation that must be faced deliberately on the basis of a well-planned municipal policy. The wording of it was also in error, for the street railway has no "franchise" to sell, bylaw 916 definitely states that the city is to buy only the physical assets of the company, and is to "consider only the actual value of the actual and tangible property, plant, pavements, equipment and works connected with and necessary to the operation of the said railway." There is not one word in that clause about the company having a franchise to sell.

The council having decided to "stand pat," it should be its duty to see that too large an interpretation is not placed on that term. "Stand pat" does not mean going to sleep. In this instance it means careful action by the 1925 aldermen. They should seek to fortify themselves with all possible information on the subject; they should agree definitely as to the line of action that should be taken and, following this definite plan, be prepared at the right moment to put before the people a plain proposition that is backed by independent engineering statistics.

Breaking the Law.

Do away with the Ontario temperance act because there are infractions of it seems to be the reasoning of the Moderationists.

Why not apply the same logic to other statutes? In 1914 there were 4,717 convictions for violating laws relating to the highway. In 1922 this number had increased to 32,099.

If the same reasoning were used as is applied to the O. T. A., then we should start an agitation for the removal of the highways act. Such a course would be as absurd as it would be unwise. Instead of doing away with the highways act it is being constantly strengthened and more vigorously enforced.

Exactly the same thing applies to the Ontario temperance act.

John Bull Is Fairly Lively.

On October 9 Premier MacDonald was forced to resign in Britain, and the announcement made that an election would take place on October 29. An election had been spoken of before as a possibility, but it was not expected because no party desired it.

That all happened less than two weeks ago. Today the old land is blazoned with billboards; the Conservatives claim to have sent out twenty tons of literature; Labor says it has sent out 40,000,000 sheets and pamphlets, while the Liberals are pouring out a stream of campaign material as fast as the presses can produce it.

Billboards are fashioned from works of some of the best known artists, with a political turn given to the scene. National and international events are made the targets for the brush of the cartoonist; speakers are doing ten to twenty meetings a day.

Never were there so many women in the fight. Not only are there 41 of them as parliamentary candidates, but wives, daughters and sisters of candidates are speaking, canvassing and distributing literature. In some populous districts women workers go out in groups of fifty, and call at every house in the community.

And to think that John Bull has been referred to as slow and over-metaphorical. He has his whole population working at top speed on a week's notice, while the children of Uncle Sam, referred to as go-getters, brisk, alert, aggressive, and all the rest of it, have been electioneering for eight months, and will not be through as soon as the people in Britain.

Note and Comment.

There's only one 23rd of October this year—make the most of it.

One vote in the ballot box is worth more than a thousand "I intended to."

Old John Barleycorn was never famous for the number of pairs of shoes he bought for the family.

West Virginia girl was fined \$1 for shooting at her lover, and on the same day a man was fined \$27 for speeding. There was danger in the latter case, and none in the first.

A Big Problem

I watched 'em takin' down the poles that decorated up the street, I marvelled at the way they did it, a scientific sort of feat. They didn't go and take an axe and chop the things down like a tree, a yellin' at the folks to dodge and urg'n' aged ones to flee.

But lookin' at them posts I saw six thousand marks upon their backs, where folks had come in years gone by and hammered in their carpet tacks, to hold up cards for folks to read a walkin' in four different ways, and most was stuck upon the post in hot electioneerin' days.

One chap would get a notion that he'd run for office in this place, he'd go unto the printin' shop and take a picture of his face, and then he'd get some wordin' on to tell the voters who passed by, as how they shouldn't dare to go and pass up such a knowin' guy.

Some other man would see this work, him runnin' for an office too, this ticket nailed upon the post seemed just the proper thing to do. He'd hot foot to the printin' man and take the printer by the jaw, and tell him to turn out a card to make the first look like balled straw.

"I want a ticket that will screech, so folks what pass will see it's new, I want the letters two feet high and paper colored red and blue, for I will show that other jay a chap like me he will not down, I'll show the people in this ward who's goin' to run this bloomin' town."

So ticket two comes drippin' fresh, a-smellin' of the printer's ink, to shade the first man on the pole and put his chances on the blink.

Before the votin' day was come they'd all stripped scads from off their roll, and tacked their faces on a card and spiked 'em up upon the pole.

And humble folks like you and me a walkin' homeward up and down, would swear by lookin' at the show a three-ring circus hit the town. We'd pause and gaze upon the thing, confused by each discordant note, and pass along a-wonderin' still who hollered loudest for our vote.

I'm not yet itchin' for a scrap, nor seekin' for a brand new row, but I've been wonderin' ever since just where they'll nail these tickets now.—ARK.

Rarebits By Rex

REVISED MOTHER GOOSE.

Autumn leaves are falling down,
Falling down, falling down,
Everywhere upon my lawn,
Driving me insane.
Every time I rakes 'em up,
Rakes 'em up, rakes 'em up,
A wind comes round and breaks 'em up,
And blows 'em back again.

George Porgy, pudding and pie
Kissed the girls and made them cry;
Mrs. George found out somehow,
And George pays alimony now.

Little Boy Blue, come blow your horn,
Or the girls will all snub you as sure as you're born.

Said Little Boy Blue: "I'd just as lief,
But I can't 'cause I haven't a handkerchief."

Jack and Jill went up the hill,
And Jack let out this cry:
"How often have I told you not
To take these hills on high!"

Hey diddle diddle,
The cat and the fiddle,
The cow jumped over the moon;
The man who reported
The affair to the police
Was arrested for being intoxicated.

There was a man in our town, and he was not so wise,
He took his friends out for a spin to give them a surprise;
He tried to beat a railroad train and thrill them to the core;
There was a man in our town—there isn't any more.

A man and his wife are included in a Vancouver jury trying a murder case. Bets are three to one the jury will disagree.

"Shake Your Feet" is the name of a show in a local theatre. It is reported the audience was composed exclusively of pedestrians.

Before a young man marries a European it is always best to come to a definite understanding regarding foreign relations.

A Los Angeles woman wants a divorce, claiming she thought her husband a capitalist when he was only a trombone player. He is not a millionaire, but he makes a million airs.

She also says her husband practices at home. If you don't think this is good cause for a divorce you never heard a trombone.

She admits her husband is a modest man, but he blows too much.

Her argument is that she married his money. As he never had any money, she claims she can't be married.

She heard he was making \$8,000 a week, and as soon as she saw him it was a case of love of money at first sight.

She needed cash to pay her gambling debts. While he played the trombone she played the ponies, and both occasionally put bad notes into circulation.

When she married him she thought he was straight, but after hearing him play on the trombone she knew he was flat.

Dr. Frank Crane

The Anonymous Letter

People of common sense do not take anonymous letters seriously. An unsigned letter betrays the fact that the writer is ashamed of it. An unsigned letter is just like unbranded goods.

When a manufacturer produces something of which he is proud he brands it with a distinct trade mark and gives it a name.

For this reason, nationally advertised goods carry with them the assurance of their purity. For goods which are not advertised show that the maker of them lacks assurance.

The manufacturer who advertises his product invests good money in making a brand familiar to you. His advertising is profitable so long as you continue to buy his product. But, of course, if the quality should alter for the worse you would cease to buy and his advertising becomes a dead loss.

Thus there is a reactionary effect of advertising upon the quality of material. The very fact that a man spends large sums in making a particular brand known is a guarantee that he is keeping the goods branded up to the mark. And if goods are not branded it is an evidence that there is no authority behind them, no guarantee of their genuineness.

The public is justified in putting its faith in advertised products.

No lie can keep up if it is made universal. By and by the public come to suspect it. Just as a light at a street corner is better than a policeman, so the publicity of advertising is better than any threatened action in the courts. Advertising shows that a man is not ashamed of his product and that he is sure that the use of it will bring him more trade.

Those who use unbranded goods are the small minority who believe in and read anonymous letters.

Press Comment

People Do the Same.

Consider the whale. He gets into trouble only when he starts to blow.—Los Angeles Times.

Success Rule No. 159.

Success consists not so much in sitting up nights as being awake in the daytime.—Kingston Standard.

But Not Till Then?

There will be a ray of hope for Russia when the bolsheviks begin to bob their whiskers.—Border Cities Star.

A Favorite Pastime.

Many a woman standing in front of a shop window has merely stopped to reflect.—Ellensburg (Wash.) Evening Record.

He Probably Knows.

The easy way to discover how much punishment a fighter can stand is to ask his dentist.—New York Telegram.

Let Them Try It.

There's nothing inherently wrong in a girl showing her ears. We might even become accustomed to it.—Brandon Sun.

Corns and Bunions.

Much discomfort is caused by buying shoes to fit the occasion instead of shoes to fit the feet.—Aurora Beacon-News.

To the Editor

Will Vote At 88.

Lived in and Around London For 60 Years, and Is Going To Vote Thursday For the Present Law.

Editor of The Advertiser:
Sir,—Re the fairness spoken by W. B. Sparling in this morning's edition, of The Advertiser, I would say ditto.

I have lived in Canada for over 60 years and in around London and have experienced the effects of the open bar in and around London. I was a farmer in the neighborhood and know the change for the better since "whiskey row" went out of existence under old names. It now has the name of a fine business street in and around the market.

I am now nearly 88 years of age and now living in London. I don't belong to the moderation league, neither do I belong to any other league than which was given to Moses on the mount, the burning bush, if you will.

I am to vote for the law that now is until a better is provided.

JOHN LAWSON.
159 Windsor avenue.

Deals With Mr. Murray.

M. M. Peck of Vancouver Presents Facts in Connection With Moderation Orator's Talk.

Editor of The Advertiser:
Sir,—In the Moderation league advertisement appearing in the Free Press of Oct. 19, 1924, appears the following quotation: "In his address last night, Mr. George M. Murray, Vancouver, B. C., gave a flat contradiction of the statement that many failures had resulted in B. C. since government control had been adopted. Mr. Murray repudiated the slanders of Rev. A. E. Cooke, and showed how Mr. Cooke had finally been compelled to leave Vancouver and accept a call to a small town in Wyoming, U. S. A., the country he originally came from."

With reference to Mr. Murray's statement about failures in B. C., Messrs. R. G. Dun & Co., financial authorities, reported that business failures in B. C. had been as follows: 1918, 40; 1919, 42; 1920, 64; 1921, 125; 1922, 142; 1923, 162. The vote on government control versus prohibition was taken on Oct. 20, 1920. Mr. Murray should get himself appointed censor of statements issued by R. G. Dun & Co. or cease making statements so wide of the mark. With regard to Mr. Murray's statement about Rev. Mr. Cooke, Mr. Cooke has not "been compelled to leave Vancouver, and is not 'returning to the country he originally came from'."

From the general secretary of the Congregational church of Canada, I learn that Mr. Cooke came from Ireland, and for over years has been in service in Canada for their church, and has held charges in Ontario at Speedside, Garafaxa and Stratford, and for the last five years has occupied prominent pulpits in Vancouver city. In showing the esteem in which he is held in Vancouver, two years ago the provincial convention of the prohibitionists elected Mr. Cooke as their president. And last year the ministerial association of Vancouver, as their president, elected Mr. Cooke.

Why Mr. Murray goes so far from home to attack his fellow-citizens is not clear. But this much at least is evident, that in his attack he has not only parted company with the truth, but also has not even a bowing acquaintance with it. Yours sincerely,

M. M. PECK,
Secretary B. C. Proh. Ass'n.

Experience Speaks.

Science and Medicine and the Bar Unite in Condemning the Use of Alcohol.

Editor of The Advertiser:
Sir,—I think the following excerpts from speeches by famous men in all walks of life will be more effective than any letter I might write advocating the cause of temperance. Here are a very few I have picked out from among a vast array of such statements by prominent men:

W. E. Gladstone declared that its results are worse than the effects of war, famine and pestilence combined. Professor Huxley: "During the last 50 years we, as a nation, by our drinking habits, have wasted upwards of £13,000,000,000 sterling, an amount of wealth as great and half as great again as the total wealth of the United Kingdom."

Lord Palmerston declared, "Drink is worse than any enemy thundering at our gates, for it is sapping our very foundations." Chief Justice Coleridge declared, "I can keep no terms with a vice that fills our jails, that destroys the comfort of homes and debases and brutalizes the people of these islands."

Mr. Justice Denman said: "On one occasion in a northern county I sat to try a calendar of 32 persons, out of which 36 cases were charged with offences of violence, from murder downwards, there being no less than six murderers for trial. In every single case, not indirectly but directly, these offences were attributed to excessive drinking."

W. E. Gladstone declared, "Alcohol is the most destructive agent of this country." Sir Henry Thompson, writing to the archbishop of Canterbury, said, "There is no greater cause of evil, moral and physical, in this country than the use of alcoholic drinks."

Sir Adam Clark said that in his hospital experience when he said that seven out of ten owed their diseases to alcohol he "could but lament that the teaching about this question was not more direct, more decisive, more homethrusting than it had been."

Sir Frederick Treves, King Edward's surgeon, standing at the head of his profession, says: "Alcohol is certainly inconsistent with fine work. It is absolutely inconsistent with a surgeon's work and with anything that requires as quick, acute and alert judgments."

Lord Roberts, in a letter to Gen. Sir George White, dated Bloemfontein, said: "There never was a more temperate army than that which marched under my command from the Modder river to Bloemfontein."

Nothing but good can result from so many being brought together in an arduous campaign when they see how splendidly our temperance men have borne up against the hardships and dangers they have had to face. M. T.

Making Progress.

Today's Generation Knows Nothing of Evils of Saloon—Should Not Learn Now.

Editor of The Advertiser:

Sir,—A father told me that he was driving with his children recently, and when passing one of the hotels his eldest child, a girl of about 13 years, saw the word bar on one of the windows. Turning to him she said: "Daddy, what is a bar?" And the fact was impressed upon him as never before that his four children knew nothing of the open bar, with all its attendant degrading influences. He thanked God that there were thousands of children in this province with a like experience.

Well, that is one good thing at least that the O. T. A. has accomplished, and even the moderation league says "the bar must never come back," but we would like to ask just here, how many of the M. L. and their friends voted to banish the bar?

Then the M. L. and the liquor interests claim that there is more liquor being consumed under the O. T. A. than ever before. If so, then why do they want the act repealed? Who asked for this plebiscite? Not the dregs. We hear a lot about the bootlegger and that he is the creation of the O. T. A.

Why, we have always had the bootlegger. This is just a new name for an old evil. What is a bootlegger? A person that sells liquor illegally? Then I think I am safe in saying that 50 per cent of the hotelkeepers in the days of the open bar were bootleggers. They broke the law and sold liquor illegally. They sold after hours and on Sunday, and to minors. One hotelkeeper told the writer that he could not make his business pay and keep within the law. So we have always had the bootlegger.

Some good people seem to think that when they vote on this issue on the 23rd they are making a choice between two temperance measures, while the fact is these two questions are as far apart as the poles. A man who is going to vote against the O. T. A. will not say when you ask him how he is going to vote that he is going to vote for the open bar. Almost invariably he will say, "I am going to vote wet." Why certainly, you can't fool him. He is going to vote for a more law that will give him all the liquor he wants and whenever he wants it.

The M. L. have the nerve to tell us that conditions have been much worse since the O. T. A. came into force. That may do to tell to children or young people who know nothing of the open bar, but I cannot conceive of any fair-minded man or woman who has lived here under both systems agreeing with that statement for one moment.

I was born in this city and have lived here for nearly 70 years. I had the honor of being superintendent of one of our Sunday schools for over 25 years and have always been greatly interested in the youth of our city. I assure you, sir, we had a big task to try and bring up our boys in the way they should go.

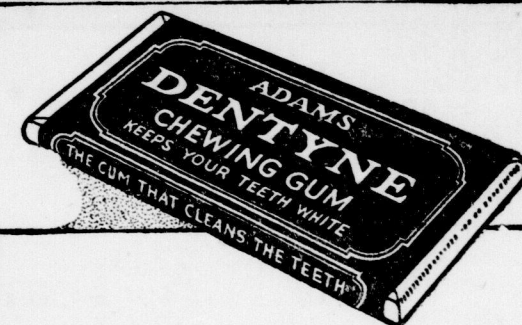
No doubt fathers and mothers of young boys and girls will read this letter. I pray you think well before you cast your ballot next Thursday for that which will ruin your boy or your girl. Remember, government control does not control. It is the government in the liquor business, to sell all they can and make a profit out of the ruination of your children and mine. For the liquor business can no more be run without our boys than a sawmill without its log.

We cannot say we have not had warning through the press, and especially are we indebted to The Advertiser for the splendidly unbiased reports of the awful and most deplorable conditions prevailing in the provinces in our dominion now under government sale.

WILLIAM GIBSON.
London, Oct. 21.

MACK ON O. T. A.

On the front page of the "Tiser" there's a picture every day. And a fellow gives the reasons. Why he'll vote for O. T. A. I've no chance to get my photo on that valued front page space. That the readers of the "Tiser" May observe my sober face—



It must be good Doctors and dentists use it

Whitens the Teeth

DENTYNE GUM

The Gum in the Red Wrapper

Sober, 'cause I'm not a hooser— That the evils wrought by liquor Pen nor tongue can ever tell. But I do not want my picture On that costly front page space; I'd prefer an humble corner In a less conspicuous place. If in words that fall in rhythm I may have the chance to say, If I'm spared until next Thursday I shall vote for O. T. A. —MACK.

London, Oct. 18.

APPEAL TO BE MADE IN THOMAS FOX CASE

Counsel For Two Convicted Men Announces Plans Now Under Way.

Counsel for Thomas Fox, who was sentenced to a term of 14 years in Kingston penitentiary, with twenty lashes, announced yesterday after-

noon that an appeal in the case was being prepared and would be forwarded to Toronto in the course of a day or two.

Counsel was not prepared to make public as yet the basis of appeal, but it is expected that his lordship, Mr. Justice Riddell, who passed sentence on both Fox and Sansone last Saturday morning, will have something to say about the case when court convenes this morning shortly after 11 o'clock.

New York, Oct. 21.—One of the swiftest little bengaline frocks in black which is among the tailored vogues has a rather high neck and long sleeves. It is trimmed with thin little Greek pattern borders of red leather at cuffs and neck.

Don't Suffer With Itching Rashes Use Cuticura

Sample Soap, Ointment, Talcum free. Address: Cuticura Dept., Montreal, P. Q.

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—wherein are interpreted, respectively, winding rivers, sheep in pasture, blossoming apple trees and old cottages.....

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