

London Advertiser

Member Audit Bureau of Circulation.
MORNING EDITION.
12c per week. Outside By Mail.
\$6.00 per year. City \$4.00 per year.

NOON EDITION.
\$4.00 per year by mail.

EVENING EDITION.
12c per week. Outside By Mail.
\$6.00 per year. City \$4.00 per year.

3670 TELEPHONE NUMBERS.
Private Branch Exchange. 3670
From 10:00 p.m. to 9:00 a.m., and holidays, call 3670.
Business Department, 3671, Editors, 3672, Reporters,
3673, News Room.

Toronto Representative—F. W. Thompson, 57
Mail Building.
U. S. Representatives—New York: Charles H.
Eddy Company, Fifth Avenue Building, Chicago:
Charles H. Eddy Company, People's Gas Building.
Eastern: Chas. H. Eddy Company, Old South Build-
ing.

THE LONDON ADVERTISER COMPANY,
LIMITED.

LONDON, ONT., THURSDAY, NOV. 23.

LLOYD GEORGE'S PLANS.

HAVING GUIDED the empire in the success-
ful prosecution of the war, Lloyd George
announces that if returned to power he will
resume his pre-war program of domestic reforms.
Having helped so conspicuously in the righting of
world wrongs he will now devote his energies to
ills at home that for years have been crying for
correction. The Union Government's platform
declares war on the slums, those hideous scars of
the old land. Former efforts to abolish these
wretched conditions were blocked by the land-
lord element in the House of Lords. With that
body tamed to take its orders from the Commons
there will be nothing to interfere with the wiping
out of certain tenement sections of London, Glas-
gow and others of the great cities. With their
passing will vanish breeding areas for crime and
degeneracy and a sweeter England will be the
result.

The little Welshman also promises to bring
sweeping and radical reforms to agriculture. He
is for putting large numbers of returned soldiers
on the land. This will mean another blow at
"entrenched privilege." It will necessitate the
breaking up of many vast estates, as the greater
portion of the cultivable land of the United King-
dom is in possession of the few. This will not be
accomplished without a fight, but the sentiment
of the nation as a whole will be with the premier.

No English statesman of recent times seems
to have so clearly diagnosed England's internal
troubles or so aggressively and effectively
furnished remedies. Having soundly trounced
the Hun he is again rolling up his sleeves to take
a fresh fall out of conditions that are responsible
for much misery and unhappiness. Old England,
which has so magnificently contributed to the
making of the new and happier world that is
looming up, must look to her own cleanliness and
decency, and no better man could be found to lead
the drive against poverty distress and wretched-
ness at home than the courageous, tenacious and
resourceful Lloyd George.

NOT TRUSTING THE HUN.

IT IS REASSURING to learn that the Entente
leaders are taking no chances with the Huns.
The announcement that an Allied squadron
will enter Kiel and Wilhelmshaven to see that
armistice instructions as to disarming are carried
out proves that the victors consider the late
enemy the same old untrustworthy Prussian. A
chivalrous decent foe, whose word could be de-
pend upon would be spared much humiliation.
Such lying blackguards as the Germans have
shown themselves, compels the Allies to take the
only safe course, that is to back up every demand
and agreement with ever-present physical force.
For a time there was a fear throughout the En-
tente world that its war chiefs would loosen some-
what their grip on the enemy's powers to do mis-
chief. But it is evident that "treat 'em rough"
is still to be the motto of the German war lords.
Tamm, Beatty by sea and Foch, Haig and
Pershing by land will keep up a steady, relentless
pressure that will in time exact from Germany
every condition forced upon her by the Allied
triumph. Germany's word for it that the armistice
agreement is being carried out will not be
sufficient. Berlin's bond is worthless.

It is well that the Allies are taking the stand
that the enemy cannot be trusted in the slightest.
Treachery of the blackest kind has been used by
Germany at every turn during the four years of
war, and it is not to be supposed that overnight
she has been reformed. Germany has been con-
quered, but not converted, and it will be only the
ceaseless policing of the Entente that will prevent
a resumption of the old ways. It is not to be sup-
posed that the militarists in Germany have been
entirely stripped of their mischief-making powers.
The pan-German and the junker, the whole Pots-
dam-Essen gang, will continue to plot and plan
for a "come back." There is undoubtedly an
element in Germany today sincerely striving for
a decent democracy, but the broad masses of the
nation have been intensively educated to follow
blindly the "shining sword," and it is on this the
monarchists will rely in their attempts to restore
the old regime. The Allies must see to it that not
a single left to the once great war machine that
could be turned into a weapon, and the one sure
method is to see to it that every condition of the
armistice is carried out promptly and completely.

BOOMING PERSHING.

OUR GOOD friends and Allies across
the line rightly consider there is
no honor in their great nation that is
too good for their great war heroes. The
supreme gift of the presidency was bestowed
upon General Grant when his generalship saved
the American Union from disintegration. Follow-
ing the war with Spain a strong effort was made
to send Admiral Dewey to the White House. Now
a campaign has been launched to land General
Pershing as a candidate for the presidency in
1920. It would be childish to suppose that the
sole motive behind the movement is the reward-
ing of the American commander's services in
France. It is rather significant that the group
which organized the boom is made up of Republi-
cans. With the soldiers' vote certain to be a
factor in the next presidential elections, Persh-
ing's war record would furnish a strong
weapon for a drive against the Democrats, no mat-
ter how big a man may lead them to the polls. It
may be too early to take the Pershing boom seri-
ously, but unless he possesses qualities hitherto
unsuspected to the outside world the American
commander is hardly the man for the super-
man's task that awaits the next occupant of the
White House. General Pershing is a first class

fighting man. The fine dash and superb morale of
the American troops attest his excellent leader-
ship, but as a statesman could he measure up to
the Lloyd Georges and Clemenceaus who are
likely to guide America's overseas associates in
the work of reconstructing the world? Washing-
ton's part in the making over of things is going
to be so big and important that her present allies
will anxiously hope that only the most capable
men for the task will be started in the presidential
race. It will be no job for an amateur. If a Wil-
son, a Roosevelt, a Root, a Hughes, a McAdoo is
selected it will mean, in the view of other nations
who will have to share in shouldering the world's
burdens, that the stupendous problems that must
be faced will be the more easily overcome.

EVILS OF POLITICAL CONTROL.

UNDER the caption "Placeholders by the
Million," the New York Post points out
some grave dangers that threaten the United
States through the Government's taking over
of telephones, telegraphs, railways, express com-
panies, etc. It might be well for the rulers at Ot-
tawa to consider the following criticism of a
state of things which to some extent is taking
place in this country.

"If so worthy and useful an organi-
zation as the National Civil Service Re-
form League will forgive us for saying
so, the decision of its executive com-
mittee to appoint a special committee to
devise a plan to keep 'the evils of politi-
cal control' out of the railroad, tele-
graph, telephone, cable and express ser-
vices so long as the Government runs
them contemplates altogether too weak
a remedy against an enormous danger.
If the State Socialists at Washington are
allowed to have their way and continue
in peace the Government's administra-
tion of the great services of transporta-
tion and communication; if those two
million or more of employees are to be-
come civil servants, the introduction of
civil service rules will not prevent nor
palliate the use of those millions as a po-
litical machine.

"It would be difficult to dislodge an
administration and a congress that sat-
isfied the demands of this army of em-
ployees. A government in charge of the
telegraph and cable system could manu-
facture and direct or color news and
opinions. Its well-paid and continually
growing force of two million could be
depended upon not to strike the hand
that fed them.

"The National Civil Service Reform
League does well to call public atten-
tion to 'the grave danger to popular in-
stitutions existing' in government ad-
ministration of these vast and vital
public activities; but the right and only
sure way of avoiding 'political control'
is to end as soon as possible, subject to
existing engagements, government con-
trol of those activities. It is poison to
democratic self-government."

EDITORIAL NOTES.

Sir Sam Hughes says he doesn't like order-
in-council government. Shake, Sir Sam!

All the teeth of the German navy have been
drawn, and the world will see to it that she
doesn't get a new set.

Ezberger whines that Germany will suffer
terribly if the armistice terms are not modified.
Well, that's all right.

The "peace celebration" dinner at Toronto
is now appearing in its true light. The Toronto
Telegram has dropped all camouflage and refers
to the Thursday evening feast as "the banquet in
honor of Hon. Robert Rogers." Judging from the
list of Conservatives, office-seekers and rewarded
ones, who have signified their intention of attend-
ing, there are a good many who still wish to con-
tinue in the Hon. Bob's good graces. The Tele-
gram says Sir Adam Beck is one of them.

FROM "A DAUGHTER OF CANADA."

To the Editor of The Advertiser:
Attached find a clipping from the Toronto Telegram of
Friday, November 22, 1918:

"All was not peace at the solemn ceremony
wherein the Queen's Own Chapter, I. O. O. E., un-
veiled their honor roll this week. It started when
'O Canada' was sung as Canada's national anthem.
'Why should this chapter sing 'O Canada'?'
It isn't Canada's national anthem; it's just the one
Quebec is trying to foist on us."

"So one woman rose and protested.
'I'm glad one woman's had courage enough
to protest at that song,' whispered another woman.
'I've been disgusted every time these last four years
that that thing has been sung here. To think that
Ontario has adopted the song of a province of slackers
and that they would even sing it at the unveiling
of an honor roll to our boys!'"

O Canada! our homeland, strong and free;
Fair are the lands that spread from sea to sea.
Thy mighty mountains soar, dear land, close to the smiling
skies.
Thy children sing, with one accord,
O Canada, arise!
O Canada! our homeland, strong and free;
Fair are the lands which spread from sea to sea.
And with our lives we'll guard thy liberty.

O Canada! blest with the wealth of kings,
From land to land thy eternal rings.
Fearless and bold, thy brave sons
Will guard thee, night and day.
Our glorious land will never bow to any tyrant's sway.

Will someone kindly tell us just what the honor roll
of the Queen's Own Chapter of the I. O. O. E., consists of?
Surely it cannot be names of men of the Canadian Ex-
peditionary Force. I feel like singing "O Canada" every
time I see a man in Canadian uniform or wearing a re-
turned soldier's badge. And when I look at men maimed
for life and reverently think of those who gave life itself
that Canada might be a free nation, I humbly pray, "Oh,
God, make us worthy of their sacrifice. Surely imperialists
would allow us, as Canadians, to rejoice in our Canadian-
ism. Or is it possible that our patriotism for the land of
our birth and homes, together with all our natural and
national resources and utilities, must show undue modera-
tion. I think it is time we had an organization known as
I. O. O. C. Canada.

A DAUGHTER OF CANADA.

Toronto, Nov. 23, 1918.

TAKING THE KAISER'S "PROPERTY."

Every pennig's worth of property, real and personal,
held by a man named William Hohenzollern came out of
Germany taxpayers' nest or present. It is the common be-
lieve that he is one of the richest men in the world. He is
even accused of profiteering more grossly than anybody
else in his country after this war began. If the Ebert
regime in Berlin, as reported, has confined itself to a se-
cure of the crown lands, it has shown undue moderation.
And if it can be proven that the real ownership of large
tracts of land in our Northwest and in Canada is the
kaiser's though such ownership be never so adroitly
camouflaged, Great Britain and the United States will have
no hesitation in taking over that land, as they will have
no hesitation in seizing any securities held here for William
Hohenzollern. Other Allied countries should do the same.
And whenever or wherever taken, the kaiser's "property"
will be devoted to the same end—paying the bill for the
kaiser's schrecklichkeit. This is not his punishment for
crime against humanity.

TOMBOY TAYLOR.

By FONTAINE FOX.

(Copyright, 1918).



Direct result of mean old Aunt Mary's having caused Tom-
boy Taylor to get a whipping.

BITS OF BYPLAY

BY LUKE MCLUKE

(Copyright, 1918.)

Still.

The wise moonshiner doesn't blab,
He talks but little, Bill;
You very seldom hear him gab,
He knows how to keep still.

Horrible!

"Debt makes a man desperate and
often prompts him to do terrible
things," said the Old Fogey.
"That's right," agreed the Grouch.
"I once knew a boarder who got so far
in arrears that he had to marry his
landlady."

Impromptu.

Don't bother him! Keep out! Beware!
Stay well beyond his reach!
For he is trying to prepare
Tonight's impromptu speech.

The Wise Fool.

"You can't drown your sorrows in a
drink," observed the Sage.
"No," replied the Fool, "it takes about
eighteen drinks and a cigar."

No Joke.

The fellow who can make good friends
is certainly in luck;
For when a fellow buys his friends,
He's certain to get stuck.

Huh!

"It says here that a Missouri man
boasts that he has an umbrella that
has been in his possession for twenty
years," said Smith.
"Well," replied Jones, "that's long
enough. He ought to return it."

Gosh!

It must be pretty damp around
Mount Olivet, Ky. Anyway, you can
always see A. Dewey Day in that town.

Ach, Himmell!

A German who lived in Metz,
Said: "Now I lose all of my betz!
The kaiser is whipped.
Of power he is stripped,
And we'll have to pay off his debt."

"Not at Home."

[From a Western Magazine.]
"Not at home" is really not a lie at
all. A lie, according to this theory, is
a misstatement of facts, calculated to
deceive and deceiving. But when a
caller is told that Mrs. So-and-So is

"not at home," she is not expected to
believe it, and does not. It is only a
polite form of declination to be seen,
sparing the feelings of both caller and
hostess.

Hoora!

Pte. R. P. Sablin, Company C, Eighth
Battalion, Springfield, Mass., says that
while the kaiser's hair is turning grey,
he hopes it won't be long before the
kaiser dyes.

Well, Well!

[Headline in Charlotte (N.C.) News.]
"Weeds, Shoes and Cattle Trained to
Answer Bugle Calls."

Watch Us Grow!

The Columbus (Miss.) branch of the
club has been organized with the fol-
lowing members: Sallie Topp, Moses
Dunn, William Fell, Laura Felt, Carrie
Irons and Minus Short. We have ap-
pointed Minus Short president of the
Columbus (Miss.) branch.

Learn One New Thing Each Day.

Ferns are very fond of castor oil.

Names Is Names.

Dayton Beabout lives in Marietta,
Ohio.

Things To Worry About?

Turkey has been dry for 500 years.

Our Daily Special.

A Man Always Prays For Twice As
Much As He Needs.

Luke McLuke Says

It is the easiest thing in the world to
make yourself popular with the average
man. All you need do is to sit still and
listen.

A woman could make over an old hat
so that her own husband wouldn't re-
cognize it. But she can't fool another
woman that easy.

All of the upholsterers are not men.
A whole lot of them do business under
the name of dressmakers.

Another reason why men get married
is because a parrot costs \$15 and a mar-
riage license costs only \$2.
If fifty mirrors tell a woman that she
is homely, and one man tells her that
the mirrors are all liars.

Men and women both get their rosy
complexions out of a bottle. But the
men take theirs inwardly.

They may have been both the same
age when they married. But when
Friend Husband is 40, Friend Wife will
be 25.

You call me flinty of heart, but so will
you be, Molly, if ever you come to feel
the full, stinging thud of the fall from
the lap of luxury to the cold, stone floor
of poverty. I hope you never may,
but I'm sure your letters are full of
comforts. Lovingly, BESS.

That night the little music teacher
cried herself to sleep and the next
morning she said to herself, as she sur-
veyed the pale face which looked at her
with weary eyes from her mirror:
"Don't you let me catch you weeping
again over Billy Dempster. He doesn't
care a fig about you and he wouldn't
weep over anybody!"

By the time she reached the studio she
had fully made up her mind that she
hated Billy cordially, and that if
she didn't write him to write her a
letter she would return it to him un-
opened. It was several days later that
a special delivery letter, bearing a Col-
orado postmark, reached Miss Court-
land, and after the messenger had gone
she stood gazing at the envelope
scarcely able to believe her eyes, while
the waiting pupil at the piano wonder-
ed what was about to be disclosed.

"Billy's writing!" gasped the teacher.
"No—no—I'm getting her wrong—
it can't be—he doesn't know my ad-
dress, and yet—"

"Why don't you open it?" suggested
her pupil, and, forgetting her late de-
termination to put Billy Dempster out
of her life forever, Miss Courtney open-
ed the letter with fingers that trembled as
though she might have the palsy.

"Dear Bess," it began, "I wrote to
Molly De Voss two weeks ago for your
address, and she told me today, 'How are
you, anyway?' It seems a lifetime since
I saw you. What are you doing, and
how are you getting on? At present I am
Molly didn't answer a single question I
asked, so I shall wait anxiously to hear
direct from you about your work, your
husband—if you have one; in fact, tell
me all about everything. As ever,
yours, "BILLY."

Miss Courtney's black eyes snapped
and she crushed the letter in her hand.
"To write me a letter like that," she
gasped, "after waiting a whole year to
even ask for my address!"

During the following week she wrote
six replies to Dempster's letter and tore
each one to bits almost as soon as it
was finished. The seventh she thought
somewhat tart, but concluding it was
better than no answer at all, she finally
sent it.

"Billy (it ran): I probably need
not tell you that your letter was a sur-
prise. When an old friend leaves you
and you feel as though you are in your
life without even a good-bye, and for a whole
year forgets that you ever existed, a
letter from such a one is apt to come as
a surprise; don't you think so? Since
you are alive and are good enough to
feel an interest in knowing that I am
too, I don't mind telling you that I am
very well, and as for the future, I am
in my work very much. I have no hus-
band in sight, and if I ever acquire such
a possession will be because his pok-
ets are so well lined with gold that it
would be folly for me to let him slip
through my fingers. At present I am
very well and contented. Sincerely,
"BESS COURTNEY."

If Bess could have seen Dempster
when he read this letter all idea that he
was a careless or that he was
deceived as to her own feeling for him
would have vanished as a June frost.
He the first to come to her and show
himself to live through the next week until
an answer to her letter arrived. Then,
one morning, as she was leaving the
boarding house for the studio, the post-

Mark Well—

The full measure of honest market quality
and value, is put into every genuine packet,
with the selling price on each.

This is the public safeguard—

"SALADA"

The Tea with Every Virtue that is worth
consideration. "Try it To-Day".

blinded her and little shivers of shame
chased themselves up and down her
spine at the thought of her own sordid-
ness; but through the tumult within
her, her heart kept singing, "Billy is
coming—Billy is coming!" She had
only just removed her wraps at the
studio when Billy came, and there, from
the safe shelter of his arms, she said
to him:
"Billy, dear, I'd have jumped at the
chance to share your lot any time and
any place, if you hadn't had a thing
in all this world but a penny with a
hole in it."

Remarkable
Overcoat
Values

Genuine surprise is expressed here daily by
men who've looked around at the values in
Overcoats we show. Cloth qualities that are
scarce in most stores at any price are here
in most liberal assortment and at prices that
will surprise you by their modesty.

British Melton Overcoats

Always serviceable, always dressy, splendid
garments, in mid grey, dark grey and black,
standard trench and ulster styles.

\$22.00, \$25.00, \$26.50, \$28.00, \$30.00.

Solid Comfort Ulsters

Splendid garments in pure wool tweeds, frieze
and witney cloths. Scores of patterns, in
browns, greys, tans, greens, etc.

\$18.00, \$20.00, \$22.00, \$25.00, \$28.00, \$30.00.

Belted Trench Coats

Swagger garments, with style in every line.
Classy tweeds, witneys and meltons, in smart
patterns and plain green, browns, greys, etc.
A wonderful selection of handsome garments.

\$18.00, \$20.00, \$22.00, \$25.00, \$28.00, \$30.00.

Boys' Clever Overcoats

Let's show you this big range of Boys' Clever
Overcoats, in the popular belted models—un-
usually good tailoring and styles that are
duplicates of the smartest men's garments
shown—youthful designs and colors; sizes 25
to 35.

\$7.95, \$8.95, \$11.00, \$12.00, \$13.00, \$14.00,
\$15.00.

Christmas Mufflers
Neckwear and Gloves

Wise buyers are already choosing gifts
while assortment is at its best. Handsome
Silk Fringed Mufflers, in wonderful vari-
ety \$1.50 to \$3.50
Holiday Neckwear, in tempting patterns
and colors, at ... 50c, 75c, \$1.00 to \$2.50
Gloves in every wanted kind and color,
lined and unlined \$1.00 to \$4.50

Two Saturday Specials

BOYS' SWEATER COATS SPECIAL

\$1.79.

10 dozen Boys' Splendid Sweater Coats,
in grey, brown and blue, with contrast
trimmings, Penman's make. Sizes 26 to
32.

Men's Combination Underwear—"Pen-
man" make, cotton and wool mixtures,
winter weight, elastic ribbed, sizes 36 to
42. Value today \$3.50 \$2.48

New Waists

IN CREPE DE CHENE.

Fronts beautifully embroidered
in colors of maize, flesh, pink,
rose, peach, coral and white.
Special ... \$4.95 and \$5.50

Special
Sale of MISSES' COATS

Misses' New Winter Coats in all-wool cheviot cloths,
with wide belt, high waist effect. Convertible collars and
large button sets. Colors of navy blue, dark brown, taupe
and burgundy. Sizes 15 to 20 years. Very special \$20.00

10 dozen Ladies' Fleece Lined Knitted Underskirts
in grey only. A very warm, comfort-
able skirt. All sizes. Only \$1.49

Striped Habutai Silk
for Waists

A full range of colors. The fine washable
quality, 32 inches \$1.35
BLACK PAILLETTE SILK—Heavy weight
Lyons' dye, full 36 inches wide, and not
cut or crushed. Special per yard .. \$1.59

Shepherd Checks

For children's wear. Good washable quality,
40 inches wide. Your choice of three sizes
of checks, per yard 75c

Special showing of fine Velvets, Worrell dye, rich pile, 22 inches, in colors of
brown, burgundy, navy, open, purple, grey, green, rose and black 75c

White Bath Toweling

In 18, 20, and 22 inches. Extra
quality, 25c, 40c, 50c and 60c
Fine Huck Toweling, choice de-
signs, per yard .. 50c, 89c and 95c

Full Bleached Tabling

Fine quality, choice designs. Very special
..... 50c, 65c, 75c, 85c and \$1.00
A very fine range of Embroidered Pillow Slips.
Hemstitched and scalloped ends, per pair
..... \$1.25 to \$2.50

LONDON
LONDON EAST

R. J. YOUNG & CO.

TWO
STORES