London Advertiser

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THE LONDON ADVERTISER COMPANY. LIMITED.

London, Ont, Friday, January 2.

THE NEW MAYOR

Alderman Little was yesterday selected by The citizens of this city to represent them in has recommended the construction of a Cana-The mayor's chair. He is well equipped to dian navy to act in co-operation with the Imshoulder the responsibilities of the office. As perial navy, thus vindicating Sir Wilfrid a partner and executive of one of the largest Laurier's naval policy. It would be well, as mercantile concerns of the province, he brings the Montreal Herald points out, that the whole to the task a knowledge of business and finance problem of Canadian defence be handled as one that is especially necessary at this time, when matter instead of piecemeal. The Government the city is at the start of a great industrial ex- has, it is true, announced a substantial increase pansion. Expenditures for public service, taxa- in the permanent force, but has anything been tion, etc., are safest when in the hands of a done towards the organization of a permanent business man. Mr. Little's experience as a and efficient aerial force? Such an eminent member of the council, too, will help him to authority as Lord Fisher considers that the next look after the interests of the community effi- war will be decided largely by the aeroplane. siently. He has youth and initiative and is Canada must be prepared along this line, if it is committed to reforms that if brought into play to furnish an adequate co-operation in the should add to the general health, happiness and advancement of every class. With the co-operation of a council sincerely seeking the city's Welfare along every line, London should continue to prosper under its new mayor.

FEDERAL TAXATION.

The fate of the business profits war tax now hangs in the balance. It has not been well collected, but even so it has brought in thirty millions a year in 1918-1920.

Sir Thomas White wants such taxation re-Within bounds, he thinks, the policy is not open to criticism, "but carried beyond a reasonable point it will discourage investment of money in business enterprise in Canada." On the other hand, there is a reasonable point in profits as well as in taxation. Presumably it is the object of the war profits tax to keep profits within that reasonable point. A graded tax on big profits is one way of discouraging greed in peace as well as in war time. It is argued occasionally that a profits tax only incites the profiteer to raise his prices in order to surmount the tax, but a tax graded to confiscate excessive gains cannot be so sur-

The suggestion is made at Ottawa that for the business profits taxation may be substituted a further taxation of corporations. That is, let the profiteers go and mulct the financial concerns that make no extraordinary dividends for the shareholders as things are now. Why is there always a vulgar fury against banks and lcan corporations? They make nothing like the profits of mills and jobbers and packers, but the mob hates a bank. Perhaps it is the pretentious buildings of banks with their marble columns and tesselated floors that arouse illwill, while smoking chimneys have a more plebelan air. But banks and loan companies are a necessary part of the industrial machinery. It is ridiculous that profiteers should be tenderly treated in order that the revenue which the Government absolutely must have may be exfracted from unoffending and only modestly prosperous corporations.

PRESS CENSORSHIP REMOVED.

Apart from those controlling export of gold, Interment of aliens, and paper pulp and sugar prices, the war-times orders-in-council ended their activities yesterday. The censorship of the Canadian press and public utterances are amongst the bans made ineffective. During the years of the war Mr. Chambers, chief press censor, was in closest touch with the daily newspapers, advising, suggesting and occasionally warning as to how war news should be handled in a way that would not supply information to the enemy. It is a tribute to Mr. Chambers' tactfulness and the spirit of co-operation which prevailed in the newspaper offices that the association between the censor's department and the press was always of the most pleasant nature. The censorship really amounted to pointing out to the men handling the war dispatches of the danger in certain matters being given publicity. Movements of Canadian troops. sailings of vessels, etc., were barred from the news columns, because of the intelligence they would have supplied to submarines. Outside of this the press was permitted to use its own judgment, Mr. Chambers wisely depending on patriotism and common sense to guide in the publication of news or in editorial comment.

THE LIVING CHURCH.

Continually during the past two thousand years men have been announcing that the Church is a spent force. Never has there been a crisis in history, never has there been a new orientation of thought but some school or group of men has envisaged the early death of the Church. Yet in all difficulties, all crises, it has thrived and grown until today it holds a larger place than ever before in the affections of men.

No one familiar with the general outlines of history was surprised at the pessimistic wail of 1914 that Christianity had failed. Yet during the long period of anxiety and grief which were inseparable from the war, the minister of the Church was welcome to millions of weary folk, and today its position is stronger than ever. The very fact that a great forward movement is planned by five of the most important Christian communions in Canada is a proof of their vitality, of the power of their leadership, and of the affection of the membership. As

the days pass, the message of brotherhood and charity which Christianity proclaims takes a firmer grip upon the thought and the imaginations of men. All fanciful utopias devised by philosophers or romanticists have been based on the conception of brotherhood which Christ, sacrifice

gave to the world. Their only power has been derived from the hope that they might hasten the regeneration of mankind. It might almost he said that Socialists and Communists are merely Christians-in-a-hurry.

Critics of the Church do not as a rule find fault with the teaching of Christ, but declare that his followers have not worthily carried out his thought and his plan for the reformation of mankind. They make no allowance for human imperfections. They fail to measure the growth of humanitarianism and civilization which an imperfect discipleship has effected.

The most hopeful thing about the Church is the frank recognition, from time to time, by its leaders that the ideal has not been reached and that new efforts must be made to approach that ideal. A Church which continually is confessing its shortcomings is continually gaining new power. The forward movements now in progress, which are co-related in the United National Campaign, are built upon confession and vitalized by faith.

JELLICOE'S SCHEME.

Reports from Ottawa say Admiral Jellicos event of participation in another war.

DEATH OF WALTER J. BLACKBURN.

Widespread regret will be felt throughout the city at the death of Walter J. Blackburn, owner and general manager of the London Free Press, which occurred vesterday following a prolonged illness. Mr. Blackburn for many years was active in the newspaper life of the city, his energies being applied with notable success to the husiness and financial end of his publication. He was a man of kindly and generous character, liberal in donation to public charitable institutions, while many have been assisted by his private benefactions.

EDITORIAL NOTES.

These are the days of stocktaking for com

The Calgary Eye-Opener has the following reference to Mr. William Cousins, a former

An acceptable successor to the late Senator Talbot, whose passing away has left a vacancy in the Senate, would be William Cousins of Medicine Hat, one of the earliest ploneers of Western Canada. Mr. Cousins, an ex-mayor of the Hat has slwave taken a very active and prominent part in public affairs and enjoys a measure of respect and popularity that few westerners who have weathered the early struggles of the old territorial period can boast of today. He is one of those chaps whom a mass meeting instinctively selects for chairman, and when a new association is nature, it is almost a foregone conclusion that Bill Cousing is invited to be president or director. Full of pep and energy where the best interests of the general public is concerned, this very able westerner would be a distinct acquisition to the country in the capacity of a full-blown senator. He would quickly cure the Senate of its sleeping sick-

IN THE JUG.

[London Tit-Bits.] Four gills one pint; two pints one quart; four quarts one gallon; one gallon one quarrel; one quarrel two fights: two fights four policemen: four policemen one magistrate; one magistrate one

MAN. MADE [Boston Transcript.] God made the country, but man made the billboards that disfigure it.

[Chicago Tribune.] It is a remarkable sidelight upon the character of 3.000.000 people that they can and do submit to routine as the coal restrictions brought, with such

unfailing good humor. Men who are losing the entire profits of their year's business, wage earners who saw their little bank accounts shrinking, even children who knew that their Christmas dreams were imperiled, submit and obey the ruling of the authorities for the conservation of coal so that in even graver emergency

the city may not freeze or starve, During the progress of the war we comforted ourselves with repeated assurances that we were learning invaluable lessons in self-sacrifice for an ideal, a more closely knit social fabric, democracy and economy. With the end of the war, both here and abroad, peoples swung to the opposite extreme. Foreign nations quarreled over the spoils. Americans entered upon a period of selfish competition and dangerous extravagance. Those who noted only the feverish reaction said to each other: "The world has learned nothing from the war."

But the American people have learned lessons however, subconsciously. Conditions growing out of the coal strike are bringing the proof that one lessons has been well learned. It is the lesson of organization, self-control and obedience to authority

WASTAGE OF LIFE.

[Owen Sound Sun-Times.] The most lamentable of all present day waste is the preventible waste of life. Much has been written and done to lessen the enormous annual waste by fire, especially by bush fires ,and rightly. Little, comparatively, is ever said or done to diminish the annual total of preventible deaths. A gentleman was heard saying lately of a so-called accidental death: "Accidental! Nothing should be called accidental that might have been prevented.' And is not that correct?

almost criminal to shirk the hazard of a life for a life or lives. But, to risk life in a mere adventure or for the sake of making or breaking records, of for the winning of a valuable prize, is foolish, if not wrong. And to risk the lives of others for the sake of gain, or for mere display, or to gratify a mania for speed, is certainly criminal.

Under this last head may be classed a very large percentage of the preventible deaths reported daily.
One reads with amazement that this year in Toronto alone, up to December 15, 53 peo as the result of automobile injuries-more than one a week. Steam railways killed 14, and street care 13; 17 were drowned. In all, in 111/2 months there were 314 "violent" deaths. That is an arres total; an average of nearly one a day. In the United States, where mortality statistics are classified, the report for last year was: Deaths resulting from falls, 11.114; railways, 8.649; burns, 6.830; automobiles, 6.724; drowning, 5.550; street cars, 2,277, etc. Canada's totals might not be as large in proportion, but they would be shamefully large. most notable thing in these large totals is that the largest is from "falls." probably on account of hazards involved in their erection, combined with as to risks. Both there and here there is need of more urgent means being taken to lessen the scan-dalous totals of preventible deaths, which are out of all proportion to any gain made by the enormous

From Here and There

Fuller Bunk says: The conversation of some persons who live in apartment houses is usually

THE SWAP. [Chicago Tribune.]

Of all the presents I received, By every fondest test, Three there are, I'm almost sure, I would have loved the best.

That little pitcher for the cream, So Dresden, and so frail-It would have been a treasure, but They broke it in the mail.

And then that little perfume gift, 'Twas labeled "New Mown Hay"-Twould not have spilled away.

and last of all that handkerchief, It would have grown so dear, But that I recognized it as The one I sent last year.

THE KEY OF HAPPINESS.

[Prairie News.] It is very difficult to realize it sometimes, and it is very hard to our pride to admit it when we do we should let get hold of us, and stay with usthat the joy and happiness and satisfaction of our much lives depend very much more upon ourselves and we are than upon the kind of things that happen to us.

AN APPRECIATION.

rst John Globe.] One of the most thoughtful of the season's many seasonable incidents was the gift of smokes a rominent businessman sent to the postoffice, accompanied by a letter expressing his appreciation of the kindly courtesy shown him by postal officials during the year. Kindness and courtesy are outstanding characteristics of civil service officials in St. John, and this expression of appreciation to one branch of the service must have lightened the burdens of the busiest and hardest week of the year's effort to give the public the best possible

A DECORATION DECLINED.

Admiral Sims, in charge of the American navy verseas during the war, in a recent letter to Secretary Daniels, declining to accept the Distinuished Service Medal offered him by the American Government, complained that his recommendations not followed, but were edited at headquarters His letter, almost certain to lead to investigations. is of interest in Canada as well as in the States, because it deals with a matter that has smallest chance that she might. When the subject of much talk in both countries. Canadian officers back from overseas tell shorter than he had expected. "editing" of recommendations, and there read it carefully, and then sat down to sequel?" were her first words. are stories of headquarters interference, resulting puzzle it out. in awards and decorations for those who had not been recommended, and of the passing by of others lish in places is beautiful, and if there they won't do anything with it. I work had impressed their officers. there is of truth in stories of this kind it is impossible to say, but the attitude of Admiral Sims on the market. The end was horrible lends color to rumors long current, and opens the way for explanations, if explanations are in order.

THE CRITIC.

My father says the paper that he reads ain't put up right.

He finds a lot of fault, he does, perusing it at night. He says there ain't a single thing in it worth while

And that it doesn't print the kind of stuff that people need. He tosses it aside and says it's strictly "on the

But you ought to hear him holler when the paper doesn't come.

He reads about the weddin's and he snorts like all He reads the social doin's with a most derisive

He says they make the papers for the wimmen

folks alone. read about the parties and he'll fume and fret and groan. He says of information it don't contain a crumb-But you ought to hear him holler when the paper

He's always first to grab it, and he reads it plumb clear through He doesn't miss an item or a want ad-that is

doesn't come,

He says "They don't know what we want, then durn newspaper guys; I'm going to take a day some time and go and

put them wise. Sometimes it seems as though they must be deaf and blind and dumb"-But you ought to hear him holler when the paper

MERELY A DETAIL. Birmingham Age-Herald.

"I see where an heiress married a waiter." "Oh, the match isn't so bad. He already had the manners of the fashionable world. It will only be necessary for her to break him of the habit of

carrying a napkin on his arm." WOMEN'S RESERVE POWER.

[Ohio State Journal.] Nobody else can leave the impression of holding reserve so much detailed knowledge of the utmost rtance as a neighbor woman when she tells you that some other neighbor woman concerning hose health you inquire is doing as well as could

be expected.

GERMANY'S FIRST PAYMENT. [New York Sun.] Herr Erzberger, German minister of finance, has announced that a great part of the 20,000,000,000 marks payable to the Allies under the terms of peace has already been delivered. This is welcome news. The money itself should go far toward paying for the restoration of devastated parts of Belgium and France and mending the shattered economic life of others of the allied powers. The commencement of payment indicates that conditions in Germany are by no means beyond hope

The new republic is making an earnest effort to

pay off its obligations, and has not proclaimed the

nation a helpless bankrupt, as some feared. It

will be remembered that France, after the war o

1870-71, paid the \$1,000,000,000 indemnity imposed upon her by Bismarck with starting promptness.

THE BACK YARD'S STORY. If you want to get acquainted with your neighbors, take the alley instead of the sidewalk a fer

There are a lot of things on back porcher, and behind woodsheds, that never mar the smoothness of the front lawn, much about folks when they emerge from their front door, all dressed up, and the children togged out, but you take the alley

clothes line and the garbage, can and the woodshed, and you'll know all about them. One house on our alley has four quart milk bottles on the back porch every morning. But one family, with three children, lives in that house, and they have no garage, nor do they have much silk on the line, but we notice bacon and beefsteak and fresh eggs in the pantry window,

and the children from that house have the reddes cheeks and the brightest eyes and the best manners Then there is one family that takes a quart o mik for a pampered poodle, a poodle that is so fat it wheezes; that mopes about back of the kitchen

range, hating itself and all the world. Some back yards were vegetable gardens; some were flower gardens; some were dumping places.
We notice that the yards that were gardens in mer have no empty tin cans for the garbage

can in the winter. Many places have no clothes lines; the wet wash man serves them, and these places, strange to say, are usually the ones where the children and no heavy household duties.

The big families, the busy women, do their own washing usually. And every aft noon you will find them at home; the childless hous a are vacant many afternoons, and their fireside smoke indicates that meals are irregular.

Go down the alley some morning and look them You might take a brief squint at your own rear We discovered several things near our own allegate that

The Advertiser's Daily Short Story

A SEQUEL NECESSARY.

It was just a common red, clothbound book, and the sale price was only 50 cents, but to Crawford Mugan t meant more than all the other books in the world. He had read and reread it, but still he was not tired of it. the paper on the wall of his little sitting-room, but still he loved every word of it. As he finished reading it be."
for the fourth time he closed the

over with pride. In large type was the title, "A Girl very small type appeared beneath it. He did not mind the smal type in sense to know that the large type would be used for his name after he and sat to work at it with a will. became known to the public. The, It was nearly a month before the you the story?" he asked.

get her honest opinion. Crawford waited for days after he

take offense at, but there was just the the telephone hadn't rung. her letter came the criticism was much cooled down immediately.

The story is entrancing. You Eng-What had been more local coloring it would have eclipsed all the other new book -a sequel necessary," He could understand all, but the last

sentence. He had thought he had conventional way. What did she mean as certainly cure you. Soc a box; all dealers, by "a sequel necessary?" He turned or Edmanson, Bates & Co., Limited, Toronto

fully. It left the heroine of the story I guess." making preparations to be married to the doctor, who had helped her with they were?" she asked indignantly, her charity school. Perhaps that was what she objected to. It would be out of place if the doctor hadn't spoken yet, but he felt sure he had. How he wished he was the doctor, and had the book?"

privilege of asking Luella to be his Yes, that was what Luella objected to, he found when he called her by telephone, but she was unwilling to

suggest the change. "It would have been very much more the man who had the most minor part of all in the plot." she said as a parting shot. "The doctor is really nothing more than a friend and never will quested.

The fourth time he closed the Covers carefully and looked the volume Crawford. But whom did she mean by the man who had the most minor part sented himself when Luella entered the in a Thousand," and his own name in of all? He read the whole book again. It came to him life a flash, and his too, and something stirred within Crawface glowed with pleasure. Why hadn't he thought of it before? Of course. to have it there at all. It was the first book he had been supccessful to the book and went out for a walk first book he had been supccessful in the park. Before he returned he had He took the carbon copy of his story, enough to have published, and he had thought out the plot for the sequel, and was about to read it, when he

but it is a fact nevertheless, and a fact story was what concerned him more. sequel was in shape for the publishers, How would it be received? It was and after he had submitted it he answered. better than some of the so- waited anxiously for their decision. It | "Well, I am going to tell you another called best sellers, and he hoped it would be harder than usual to get a story before I read this, to make sure would make a name for him quickly, story returned after having one ac- that I have not been too daring in If he could get an unbiased criticism cepted, he felt. The sequel was much sequel," he said with a smile, but he from someone who was really his better than the first story, he was was quaking inwardly. friend-someone who wouldn't think he sure, but the publishers had queer ideas had a "swelled head," and try to take of things and were not to be depended, tinued, "an old, old story-the oldest it out of him by unjust, adverse criti- upon. The short stories he had con- story in existence—the plot that all cism, or someone who wouldn't flatter sidered his best ones were the ones stories are founded on." While he was him, he would feel much better about the magazine editors returned, and it speaking he had edged closer to her, Who was there he could depend would likely be the same with books, and had taken her hand in his. Alupon to tell him the truth about it? If they refused the sequel he would though, as he had said, it was an old There was his mother away back home, so out of writing stories altogether, story, to them it was the newest and but her love and pride would make her The pairry sum he got for them didn't most wonderful story of all, and when blind to the faults of the book; Luella make all the hard work worth while. he had finished his story of love and was the only other person he cared to His income would be sufficient to keep received her confession of a discuss it with. What would she think, him comfortably, so there was nothing feeling for him, they sealed their com-Even she could not fail to see to worry about. Althought he tried pact with a kiss that did credit to ever that he had taken her and her charity to make himself think he wouldn't care a writer of love stories. school as a basis for his story. He if it was rejected, deep down in his; would get her to read the book, and heart he was very anxious that it "I have just told it to you. I married | should be accepted.

had mailed Luella the book for her ing he got a curt note from the pubschool. Is that what you wanted?"

Artifolium Ha had not called for some- lishers, telling him they would not be "Yes," she laughed. "But you know how he couldn't face her until he had able to risk publishing the sequel, he t was only a story, and if I had though her opinion of his work. He was sure tore it to bits, and would have taken you would have taken me seriously, there was nothing in it that she could out his anger on the surroundings if It was Luella on the wire, and he

> "How are you getting on with the I have tonight. You see, after all, a "Punk!" he answered grimly. "I have ness." just got word from the publishers that

another day with Itching No suring disposing of the characters in the Chase's Ciniment will relieve you at once and

to the last chapter, and read it care- should have left things as they were, "Were you satisfied with them as

> "Well, not exactly," he confessed. "I like the sequel much better. "Was your sequel very good? Was it

> as up-to-the-minute as the first

"It was rather daring." 'In what way?" "In the way I married off the

the sequel." "Is it changed the way I wanted it?" "I am not sure, but is is changed to my liking, if you had made me marry the way I wanted it-the way I hope it will turn out in real life." That seemed to satisfy Luela. "Bring

> Crawford took great pains in his dress that night, and it was a very fashionable and neat young man that predrawing-room. She was at her best, ford as he felt the clasp of her hand.

"Read me the sequel," she interrupted, as he started to talk of other things.

hesitated. "Would you mind if I told "I would prefer you to read it," she

While he was

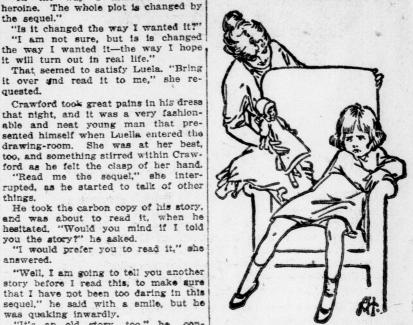
"Now the sequel," she said. my heroine off to the man who wrote When after a number of days wait- stories for the kiddles in the charit, a sequel."

"If you hadn't, I don't think I would ever have had courage to ask you what time you certainly need sequel was necessary to our happi

HERMITAGE BALL EXPENSIVE. No, we should not say that, rather, exclusive, out of the ordinary, something different or unusual and well worth the money. Just like that better r otruding class of jewelry sold by John A. Nash. My Jeweler. He sells brilllant shoe operation buckles and hair barretts, just the thing for any ball. His store is 20

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When you are "wide awake as an owl" at night, and can't "keep your eyes open" in the day



"A Brooklyn Eagle writer says that the Little Red Schoolhouse must get rid of the Little Red Teacher. A little better pay for teachers might solve the problem."-San Francisco Bulletin.

ally buy.

Will Prices Come Down When Packers Unscramble?

"The consumer doesn't care a snap of his fingers about the dissolution of a trust unless it means lower prices or better quality, or both," says the New York Globe, which sees "no reason to believe that the withdrawal of the packers from all lines except meat and dairy products will benefit the consumer an iota." On the other hand, Attorney-General Palmer telegraphs THE LITERARY DIGEST that "The practical benefits to the public will come from opening up the channels of trade in food lines to competing producers and distributors of food freed from the menace of the all-powerful packers' organization." The packers themselves, however, are not so confident about the effect on prices. In answer to The Digest's interrogation on this point, Mr. J. Ogden Armour telegraphs that "it is impossible to forecast the probable effect the dissolution will have upon the high cost of living." Messrs. Louis F. Swift, Thomas E. Wilson, E. A. Cudahy and Edward Morris practically agree with him in that conclusion.

There is scarcely any other subject that so vitally concerns the public as that covered by the leading article in THE LITERARY DIGEST for January 3. The Digest has secured statements from the highest sources representative of every angle of opinion upon the recent decision of the packers to withdraw from all lines except meat and dairy products.

Other articles of great interest in this number of The Digest are:

The Irish Republic

A Brief, But Impartial, Explanation of Irish Question, Accompanied by Map of Irish Republic, Showing Result of the General Election, December. 1918.

Shipping Lenine's Friends to Him Lloyd George's Plan to Make Two Irelands

Woolen Industry to Hit H. C. L. Nation-Wide Traction Troubles Why Milwaukee Insists on Berger Russian Complaints Against Allied "Help"

Canada's Exchange Worries Can Turkey Be Trusted? Europe Watching American Labor Flying Without Wings Tapping the Earth's Internal Heat The New Play, "Abraham Lincoln" Seventy Miles an Hour on Water High Schools and Democracy Returning Our Dead From France A Minister Takes a "Job on the Side" After-War Hatred of Jews in Germany

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