

London Advertiser
Published by
THE LONDON ADVERTISER
COMPANY, LIMITED,
London, Ontario.
MORNING. EVENING.
TELEPHONE NUMBERS
3670 PRIVATE BRANCH 3670
EXCHANGE.
From 9 p.m. to 8:30 a.m., and holidays,
call 74. Business Department; 78,
Editors and Reporters; 1174, Composing
Room; 76, Circulation Department.
London, Ont., Wednesday, Nov. 16.

Do Not Be Fooled.

There is a determined effort being made to drive home the idea that in some strange way the present industrial depression is connected with the holding of an election in the Dominion.

Some speakers right in this city have had the hardihood to tell their audiences that there were certain industrial concerns that would start to go and go to work right after it becomes known that the Meighen Government is returned to power.

The whole campaign along those lines is plain, unadulterated bunk. Shops that are closed now were in nearly every case closed before there was thought of an election.

Premier Meighen himself has declared that much of the unemployment in Canada is due today to the doubt that some manufacturers have about the future fiscal policy of the Dominion.

When Premier Meighen gets down to that level he demonstrates that he is not in touch with business conditions in this country, or if he is, he is keeping his knowledge in the background, in order that he can make a biased appeal that is not in keeping with the facts of the case, as any businessman knows them to be.

Men engaged in the iron, steel and metal industries know very well that their lines have been flat for months back, with few exceptions. Canada, in common with the rest of the world, has been getting back to something like normal after the tremendous issues of the war.

During the war, and in the period of forced prosperity that followed, prices went out of all proportion to real intrinsic values, and it was known all along that sooner or later there would have to be a readjustment before business could go ahead again on anything approaching a permanent basis.

Any manufacturer knows that he was waiting to get his manufacturing costs in line with new conditions. He was not going ahead with a program that would stock his warehouses with high-cost goods which he would be forced to sell on a declining market. To follow any such plan would have been nothing short of commercial and industrial suicide for him.

These factories that have been closed, or that are holding back expansions they have been contemplating, are suffering from the national readjustment pains.

The trouble with too many people was that they talked very lightly about readjustment, but they never took it very seriously. It did not occur to them for some time that readjustment was a time when some person was going to get hurt. And once they did make the discovery they worked overtime to make certain that the somebody who was going to get hurt was somebody else.

That is the reason for our industrial trouble at the present moment, and Conservative speakers who go around the country trying to make it appear that the holding back is in order to see how the elections are going to turn out are absolutely misrepresenting facts, or else they are hopelessly out of touch with positive and well-known conditions in the business world today.

The Fiedling tariff brought Canada the best years it ever knew, and W. S. Fiedling awaits the sanction of the voters of Canada to go ahead and do it again.

In the meantime, do not be carried away with that nonsense that says factories are closed waiting to see what is going to happen on December 6.

It is pure, unadulterated Conservative bunk.

Guelph Winter Fair.

The directors of the Winter Fair at Guelph are going ahead with arrangements for their show, and indications point to a large entry list. A large entry list solves all the other problems, so the 1921 show is a success before the doors open.

Guelph is the logical center for a stock show. It is in the centre of a district that raises some of the finest cattle and sheep in the country. It is the home of the Agricultural College, and it should be of considerable value to the students of that school to have an opportunity of inspecting the exhibits that are gathered there.

The Provincial Winter Fair has been held in Guelph for 21 years. The city put up the building in the first place, not knowing how the venture was going to thrive. Later on the city put up another \$26,000 for buildings, and even now has an inadequate place to house the show, while the arena has a seating and exhibiting capacity that is quite inadequate.

Then someone will rise and tell you that the hotel accommodation is very poor in Guelph.

Very well, allow for all those defects. What then? Just this—when the Guelph Winter Fair opens from Dec. 2 to 8 you will see the place packed to the doors all through—you will see the greatest gathering

Not the Least Important Disarmament Visitor.



THE THICK OF THE FIGHT

Favors McCoig.

The Chatham News sizes up the political chances in this campaign, and fails to see where the Meighen party has a chance to lead a group sufficient to carry on business. Hence the News concludes: "There is nothing to be gained by this constituency voting for a supporter of a government that, by its own frank admission, is destined for the discard. Our choice is limited—so far as effectiveness or influence on the political situation is concerned—to Mr. McDermid, who leans strongly towards absolute free trade, and Mr. McCoig, who recognizes that the country's financial situation necessitates a moderate revenue tariff, revised along the same intelligent lines that brought such splendid prosperity to Canada after 1896. The choice will not be difficult, particularly in the light of Mr. McCoig's excellent service in the past."

Strange Faces Here.

Just where the Government secured any strength in the new men it took into the cabinet is hard to see or understand. The Toronto Star finds in the assortment neither strength nor beauty that any should desire them. Hence its sizing up of them in this way: "The four new ministers whom Mr. Meighen has called in to represent the French-Canadians, Messrs. Bellefleur, Monty, Normand and Fautoux, really represent nobody. Not one of them sits in Parliament, and not one of them could have accepted a portfolio if it had meant facing a by-election. They are cabinet ministers for the campaign only, and devoid of all responsibility are, doubtless, enjoying thoroughly a brief and glorious career in office. To be a millionaire for a month or a cabinet minister for two months—what experience could be more interesting? Such is the Government that is passing by just now. Those in it have strange faces and unfamiliar names. The Union Government should have returned its mandate to the country which gave it."

Murdock Hits Hard.

Stratford is a railroad centre, and the Murdock charges, being made by a railroader, are being watched there. The Beacon thinks they are of very material importance, and says: "Then there are the Murdock charges. Mr. James Murdock, prominent labor man, has made specific charges against the Government of frustrating the Board of Commerce in its efforts to check the ravages of profiteering combines upon the Canadian people. In an address at Port Credit Mr. Murdock gave the names of several cabinet ministers whom he charged with interfering with the operations of the Board of Commerce, and he has asked Premier Meighen's consent for him to publicly name some of the exploiting interests, but the premier seems fit to be silent. Instances such as these show pretty clearly that there is more than action in the charges that the Meighen Government's particular care is the special interests who were so instrumental in defeating the Laurier administration in 1911, rather than the masses of the people of Canada."

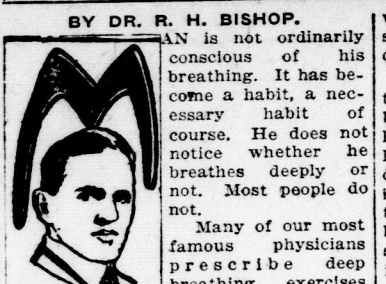
The Riordon Scandal.

The Winnipeg Free Press points out that Premier Meighen has been going around the country with a chip on his shoulder as a challenge for any person to come along and lay charges of queer work. It also thinks that in the Riordon charges, H. M. Ellard, the Farmer candidate

United States claims to be the

COMMON SENSE WAYS TO KEEP WELL.

BREATHING



BY DR. R. H. BISHOP.
It is not ordinarily conscious of his breathing. It has become a habit, a necessary habit of course. He does not notice whether he breathes deeply or not. Most people do not.

Many of our most famous physicians prescribe deep breathing exercises every day, since no one actually exercises his breathing apparatus regularly unless he is an athlete accustomed to regular feats of endurance.

A Russian author, who suffered a nervous breakdown, found, after repeated experiments of many aids to health, that a retired life in the mountains in which simple deep breathing exercises taken systematically formed the principal part of the program, brought about a permanent recovery.

Most working people are shut indoors throughout the day. Deep breathing is a source of great benefit to such people. They should seize the chance, whenever offered, to step outdoors and snatch a dozen or so deep breaths. One

would be surprised how greatly this simple exercise will offset hours of indoor living and breathing. Ordinarily only about one-tenth of the lung contents is changed at each breath. In deep breathing a much larger percentage is changed, the whole lung is forced into action, and the circulation of the blood in the abdomen is more efficiently maintained. Thus, the circulation throughout the body is equalized. Increased blood pressure due to nervous or emotional causes is lowered also by such exercises.

Breathing exercises should always be deep, slow and rhythmic and through the nose rather than through the mouth.

An Oriental breathing exercise which insures slowness and evenness of the breath consists of closing one nostril and inhaling through the other, breathing out of the first nostril in the same manner and then reversing the process. One can tell whether his breathing is regular or not by listening to the slight sound of the air, as it passes through the one open nostril.

Muscular exercises are good to start deep breathing, and it is well to take the two exercises together. But deep breathing by itself is also beneficial if slow.

ART OF BEING UNHAPPY



HERE is in the world enough of real sorrow to cloud the horizon of almost any man if he will let it do so.

There are experiences in life which are hard to bear and impossible to understand. But the cloud is small as compared with the sun.

The sources of human joy are many. They inhere in every sense. They are ministered in food and sunshine and song of bird and beauty of flower. The occasions of sorrow are relatively few, but they are not so many as life's joys.

Yet there are people who diligently cultivate a habit of mind which makes them oblivious to the joy of life and renders them keenly observant of its sorrows. They sedulously seek for the occasions of unhappiness. They compare themselves to be sad.

I am no advocate of artificial or even of superficial joy. I am no advocate of that kind of optimism which is based upon absence of thought or lack of courage to face life in its full meaning and content.

But I feel that the person who makes the most of life's miseries and the least of its blessings is a kind of traitor to the commonwealth of humanity.

We owe it not only to ourselves but to each other to be resolutely alive to the genuine joys of life. It is a part of genuine religion to teach men that life's good things belong to us by right of our heritage from a good God, and are to be used and enjoyed.

Misery is not the normal condition of human life. If we are miserable, it is in part at least because we are failing to make the most of that part of life which rightly used would make us happy.

Let us admit that no man can wholly escape sorrow. On the other hand, a man must try hard if he wholly shuts himself out from the light of joy.

The heroes and heroines of life have been men and women who conquered pain and shame and lived triumphant lives radiant with a kind of serene joy.

We all have a right to share in that kind of happiness, and in some other kind as well. Don't cultivate the art of being unhappy.

Alfalfa roots will penetrate 25 feet into the ground to secure moisture and food.

Bees have a language and a system of telegraphy, says a Pennsylvania professor.

Egyptians believe even to this day that every man has a ghost, says Prof. Reisner of Harvard.

Australian bower birds build arched bungalows, besides their nests.

Let us admit that no man can wholly escape sorrow. On the other hand, a man must try hard if he wholly shuts himself out from the light of joy.

The heroes and heroines of life have been men and women who conquered pain and shame and lived triumphant lives radiant with a kind of serene joy.

We all have a right to share in that kind of happiness, and in some other kind as well. Don't cultivate the art of being unhappy.

Let us admit that no man can wholly escape sorrow. On the other hand, a man must try hard if he wholly shuts himself out from the light of joy.

The heroes and heroines of life have been men and women who conquered pain and shame and lived triumphant lives radiant with a kind of serene joy.

We all have a right to share in that kind of happiness, and in some other kind as well. Don't cultivate the art of being unhappy.

Let us admit that no man can wholly escape sorrow. On the other hand, a man must try hard if he wholly shuts himself out from the light of joy.

The heroes and heroines of life have been men and women who conquered pain and shame and lived triumphant lives radiant with a kind of serene joy.

We all have a right to share in that kind of happiness, and in some other kind as well. Don't cultivate the art of being unhappy.

Let us admit that no man can wholly escape sorrow. On the other hand, a man must try hard if he wholly shuts himself out from the light of joy.

The heroes and heroines of life have been men and women who conquered pain and shame and lived triumphant lives radiant with a kind of serene joy.

We all have a right to share in that kind of happiness, and in some other kind as well. Don't cultivate the art of being unhappy.

Let us admit that no man can wholly escape sorrow. On the other hand, a man must try hard if he wholly shuts himself out from the light of joy.

The heroes and heroines of life have been men and women who conquered pain and shame and lived triumphant lives radiant with a kind of serene joy.

We all have a right to share in that kind of happiness, and in some other kind as well. Don't cultivate the art of being unhappy.

Let us admit that no man can wholly escape sorrow. On the other hand, a man must try hard if he wholly shuts himself out from the light of joy.

The heroes and heroines of life have been men and women who conquered pain and shame and lived triumphant lives radiant with a kind of serene joy.

We all have a right to share in that kind of happiness, and in some other kind as well. Don't cultivate the art of being unhappy.

Let us admit that no man can wholly escape sorrow. On the other hand, a man must try hard if he wholly shuts himself out from the light of joy.

The heroes and heroines of life have been men and women who conquered pain and shame and lived triumphant lives radiant with a kind of serene joy.

We all have a right to share in that kind of happiness, and in some other kind as well. Don't cultivate the art of being unhappy.

READ YOUR CHARACTER

[By Digby Phillips.]

NO. 36—ICY LIPS.

ICY lips are thin lips. At the center, this thinness indicates the exact opposite of full lips. That is to say, it indicates small capacity for conjugal love and little desire for it. But thin lips indicate a good bit more than this, where the thinness extends the entire width of the lips. They tell a story of self-control and self-repression. They are the lips of the zealot who for an ideal deprives himself readily of creature comforts of every description, possibly in some measure because of his desire for creature comforts is not so great as that of the average person.

Icy-lipped people are generally precise and accurate in their actions and in their judgments, providing you find other indications which tell of the necessary mental ability to go with this. Another of their virtues is that they are industrious, canny and have a tendency toward extreme and exact economy in whatever they undertake. As "efficiency experts" they have just the right temperament.

You may look to them for a high sense of justice, amiability, good will, and for a certain amount of sympathy. But their affections, conjugal or otherwise, are not likely to become dominant motives in their lives.

TOMORROW—LOVE OF LIFE.
(Copyright, 1921, by Public Ledger Co.)

AMPLE EVIDENCE.
He had been the victim of a far-and-feathers party.

"Did you recognize any of the men?" he was asked.

"Well, they were all masked," he said, "but I know that one of them was Jenks the barber."

"What?"

"Yes; when they had finished with the feathers he asked me if I would like to sing."

HOTEL SEYMOUR

50 WEST 45th STREET, NEW YORK
(Between Fifth Avenue and Broadway)

Convenient to fashionable shops and theatres. Three blocks from Grand Central Station. Quiet and refined atmosphere. Large well furnished rooms, single or en suite, at reasonable rates.

W. T. MONTGOMERY, Manager

EDDY'S

Indurated FIBREWARE
Can't Leak, Rust, or Lose Shape

Every year you spend a certain sum on household utensils—Pails and Tubs. This year you can cut the amount in half and have for your money the best utensils made—Eddy's Indurated Fibreware. Pails and Tubs made of Eddy's Indurated Fibreware, last twice as long as those of metal or wood. They are lighter and stronger, can't leak, rust or be battered out of shape. Their flint-hard, glazed surfaces are easily kept clean and free from odors or taints. Blows & bumps can't dent them. They are practically indestructible—and cost no more than the old-fashioned, troublesome kind.

Your dealer can show you Eddy's Indurated Fibreware Pails and Tubs. Buy them and save 50% of what you would otherwise spend this year.

The E. B. Eddy Co., Ltd.
Hull, Canada,
Makers of Eddy's famous matches

Made in Canada

ROMAN MEAL



Delicious! — And Good for You!

So often the food you like best isn't good for you.

Roman Meal is different. It not only makes the best porridge you ever tasted, but it contains exactly the nourishment a human being needs.

You enjoy its delightful nut-like flavor,—and you benefit by its health-giving qualities.

A perfectly balanced food, it aids digestion and positively relieves constipation.

If you want a happy, healthy family, give them porridge made of Roman Meal.

Get it at once—all grocers carry Roman Meal

ROMAN MEAL COMPANY
TORONTO

One Serving — One Cent

