

The Dawn of Tomorrow

THE NATIONAL NEGRO WEEKLY
DEVOTED TO THE INTERESTS OF THE DARKER RACES

VOL. VIII., NO. 4

LONDON, DECEMBER, 1937

Price 5 cents

BLIND MAN IS MOST COURAGEOUS

ROXBORO, N.C., — (ANP) — The case of blind Percy Warmack, head of a family of 13, and a former relief client, is being cited here to show that a good man may be down, but he is never out and that we get out of life just as much as we put into it. Living in Person County, Warmack, in 1933 while working on a relief project was blinded when struck by a flying stone from a dynamite blast.

Realizing the \$11 a month paid him by the relief agency was not enough to support his large family he determined to do something about it. In 1935, aided by his family, he had saved \$150, which he applied as a first payment on a 100-acre tract of land, being aided in his plan by Charles J. Ford, colored farm agent of the State College extension service.

During the following months, by working hard and "cutting corners whenever possible," Warmack and his family have paid \$500 on their farm, hope to pay off the remaining \$150 through the sale of timber. The blind man's wife is an expert canner, has put up nearly 1,000 containers of fruit and vegetables for the family larder this coming winter. Nine of Warmack's children are in school and he says he proposes to give them as good an education as possible.

AFRICAN POET RISES

ACCRA, Gold Coast, West Africa, Nov.—(ANP)—For the first time in the history of West Africa a young African poet of Ashanti descent is to make his debut in the literary world. This advent has been hailed by African and English papers, foremost among them the African Morning Post of Accra, Gold Coast and West Africa journal.

The poet Barkale Awoonor-Renner, now in his 30's was educated at Tuskegee Institute, Alabama, the Carnegie Institute of Technology, Pittsburg Pa. U.S.A., the Moscow Eastern University, Moscow, U.S.S.R. and in London, England. He also attended summer lectures at Columbia University of New York City.

12th Anniversary

CANADIAN LEAGUE FOR THE ADVANCEMENT OF COLORED PEOPLE

Canadian League for the Advancement of Colored People held their twelfth anniversary in the B.M.E. Church. The service was well attended and an elaborate program was well carried off by the president, Mrs. J. Hill. Mrs. W. Myers, executive secretary presented some interesting facts concerning the League.

GENERAL CONFERENCE BOARD MEETS IN CITY

The General Conference Board of the B.M.E. Church met in the City during the last week to make plans for the coming Conference to be held in St. Catharines. During their stay in the City a Southern Dinner was prepared by Rev. C. A. Johnson and members of the church which was open to the public and enjoyed by all who partook of it.

TWENTY MINERS DIE

Trapped by Explosion in Depths of Alabama Coal Mine

BIRMINGHAM (ANP) — Twenty Negroes and 13 white men died early Saturday in a terrific explosion in the Mulga coal mine four miles from its entrance. They were trapped when coal gas became ignited, according to Fire Marshall Sam Williams.

Sound of the explosion was heard 12 miles away in parts of Birmingham. Had the blast occurred at the mouth of the huge mine, nearly 400 workers would have been trapped. About half of the employees are colored.

Only one miner who was working far underground in the "elbow" where the tragedy occurred, escaped, but he was burned so badly he may not live. Most of the men were thrown against the sides of the shaft with great force and in many instances their gloves were burned off their hands.

The victims were removed and taken to the morgue in nearby Bessemer where their bodies were claimed by relatives and friends.

DIXIE FLOGGERS GET 60 YEARS

Four White Men in New Orleans Get Long Terms for Whipping Vet

NEW ORLEANS—Four white men were sentenced to 15 years each in the State penitentiary by Judge Robert Ellis, Jr. at Hammond, La., for abducting and beating a colored citizen. No white man has ever been convicted and sentenced in this State for a crime against a colored citizen carrying with it such a long prison sentence.

Those sentenced are Piney Wall, Herbert Lee, Julius Foster and Dewey Wilson. The citizen is Jefferson Davis a World War veteran, who bore a good reputation in the community.

Davis was thrown in an automobile on May 22, taken away and beaten. Friends of the accused men said Davis was "too fresh." It was announced that the four men would appeal.

MRS. ROOSEVELT VISITS CHICAGO'S NEGRO S. SIDE

CHICAGO.—(ANP)—The First Lady of the United States, Mrs. Franklin D. Roosevelt, paid a visit to Chicago's south side last Saturday to see for herself life among its colored citizens. She was especially interested in the achievements of the National Youth Administration here in its program to improve the lot of colored youth.

Mrs. Roosevelt was accompanied by State Director William J. Campbell of the NYA and several of his staff, including Charles P. Browning, assistant in charge of Negro affairs. Her tour included an inspection of the NYA Boys' Work program sponsored by the South Side Boys' Club at 3947 South Michigan avenue, and the NYA Friendly Big Sisters Girls' club at 4144 Prairie avenue.

NEWSPAPER MAN LEAVES FOR EAST

Mr. J. A. G. LuValle, press reporter of the Washington Tribune, who spent the past week in the city covering the Missouri A.M.E. Conference, left Wednesday for a jump through the Midwest after which he will travel through the Sea Board states to Florida.

DR. CARVER PAYS A VISIT TO ST. LOUIS

Dr. George W. Carver, renowned Tuskegee Institute chemist, was the guest of Dr. and Mrs. W. P. Curtis at their home, 4215 Finney avenue, Saturday, while passing through the city en route to Tuskegee.

He visited Washington University while here and went through the laboratories. The chancellor, Dr. Thorpe showed him the utmost courtesy, introducing him to the professors. The student body also displayed intense interest in him.

Dr. Carver was accompanied by his assistant Austin Curtis, assistant biological chemist at Tuskegee.

The peanut wizard had been to Fulton, Mo., where a school was dedicated in his name. The famous scientist was born in a little town near there. It was reported that the whites joined with the colored citizens in giving him a royal reception.

Dr. Carver stated that he felt this would be his last visit to his home state.

YOUNG PEOPLE TAKE SUNDAY SERVICE

The Young People of the B.M.E. Church under the leadership of Mrs. Bernice Fountaine and Mr. James Brooks was a great success. Among the members on the program was a well delivered paper by Miss Kay Jenkins, her subject "The Outlook of our Youth;" a quartette number by Mr. and Mrs. J. Brooks, Miss B. Fountaine and Mr. Laverne Jones, "The Rosary," was to be commended upon, also a few minutes talk by Miss Fountaine on how new life and improvement could be added to the Church by a little effort of the younger group of boys and girls.

The women of the B.M.E. Church assisted by Mrs. Loveless are planning a Xmas tree for the Sunday school, December 23rd.

Dawn of Tomorrow

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EDITORIAL

OUR WOMEN AND CHILDREN

It is with keen interest and thought we give to the platform of women today, as they present their point of view why they should be a part of our City governments. Some are sound thoughts, and good ideas, while other are very amusing.

From our point of view we say yes—put a woman on the City Council if necessary, two women—but mind you, be sure they are women with the very highest ideals and moral standing, one who has made a success of her home life and surrounding; one with a heart of understanding of her fellow man regardless of creed or color. Then we have the right woman who will do justice for all concerned.

To the voters of Ward 3, we would suggest that you take more interest in children who are growing, to be a great part of our community. Has it ever occurred to you that it has been some time since we have interested ourselves to see that we as Ward 3 electors have a representative on the Board of Education?

We have long looked to see the Mothers Clubs of the various schools in this Ward appoint a representative and ask for such support. Let us remember our boys and girls are the men and women of to-morrow and need our interest in this capacity as in other offices of the City.

LONDON NOTES

Mrs. William Berry and daughter Helen were the guests of Mr. and Mrs. Jack Larkin in Buffalo, N.Y., attending the Allen-Smith wedding and enjoying the American Thanksgiving.

Mrs. May Berry and sister Miss C. Brooks of Detroit, Mich., accompanied by Mrs. Booker, Mr. and Mrs. Wm. Nevelle of Appin were guests at the B.M.E. Church evening service.

Miss Snell and Mr. Jackson of Detroit were visitors in the City during the week-end.

Mr. James Coursey is convalescing nicely after undergoing a very serious operation in St. Joseph's Hospital.

Mr. Charles Bell is able to be home from the hospital where he has been for some time.

Mr. Sam Harris is also quite ill in Victoria Hospital.

Mrs. M. Mollatt is improving nicely at her home.

Mrs. (Topps) Anderson, we learn, is quite ill in Victoria Hospital.

To Mr. and Mrs. Allen Anderson, a baby girl, Alljean.

To Mr. and Mrs. B. Smith, a girl. Both mother and babe reported doing fine.

A surprise Stork Shower was given for Mrs. Florence Jones on Thursday evening, by members of the Busy Workers Sewing Guild, at her home.

Miss Kay Jenkins has accepted a position with the Quaker Oats Co.

BUSY WORKERS SEWING GUILD ANNIVERSARY

The Busy Workers Sewing Guild held their 8th Anniversary in the auditorium of the B.M.E. Church Sunday evening, Nov. 28th under the leadership of Mrs. Jean Myres, president. A very well prepared paper was given by Mrs. Ethel King, also solos and duets by members of the Club. Rev. C. A. Johnson delivered the evening sermonite.

WEST INDIAN POLICY HIT

Rev. Brown of New York Tells of Abuses in Jamaica

Stirring his large audience to vociferous applause several times as he thundered home truth after truth, Rev. Ethelred Brown, pastor of the Hufert Harrison Memorial Chapel in New York, delivered a burning tirade against "absentee rule" in Jamaica, at a meeting of the Jamaican Associates on Wednesday night. The meeting was a farewell one for Eric Jackson, president of the group, who will sail on a vacation to his native home within a few weeks.

Rev. Brown in his talk dwelt at some length on the recent fight of the Jamaican Progressive League in this country to secure dominion status for their homeland. This fight, he indicated, puts Jamaica in the same position as India and other British Colonial possessions. The League, he stated, wants Jamaica to enjoy the status of one of the British Commonwealth of Nations.

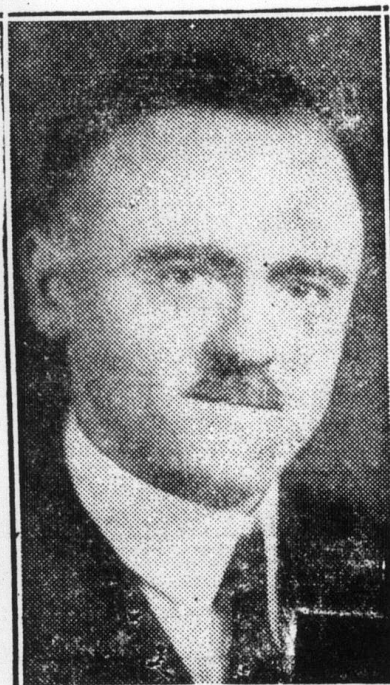
Rev. Brown, who is the secretary of the Progressive League, informed his audience that so far the League has obtained result for the betterment of the Civil Service System of the island, and reforms have been promoted by the Legislature. Other important civic improvements to be taken up by the League will include health, education, etc.

One of the largest of recent audiences of the Associates heard Rev. Brown's address. A touching scene was added to the meeting when the farewells were said to the president. Glowing compliments were paid to his administrative ability, loyalty and steadfastness of purpose.

BILL ROBINSON RETURNS TO COTTON CLUB

HOLLYWOOD, Nov.—After completing several months of film duty, the world's greatest tap dancer returns to Gothams Cotton Club to co-star with Cab Calloway. Bo-jangles has been billed in the club sometime ago but on the spur of the moment he had to travel over to Hollywood to fill several film contracts.

He is expected to remain in the country's number one amusement spot until after January 1, 1938. He will be billed as the outstanding attraction although there are many big named stars on the same bill.



Re-Elect Ald. Frank H.

CURRAN

(Barrister)

WARD 4

RE-ELECT ALDERMAN



Frank Gray

HE CO-OPERATES
FOR BEST
CIVIC GOVERNMENT

THANK YOU!

Dr. L.S. Holmes



WILL APPRECIATE YOUR
VOTE AND SUPPORT FOR
RE-ELECTION AS

Alderman Ward 2

Your vote and Influence
Respectfully solicited for

RE-ELECTION OF
W. E.

**"BILL"
DYER**

BARRISTER

Alderman Ward 1



REV. W. A.

Frank Gray Townshend

Chairman of the Board of
Education, London

He has given faithful service.

RE-ELECT HIM

For

Thomas
George

Frederic
Thomas
Elmo W.
William
Frederic

William
James
William
Laurence
Rebecca
Alfred
Charles

William
Louis B.
Robert
Lucy M.
Gordon
Arthur C.
Edward
John L.
Mex L.
Clifford
Charles
William

Frank H.
Frederic
Frank G.
William
Allen M.

Lorne G.
Janet B.
John G.
Nellie J.
William

William
John B.
Richard
Thomas
Alexandre
Clifford

List of Candidates For Municipal Offices in the City of London, 1937

MAYOR

Thomas Ford Kingsmill, 526 Ridout St. N., Merchant.
George Albert Wenige, 27 Erie Avenue, Real Estate Broker.

ALDERMEN—WARD 1.

Frederick Brimacombe, 24 Rathgar St., Machinist.
Thomas Westcott Copp, 51 Wortley Road, Merchant.
Elmo Wallace Curtis, 8 Springbank Drive, Insurance Agent.
William Emerson Dyer, 34 Frank Place, Barrister.
Frederick Cook Wanless, 74 Byron Avenue, Printer.
(Three Candidates to be elected)

ALDERMEN—WARD 2.

William Alexander Alford, 83 Rogers Ave., Electrical Contractor.
James Donnelly, 308 Cromwell Street, Gentleman.
William Harry Henderson, 54 Blackfriars Street, Printer.
Laurence Seale Holmes, 277 Regent St., Physician.
Rebecca McNevin, 169 John St., Housewife.
Alfred Ernest Rose, 10 Napier St., Stenographer.
Charles Richard Smith, 435 Ridout St., Stationer.
(Three Candidates to be elected)

ALDERMEN—WARD 3.

William Ballard, 3 Marmora St., Stove Mounter.
Louis Biggs, 240 Giles St., C.N.R. Employee.
Robert James Carswell, 552 Hamilton Rd., Butcher.
Lucy Matilda Cole, 657 Hamilton Rd., Housewife.
Gordon Bart Drake, 413 Hamilton Rd., Grocer.
Arthur Gerald Francis, 376 Ontario St., Merchant.
Edward Cornelius Killingsworth, 389 Burwell St., Funeral Director.
John Leckie, 432 South Street, Car Man, C.N.R.
Mex Lerner, 585 Dufferin Ave., Coal Merchant.
Clifford Frederick Read, 1123 Trafalgar St., Cartage and Delivery.
Charles John Skeggs, 102 Inkerman St., C.N.R. Employee.
William Lewis Talbot, 35 Beattie Ave., Salesman.
(Three Candidates to be elected)

ALDERMEN—WARD 4.

Frank Hartley Curran, 977 Waterloo St., Barrister.
Frederick Henry Dixon, 438 Dorinda St., Contractor.
Frank Gray, 452 Adelaide Street, Stationer.
William John Heaman, 350 Central Ave., Insurance Agent.
Allen Milburn Towe, 414 Dufferin Ave., Merchant.
(Three Candidates to be elected)

BOARD OF EDUCATION

Lorne Garfield Cargill, 99 Ridout St. S., Surgeon.
Janet Barbara Groshow, 419 Waterloo St., Home-maker.
John Garnet Hunt, 275 Victoria St., Physician.
Nellie Jane McLean, 485 Dundas St., Housewife.
William Alfred Townshend, 889 Adelaide St., Clergyman.
(Three Candidates to be elected)

PUBLIC UTILITIES COMMISSION

William Garlick, 931 Princess Ave., Painter and Decorator.
John Bevan Hay, Maybelle Apartments, Merchant.
Richard William Delmar Lewis, 196 Bruce St., Barrister.
Thomas Wellington McFarland, 132 John St., Gentleman.
Alexander Robert Morrison, 291 Dundas St., Accountant and Auditor.
Clifford Hamilton Reason, 632 Elias St., Physician.
Two Candidates to be elected)

Certified correct,

K. GRANT CRAWFORD,
City Clerk

Get London in Step with the March of Time



GEORGE A. WENIGE

THANKS:

1. FOR THE PROVINCIAL GOVERNMENT GRANT OF ONE MILL THAT REDUCED THE CITY'S TAXATION THIS YEAR.
2. FOR THE SPLENDID WORK OF THE P.U. COMMISSION IN SECURING A \$50,000 SURPLUS THROUGH THE ASSISTANCE OF THE PROVINCIAL GOVERNMENT AND THROUGH OTHER OUTSIDE AID.
3. FOR THE FACT THAT THE SINKING FUND WISELY ESTABLISHED MANY YEARS AGO, HAS REDUCED OUR BONDED DEBT BY \$916,000.

BUT..

Much Important work remains to be Accomplished—Others have Helped Us, Now we must Help Ourselves.

4. CLEANING UP THE WATERFRONT AND SECURING IMMEDIATE COMPLETION OF THE LONDON WEST BREAKWATER.
5. IMMEDIATE ACTION TO ELIMINATE THE SLUMS AND PROVIDE PROPER HOUSING FOR WORKING MEN.
6. RECOGNITION OF THE RIGHTS OF MEN OVER 45 TO EMPLOYMENT.

All these and many other Reforms to be Listed Daily, will be the Full Time Endeavor of George Wenige, Your Mayor for 1938.

Your Eyes Are Your Best Friends!

DON'T WAIT until you are compelled by failing vision to check up on your eyes, it may be too late then.

See a **TAIT OPTOMETRIST** immediately and know their true condition.

The finest Optical Service awaits you at:

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Opticist's Prescriptions Filled
252 Dundas St. LONDON Met. 2722
Also: Sarnia, Windsor, Stratford

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Hosiery and Supporters

Strong's Drug Store

184 DUNDAS STREET
LONDON, ONT.

SHOP AT

Zellers

IT PAYS

W. H. WARING

Successor to J. L. S. Anderson

Watchmaker, Jeweler
and Optician

732 Queen Street West
TORONTO

TRY

Olympia Tea Rooms

FOR

CHOICE CONFECTIONERY

AND

APPETIZING LUNCHES

PHONE MET. 473

186 DUNDAS, ward.

YOUNG PEOPLE DEMONSTRATE AGAINST SCHOOL INEQUALITIES

NEW YORK—One hundred and seventy-five youth councils and college chapters of the N.A.A.C.P. throughout the country united in a nationwide series of youth mass meetings against inequalities in public education Wednesday, November 10. This is the day during American Education Week, November 7-13 which has been set aside for discussion of 'Our American Youth Problem'. On this day youth councils and college chapters emphasized unequal education opportunities for Negro youth as a great problem. Walter White, executive secretary of the N.A.A.C.P. made a nationwide broadcast over the Columbia Broadcasting System from 3.15 to 3.30 p.m. E.S.T., emphasizing the work of the Association as it combats racial discrimination in public education.

In Boston, Mass., Dr. Clarence R. Skinner, dean of Tufts University, school of theology spoke for the Boston Youth Council mass meeting. His subject was "Prejudice and Its Effect on Negro Education." In Gary Ind. effort will be made to have discrimination abolished in Froebel, a high school which does not allow the Negro pupils to go in swimming, nor play in the band. Negro teams are not allowed to compete with the white in athletics because of the state Athletic Association, so they have been told.

Rev. E. Franklin Fisher spoke at the youth mass meeting in Detroit, Mich., pointing out the discriminations which Negro youth face in a unified school system.

ONE MILLION CHRISTMAS SEALS ON SALE BY N.A.A.C.P.

New York, Nov.—One million Christmas seals are being placed on sale by the N.A.A.C.P. this year to raise funds for the general work of the association. The 1937 seal is a new, striking design by Louise E. Jefferson, young colored artist of Harlem. A quarter million of the new seals were distributed by Nov. 1, and additional one are going out daily. Orders may be sent to N.A.A.C.P. headquarters, 69 Fifth Avenue, New York.

JOHN DAVIS AND WIFE IMPRESSED BY RUSSIA

MOSCOW, USSR—(By Chatwood Hall for ANP)—John P. Davis, secretary of the National Negro Congress, and his wife, Margaret were interested onlookers along with workers' delegations from many nations as Moscow turned out en masse at the Red Square to observe the 20th anniversary of the Socialist revolution during which more than 1,500,000 citizens paraded after a huge military demonstration.

"One of the most thrilling sights of the entire observance was that of young Paul Robeson, Jr. carrying the banner for the schools of the entire district in which his school is located."

of Sverlovsk," said Davis after-

61 NEGRO H. SCHOOLS LISTED IN MISSOURI

JEFFERSON CITY—The enrollment in colored schools in Missouri shows a large increase over a period of years, the number of colored high schools has increased more than 10 times. The records show 6 high schools in 1920; 14 in 1925; 15 in 1930; 28 in 1932; 51 in 1935 and 61 in 1937. The following cities have colored high schools designed as first class by the publication, "Missouri Schools": Cape Girardeau, Carutherville, Charleston, Columbia, Hannibal, Independence, Lincoln University High School in Jefferson City, Lincoln High School in Kansas City, Kinloch, Mexico, Moberly, New Madrid, Popular Bluff, Bartlett High School in St. Joseph, Booker T. Washington, Sumner and Vashon High Schools in Saint Louis, Sedalia, Springfield and Webster Groves. Forty-three other towns have second, third and unclassified high schools.

In the last 17 years more than half of the school buildings housing colored children have been remodeled or rebuilt.

BOOKER T. VOCATIONAL PLAN IN CHI. SCHOOLS

CHICAGO, — (ANP) — Chicago's schools may adopt the vocational training plan started many years ago by Dr. Booker T. Washington at Tuskegee Institute, it was learned this week with the announcement by Superintendent of schools W. H. Johnson of a plan to change the curriculum of the city's high school so as to throw an 80 per cent emphasis on vocational training.

Following the school head's announced plan it was said to have the approval of the school board of Mayor Edward Kelly and many PTA groups and civic leaders. Many teachers, however opposed the idea, discussion of which soon took on the proportions of a city wide controversy. The Chicago Teachers Union described the plan as "more Fascist or Communist than American."

HOWARD BEQUEATHED \$300

NEW YORK.—(ANP)—As a result of a will in Manhattan Surrogate court Thursday, Howard University in Washington will benefit to the extent of \$3,000 through the wishes of Anna E. Brown who died on October 25.

RETAIL STORES OPERATED BY NEGROES

New York City, with the largest Negro population (327,708 in 1930) of any city in the United States, reported 960 retail stores operated by Negro proprietors in 1935, according to Director Wm. L. Austin of the Bureau of the Census.

The number of retail stores had increased from 391 in 1930 to 960 in 1935; total value of sales increased from \$3,322,000 to \$3,805,000 during the same 5-year period and the total pay roll, which does not include compensation for the services of proprietors, increased from \$293,482 to over \$472,186.

New York led all the other cities having 50,000 or more Negro inhabitants in the number of stores operated; in the value of sales and in the amount of wages paid to employees. The combined sales of the 449 food stores and the 172 eating and drinking places amounted to \$3,043,000 or approximately 80 per cent of the total sales, and with the exception of the \$397,000 sales reported by the mixed classification of "Other Retail Stores," no other group classification reported 5 per cent of the total sales.

The highest average sale per store of \$21,600 was reported by the combination stores (groceries and meats) operating expenses of the 960 stores—followed by the drinking places, with average sales of \$16,350. Total constituted 30.8 per cent of total sales, and the pay roll represented 40 per cent of the operating expenses.

The average operating expense ratio in 1935 for all Negro retail dealers in the United States (23,490) was 23.2 per cent of the total sales and the pay roll was 44.2 per cent of the total operating expenses reported. The 960 retail stores in New York City gave employment to 1,801 person, including 793 employees and 1,008 active proprietors and firm members not on the pay roll, and the average sales per store amounted to \$3,964.

SUES G.O.P. BOSS FOR \$100,000 SLANDER

CLEVELAND, — Declaring that statements made concerning him as a result of a recent fiasco probe into the mayoralty expenditures by the board of elections by Rees H. Davis, chairman of the Republican Executive committee, are "utterly false," Dr. D. Ormand Walker, president of Wilberforce university, filed suit against the chairman here recently for \$100,000 alleging slander.

Just what will really happen to the controversy is hard to forecast.

You Will Save Money by Buying Your Shoes at

SEIGEL'S Shoe Stores

Shoes for the Whole Family at Lowest Prices in Western Ontario

THE ED

Personality

This was once genuine product sincere outward est inward feeling always to reveal is—without super

Traits of cl weave the web to represent the

In short, per ality has come ing' manner, to deceive innoc

Unfortunately ing of the kind

Men have sel have put it to the costly sacri

In our very ality has come ing' manner, to deceive innoc ing that which opposite of the according to m play acting.

The mask is played and if detected, then to a WINNING is the sad sto tion.

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A display o ute sincerity 'winning' pers duce character of basis upon ships can be s

We have t cerity and re unless we rea

Christ dema er. That w Judas at the he called to mostly roug but they we And One for the favor of

THE EDITOR'S DESK

Personality

It was once considered the very genuine product of personal character sincere outward expression of the best inward feeling. Personality ought always to reveal the individual as he is—without superficiality or sham.

Traits of character alone must weave the web of realism and serve to represent the man.

In short, personality must be the sincere outward expression of the true inward self.

Unfortunately, nowadays it is nothing of the kind.

Men have seized up the "idea" and have put it to commercial purpose at the costly sacrifice of realism.

In our very modern world, personality has come to mean that "charming" manner, adopted and designed to deceive innocent folk into believing that which all too often is the opposite of the true. In other words, according to modern standards, it is play acting.

The mask is put on and the part is played and if the insincerity is not detected, then is success attributed to a WINNING PERSONALITY. It is the sad story of practiced deception.

Some years ago, in the days of our early ministry, a well-dressed 'gentleman'—with a brief case and an Oxford accent—came one day into our study. With plausible confidence he assured us right at the start that the purpose of his visit was solely in our own interest. He was at our service. What he would not do to help one called to service in the Church of God. especially us about whom he had heard so much. Studied flattery calmly followed and in our conceit we rather liked it. (He was a 'charming' fellow) We proceeded to swallow the bait, hook, line and sinker and ended up by signing our name right on the dotted line. And the result of our conversation with that gentle mannered, personally interested, personality pirate cost us five dollars a month for a whole year.

High pressure salesmanship is simply a branch of applied psychology on the inflated personality plan. If the business of the world is to be built up on false standards of untruth and misrepresentation, then someday honest folks will get wise to the deceptions and wiles of 'professional' personality and just one more blow will be dealt to the confidence which men ought to have in one another.

A display of naturalness and absolute sincerity may not always produce 'winning' personality but it will produce character. This is the only sort of basis upon which human relationships can be substantially established.

We have the right to expect sincerity and reality in every dealing . . . unless we really like being fooled.

Christ demanded realism in character. That was why He unmasked Judas at the Last Supper. The men he called to be His followers were mostly rough outspoken fishermen but they were staunch and reliable. And our Lord Himself sought to gain the favor of none by affected charm.



ELECT
**C F. (Cliff)
READ**
YOUR ALDERMAN—WARD 3

THE UNCONVERTED AUTO

An old man said: "I don't like the Sunday automobile. It hasn't got sense enough to turn in when it comes to the church."

"In my boyhood days the old family horse seemed to know Sunday as surely as the preacher did."

"It would have taken some argument and some larruping to get Dobbin past the hitching-post at the meeting-house. He was a pretty good monitor for the young folks."

"But today the automobile goes humming along—just warming up about the time it nears the church: and it seems such a pity to stop and let her cool down."

"It's getting too easy to slip past religion."

"And one reason is that the Sunday automobile hasn't got horse sense." —Exchange.

Becomes Children
Aid Worker

DETROIT, Mich.—Eugene Jackson a graduate of the Atlanta School of Social Work, Atlanta, Georgia, has begun his duties as case worker with the Children's Aid Society of this city, according to a very recent announcement.

Before entering the Atlanta School of Social Work, Mr. Jackson received his Bachelor's degree from Howard University, Washington, D.C., and taught in the public school system of Birmingham, Alabama.

He rang true as the Divine Champion of Righteousness and it is upon the pattern of His life alone that our civilization must be founded.

Re-elect Alderman E. C.



KILLINGSWORTH

— IN —

WARD 3

ECONOMY

HONESTY

EFFICIENCY

A Safe and Sane Administration of City's Business

RE-ELECT

ALD. CHARLES L.



Skeggs

ALDERMAN FOR
WARD 3

SANE, AGGRESSIVE
ADMINISTRATION

"Cleaned As If By Magic"

You Make no Mistake when you Entrust Your Dry Cleaning to ALADDIN Cleaners and Dyers—

YOUR CLOTHES LOOK SMARTER

Ladies' 99c. Men's

WINTER COATS

Renovated Our Magic Way by

Aladdin Cleaners and Dyers

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Tires, Tubes, Accessories
Authorized Goodyear Service
354 Wellington St.

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2. Lower Taxes.
3. Debt Reduction.
4. Street Railway Track Repairs.
5. Honesty, Efficiency and Economy in Administration.
6. Careful Operation of All Services.
7. Business methods on London & Port Stanley Rly.

HIS RECORD FOR 1937

1. All departments within estimates.
2. Tax rate down 1½ mills; tax bill down \$219,000.
3. Debenture debt reduced \$916,000.
4. Signed agreements with street railway for paving old tracks, company paid cash.
5. Administrative record speaks for itself.
6. Hydro and water rates lowered.
7. London & Port Stanley Railway operating surplus \$50,000 for 1937.

KINGSMILL PLEDGES FOR 1938

FURTHER REDUCTION IN TAX RATE.

APPROPRIATION NEXT YEAR TO IMPROVE HOUSING CONDITIONS WITH PROVINCE ASSISTING.

Don't be misled by catchy and sensational promises. Remember the London & Port Stanley Railway fiasco under my opponent's chairmanship.

RE-ELECT KINGSMILL

Mayor for 1938

FOR CONTINUED TAX REDUCTION

A BUSINESS MAN FOR A BUSINESS JOB

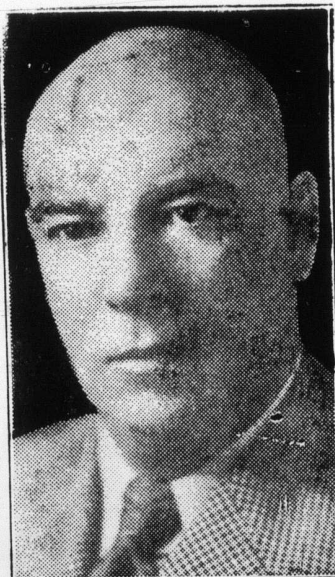
ELECT

J. B. (Bev.)

HAY

TO THE

Public Utilities Commission



Marking your ballot for HAY means electing a business man of 23 years successful experience in London, who will earnestly and faithfully give the Commission and you, as citizens, his best.

HAY

For Public Utilities COMMISSIONER

CARE for the SICK!

Indorse Victoria Hospital By-law Monday, Dec. 6th

THE BY-LAW

The question to be decided by London ratepayers is being submitted in the following form:

"Are you in favor of the issue of \$200,000 debentures to pay the city's share of the cost of a new wing at Victoria Hospital an equal amount of money to be donated by other sources?"

Present plans call for the construction of a building costing in the neighborhood of \$400,000. It will consist of five stories and basement and increase the hospital accommodation by more than 120 beds.

The Ontario Government has already pledged itself to contribute \$100,000 toward this unit, while there is another \$100,000 available from the Meek estate.

It was proposed to take a special vote of the ratepayers early last summer to have this project indorsed because of the pressing demand for more accommodation and more modern facilities.

When the flood disaster occurred on April 26 and 27, it was agreed to delay this expenditure in view of the heavy expense necessitated to remedy conditions in the stricken areas, and the need for united efforts to meet the emergencies at that time.

While the urgency for a new extension has been serious for the past two years, it has become even more acute in recent months until hospital authorities are "right up against it" providing proper accommodation for those requiring treatment.

There is no intention of tearing down any of the present buildings, and neither is there any intention of proceeding with the construction of a all-new hospital until such time as the ratepayers have sanctioned such a step by their votes.

THE NEW WING

Construction of the proposed new wing will permit a general rearrangement of the present facilities, thereby relieving the serious congestion which exists in practical every department of the hospital.

Tentative plans for the new structure are to house the eye, ear, nose and throat department, the entire out-patient and X-ray departments, cancer clinic, Meek laboratory, maternity ward, an equal number of public and private beds, dispensary, and a section for a few psychiatric patients.

The general scheme will permit setting up a proper admitting and emergency section which this hospital has always lacked. The new accommodation will make it possible for a systematic distribution of services so that each section will be segregated.

The site on which it is proposed to erect the building is the only one that could be used without interfering with the present set-up. The type of unit has been approved by experts, and it is to be so constructed that it will fit in with a general scheme at some future period whenever the people of London decide a still further extension is necessary. This development may not occur for another 12 or 15 years.

At the present time in the face of severe handicaps, the administrative staff is carrying on efficiently, but this hospital cannot fill the place it should in the community, or begin to serve the needs of those desiring its services, unless the new accommodation is provided, without further delay.

AN EMERGENCY

In 1926 there were 4,446 admissions to Victoria Hospital and in 1927 there were 4,816.

In 1936 admissions had grown to 6,738 and so far in 1937 the number of patients has passed the 7,100 mark.

This growth has been taken care of without any increase whatever in the accommodation during that period. Therefore, it should not be necessary to explain the need that must naturally exist.

All departments have been similarly affected by heavier demand for hospitalization. The number of orthopaedic patients increased from 873 in 1935 to 1,826 this year, up to the end of October.

In the out-patient department, with corridors used as waiting-rooms and the regular waiting-rooms for hospital beds, the facilities are far from adequate. A visit to this department on almost any morning will show a line of patients waiting for treatment, and they are required to stand for a greater part of the time.

The fact that two of the largest public wards are now accommodating 25 beds each, when they were only built for 16, is a convincing argument as to the need.

Victoria Hospital only a few weeks ago set a new high record with 412 patients registered, when it became necessary to find overflow quarters in the buildings to the rear of the main wings.

During the epidemic of infantile paralysis even the overflow accommodation was deemed insufficient to make room for patients in the isolation section. Ten were transferred to St. Joseph's Hospital.

Care for the Sick-Support the By-law

THIS APPEAL IS SPONSORED BY THE HOSPITAL TRUST

F. G. FULLER,
Chairman

DR. L. C. FALLIS,
Secretary



- (1) CRA GU
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RE-ELECT
ALEX
Morrison
TO THE
Public Utilities Commission
Chairman of Your
CHILDREN'S PLAYGROUND ACTIVITIES



Your Vote and Influence Respectfully Solicited for Re-Election of Trustee
Dr. L. G. CARGILL
FOR
Board of Education

- (1) ORGANIZATION OF BUREAU FOR VOCATIONAL GUIDANCE.
- (2) LOW COST CASUALTY PROTECTION FOR CHILDREN OF RATEPAYERS.
- (3) RE ORGANIZATION OF PURCHASING DEPARTMENT.
- (4) BENEFICIAL REVISION OF RULES and REGULATIONS.
- (5) ECONOMY IN KEEPING WITH EFFICIENT ADMINISTRATION.



ELECT
R. W. DELMER
Lewis
(BARRISTER)
— for —
PUBLIC UTILITIES COMMISSION
Born, Educated and Lives in the City of London.
He Stands for Sane, Aggressive Economical Administration

NOTICE To Municipal Voters

PUBLIC MEETINGS

have been arranged by the City Council as follows for the discussion of municipal questions by candidates

WEDNESDAY, DECEMBER 1st at 7.30 P.M.

at
London South Collegiate Institute, Empress Ave. Public School
Ealing Public School Ryerson Public School

for
Candidate for Mayor, Aldermen and discussion of the Hospital Question

THURSDAY, DECEMBER 2nd at 7.30 P.M.

at
London South Collegiate Institute, Empress Ave. Public School
Ealing Public School Ryerson Public School

for
Candidate for Mayor, Board of Education, Public Utilities Commission and discussion of the Hospital Question

FRIDAY, DECEMBER 3rd, at 7.30 P.M.

at
THE TECHNICAL SCHOOL
for
Candidates for Mayor, Board of Education, Public Utilities Commission and discussion of the Hospital Question

THE ELECTORS ARE URGED TO ATTEND

T. F. KINGSMILL, Mayor K. GRANT CRAWFORD, Clerk

Economy with Efficiency by Co-Operation with Co-Ordination

RE-ELECT

Mrs. ANGUS McLEAN

(Nellie J. McLean)

for Board of Education

RE-ELECT

Elmo W. Curtis

ALDERMAN

For WARD 1

RE-ELECT ALD. ALLEN M.

TOWE

for Alderman, Ward 4

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REBECCA

McNEVIN

for Alderman Ward 2
EFFICIENT ADMINISTRATION WITH ECONOMY

VOTE FOR

Bob Carswell

Alderman for Ward 3
EFFICIENT BUSINESS ADMINISTRATION

Thos. W. McFarland



— FOR —

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