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THE LONDON ADVERTISER COMPANY,
LIMITED.

London, Ont., Friday, November 7.

PRODUCING TO SAVE.

During the war there were those who prophesied that it would end in the defeat of every belligerent. That is to say, even the nominal victors would be face to face with a condition of industrial and financial exhaustion, which would have all the deplorable consequences of defeat. That is precisely what did not happen to Canada; but it would certainly have been the situation had it not been for our foresight in making provision for the future by the Victory Loans, which not only met the necessities of war, but enabled us to seize opportunities for great trade expansion. So sound was this expansion that the period of industrial depression, which usually has followed wars of much less consequence was averted.

Depression and the color of defeat were avoided by the patriotism of Canadians, who, by heavy over-subscriptions to the Victory Loans of the past furnished the capital for her to go on with. But unless the same spirit of sacrifice and enthusiasm is shown in connection with the 1919 Loan, calamity, almost as serious as defeat might have been, can hardly be averted. We are proud of our enormous prosperity, evidences of which are to be seen in every farm and in every counting house, but only by keeping up the good work of saving to produce and producing to save—the ends which the Victory Bonds effect—can it continue?

PIQUANT LADY ASTOR.

The doings of Lady Astor, running as a by-election candidate for the British House of Commons, are becoming the talk of the world. Her candidacy is independent with Laborite leanings, which is piquant enough for a peeress.

Her husband, an American like herself, has lately come into the House of Lords, an irony of fate for him as he seems to be anything but a snobocrat. The father ate the sour grapes of social climbing, so the son's and son's wife's teeth are set on edge. When a woman rose to heckle Lady Astor in one of her meetings and began by addressing her as "Your Ladyship," the candidate's quick interruption was "Oh, wash that out." The United States, always interested in the doings of her sons and daughters in "effete England," stands at amused gaze. Great Britain enjoys even more the unprofessional manners of the titled woman from the woolly west.

Not only the American import, however, but the native British brand of "upper class," has lately changed its mode of approaching the vulgar public. The rapid emergence of the Labor party, the quelling of the House of Lords in 1912, then the all-shattering war and now the general rampage of nouveaux riches, quick-rising adventurers and American jazz, have all contributed to bring about a new sort of political peer. There are, of course, the old diehards standing against it all and nosing over their Morning Post, but lords and ladies, countesses and knights, are moving to a pace they never dreamed of before. Every shade of political opinion and social conduct may be found among the old and new gentry, and Lady Astor will have many cheering her on in her contempt for mere rank and her alignment with Labor. Her wit, of course, takes with the jolly British public, both high and low. She deserves success in the political whirl for her courage, her freedom from artificial restraints and her fun.

OUR GREAT LAKES SAILORS.

This is the time of the year when any day may chronicle serious disasters on the Great Lakes. These great inland waters, so beautiful in the summer months, and so much the delight of holiday travelers, become wild and dangerous when the middle of September has passed, and the storms of the autumn begin to heave their waters. For the last three months of navigation on the lakes (for boats often sail until the middle of December) there is need of the utmost vigilance and most skillful seamanship on the part of the master who would pilot his boat through. With fogs, snowstorms, wild gales of wind, rocks, shoals and magnetic disturbances, eternal vigilance is the only source of safety and even at that there is no fall that does not exact some toll from the lake shipping.

Salt water sailors marvel at the skill with which lake captains handle their huge vessels in the narrow passages, and under the most dangerous conditions. It is a very different matter fighting a storm on Lake Superior to fighting it on the Atlantic. There is no need to make comparison, because it is a stiff proposition in both, but with rocky shores never far away on the northern lake, the master cannot allow himself to be beaten far out of his track. The shores of Lake Superior have dashed many a fine steamer in pieces and others have disappeared on its wide expanse with never a hint of what overtook them. Strange things happen on Lake Superior. In September, 1901, the big freighter, Hudson, went down with all on board, leaving not a trace. The following June, nine months afterward, the pilot house of the Hudson came ashore with the body of the wheelsman inside. The Bannockburn disappeared as strangely in the fall of 1902, the only hint of her fate being a few life preservers found floating days afterward. Nearer home we had a few years ago the uncanny loss of the big car ferry, Bessemer, with all of its crew, and shallow Lake Erie has not yet revealed the place where the big boat lies.

The men who sail the lakes in the fall know its dangers, they know that hundreds of men as skilled as they have ventured once too often.

Yet the demands of commerce send the big boats on their trips as long as the connecting rivers remain free of ice. It is the trips in the late fall that make the dividends. The master who can get in an extra trip for his employers is the man who is wanted, and so the dangers are faced and the hardships borne. Much has been done in the past, and much continues to be done to make lake navigation safer, yet still the unforeseen will happen, the strain comes too severe, the fog proves too thick, or the gale too strong and another good ship is gone. There are hundreds of homes in Western Ontario where the storm at night causes anxious thoughts for the boys who are "steam-boating." There can be no doubt that the great lakes do breed a class of men who are as skilled and resourceful in their business as any other class of sailors the world over. It is a great democratic calling, where the newest deck-hand may aspire to command a ship, and if he has the right stuff in him, may see his ambition fulfilled in a surprisingly short space of time. The men with executive ability, with cool heads and quick hands, climb quickly, and there are few men masters of lake steamers who did not begin at the very lowest rung.

TWO IRISH PARLIAMENTS.

Once more a "solution" of the Irish question has been found. This time it is a recommendation by a sub-committee of the British ministry, appointed especially to seek a way out of the exasperating muddle. The finding of the investigators takes the form of compromise, as it proposes the establishment of two parliaments in Ireland; one for Ulster in the north, and one for the Nationalists in the south. Over these two legislatures will be a council, composed of the representatives of the two parliaments and the British government. The function of this body will be to superintend the revenue producing departments which cannot be placed under control of either of the legislatures.

At present this scheme seems about the most reasonable one in sight. It provides Ulster with the protection that province claims it requires, avoiding the complete separation that would seriously hamper Ireland's progress. The Nationalist party on its record, should not find this plan unacceptable, as it will give them in large measure the local self-government for which they have been fighting many years.

As to the Sinn Féin and his "republic" the Irish can be trusted to deal with them. The Sinn Féin is not Ireland by many degrees. The infamous pro-German De Valera and his band of trouble-makers are rapidly losing ground. The United Kingdom, and this includes the vast majority of Irishmen, is heartily sick of Sinn Féin agitation, and in America De Valera's welcome is petering out. The sane political factions of Ireland might easily get together on this scheme of mutual concession. No doubt it has weaknesses, but it would be a step towards something better. If it helps stabilize things Irish ever so slightly it will be welcomed by everybody, but the irreconcilables.

BUYING FUTURE PROSPERITY.

The circumstances which led to the introduction of the Victory Loan idea, which has been so fruitful of benefits to Canada, were peculiar. In 1917 financial experts were dubious about the affairs of Canada. The war, with its drains upon lending countries, prevented her from borrowing abroad. It was necessary that she should have a large available capital, not merely to carry on war, but to finance those credits to Great Britain and other countries, which were destined to bring such vast returns to this country. Canada was thrown on her own resources, and appealed to her people for funds.

We all know how magnificently that and subsequent appeals were met. The remarkable over-subscriptions of the past two years completely changed the outlook for Canada, and dissipated uncertainty. They gave a new impetus in agriculture and commerce; they established a prosperity such as this country had never previously known. They enabled the provincial governments and municipalities to finance reasonable undertakings at home. In short, they gave a new lease of life to Canada's commercial activities. But the process once set in motion must be continued. Upon the ready response of the small investor, as well as the capitalist, depends the immediate economic future of Canada. Everyone's prosperity is involved. The purchaser of 1919 Victory Bonds will buy continued and future prosperity.

EDITORIAL NOTES.

Going over the top with the Victory Loan will help put a solid bottom to Canadian industries.

The returns from the Newfoundland elections show that the Cashin government has "cashed in."

France's traditional fear of dictators, royal or otherwise, will keep Clemenceau out of the presidency, but at that he is today uncrowned king of the French.

Mr. Calder threatens that the Ottawa Government may resign if Parliament favors further gratuities for the veterans. Oh, please don't, Mr. Calder, "for the love of Mike, be reasonable." Did anybody laugh in the House at Mr. Calder's bitter words?

Spiritualism bids fair to take the place of alcoholism as a staple of humor and wit. Exit one spirit, enter another sort. A good story comes from New Jersey of 60 acres dug up in a frenzied search for buried treasure on a revelation by some spirit. Five per cent beer is not in it with the new intoxicant. How about prohibition?

Sir George Paish, the British economist, says that continued depreciation of the sovereign, franc, lire, mark and rouble will cause the destruction of Europe, Great Britain and civilization. The same holds true of the depreciation of capital that goes on through constantly advancing prices. Our Governments should be striving to reduce prices instead of bluffing about it.

From Here and There

THE AUTUMN TRUCE.

There is no politics in an autumn day. Debaters lose their edge. The haze of October refutes their arguments. A mild-tempered sun rises through the windless morning hours to noon's peak. It warms the mellow laziness innate in every man. The day lifts a huge paw, soft and thick furred, and lays it quietly on him. Factions dissolve. Strife, the hurrah of political campaigning, struggles of class and prestige, sink into the soothing smoke of the fall sky. Men drift into the field with girls or golf. They are partisans only of the small hills capped in sunshine. The poplar is a giant furnace of yellow flame. A row of them spouts brief keyers of color against the purple sky. They jet upwards with slender vivacity. They spray rash gildings upon the autumn blue—gildings upon a dusky ultimatum. Successful business wraps about those who can accept an hour of fall weather. They loaf on the sunny side of things, forgetful of care under the pumpkin-colored sun.

THE PERFECT GENTLEMAN.

(Selected Definitions.)

[R. M. Freeman in Westminster Gazette.]
Define me, someone, if you can.
The elusive term of gentleman.

Says Vere de Vere, "A man is he
Of pure blueblooded ancestry."

Says Newman Prig, "He's best defined
As one, who has a cultured mind."

Says Midas, "Culture? Blood? Pooh! Dash!
The true criterion is cash."

Says Priest, "He is in thought, deed, word,
A Christ-like person—Church, preferred."

Says Books, "Whoever in he lets,
He never fails to pay his debts."

"'Tis clear enough he's one," says Shirk,
"Who for his living doesn't work."

"A real gent," says Key Chink,
"Doesn't know the price of anything."

Between these various views they voice,
Come, pay your cash and take your choice.

THE FIRST REGULAR AIR EXPRESS.

(London Times, October 10.)

The Alcoa express airplanes, which fly daily between London and Paris, on Saturday completed their sixth week of continuous operation. "I started this service," said Mr. Holt Thomas on Sunday, "to show that besides providing transport at 100 miles an hour, airplanes can now be flown to a time table in bad weather. We have since we began scheduled 86 flights. Of these, though on 28 days the weather was unfavorable, we accomplished no fewer than 82. Only one flight had to be abandoned through weather. On that day conditions were worse than they had been for years. The progress of another flight was interrupted by mist and exceptionally low clouds. As a proof that the airplane is no longer unreliable, I may mention that once only during 20,700 miles flying has a pilot alighted through mechanical trouble. "This service is the first link in a European chain of 100 miles an hour aerial ways. Before long we shall be able to save, not merely hours, but days, in the transport of letters from London to some of the great continental cities."

THE PRINCE IN 1860.

The Renown, the great warship which brought out the Prince of Wales, is the latest word in naval construction. She is about 30,000 tons. She has the most modern guns, which will carry from ten to twenty miles. She is one of the most formidable ships in the Royal Navy. Moreover, she is fitted up for the behoof of the prince, with all that the elegant arts can offer.

Note the difference between the Renown and the Hero, which brought the grandfather of the present prince to this country in 1894.

The Hero is described as one of the finest vessels in the British service. She was commanded by Commander Seymour, a gentleman of great experience in naval matters; carried 90 guns, and had a complement of 800 men. Her engines were 600-horsepower; burden, 3,040 tons.

The Prince's Quarters.

The record says that fitted up with every improvement that modern skill could devise, she is one of the most tremendous instruments of destruction ever made by man. The prince occupied the captain's apartments. A little alteration had been made for his accommodation, and the furniture is of a plain, but of a very substantial description. At the stern of the vessel is his sitting-room; leading from it is his bedroom. Passing from the sitting-room forward to the gun-room, a dining-room is entered. The paneling is plain white, with gilded beadings.

Two large tables occupy a considerable portion of the space. Leading from the dining-room is the steward's pantry, and staterooms occupied by members of his suite.

There is little ornament in any of the apartments. The furniture is of oak, stained to show the grain; the carpets are dark crimson; the chairs are covered with red morocco. The cot in which his royal highness slept, and which was selected for him by his royal mother, who visited the Hero for the purpose, is suspended from a couple of iron arms, and has no curtains. What is generally considered to be a republican simplicity marks the whole. The heir-apparent to the throne of Great Britain, as far as the mere appearance of the furniture goes, is, when on board the Hero, not more comfortably lodged than the master of many a trading vessel, and many a cabin passenger by a Cunard or Canadian ocean steamer enjoys conveniences to which the most favored inmate of the Hero must be a stranger.

Compare this Spartan simplicity with the synthetic luxury which marked the fitting up of the Renown for the prince, and the special train provided by the C. P. R., and which expresses a degree of sumptuousness unapproached in the art of train building.

Intimate particulars are given of the laying of the foundation-stone of the Parliament Buildings at Ottawa by the prince, with attendant ceremonies of a most dignified and impressive character. A handsome Gothic arch had been built at the entrance to the grounds, and inside, at the spot where the ceremony was to take place, there was a Gothic canopy, immediately in front of which, and over the stone, was a gilded crown.

The Procession.

Around the stone was a railing, painted white. Outside this was an open space for the press and a few privileged individuals, while surrounding this central space, canopy and all, was tier upon tier of seats, capable of accommodating several thousand people, all filled with ladies and gentlemen. On each side of the road leading to this amphitheatre were platforms for children, and for those who could not be accommodated within it, while bands of music, companies of volunteers, hosts of lumberers in scarlet shirts, Orange societies from the townships, mounted and clad in Orange frocks, parties of Roman Catholic clergy, etc., are in their assigned positions on the line of march. Punctual to the hour, his royal highness arrived, followed by the governor-general. The Canadian ministers were in blue and gold. The prince was the principal figure.

After the invocation the prince and chief members of the suite advanced to the stone. If it was of Portage du Fort, and on it was the simple inscription: "This corner-stone of the building intended to receive the Legislature of Canada was laid by Albert Edward Prince of Wales, on the 1st day of September, 1860."

It was suspended from the centre of the great crown by a pulley running around a gilded block; under it was a similar tube of the white Nepean limestone, which the future building is to be faced, within a cavity in which was placed a glass bottle. In this bottle were placed coins, documents, etc.

After the spreading of the mortar, the prince gave the finishing touch with a silver trowel, which had been presented him, and on the back of which was an engraving of the completed Parliament House.

Luncheon followed the historic ceremony, performed at a time when the future of the Dominion was uncertain, and Confederation had yet to be applied with its binding force, making out of a confederacy of provinces, a great and united Commonwealth—a contrast to the conditions obtaining today in the Dominion, and which have so favorably impressed the prince, who finds a united nation forging ahead and fully conscious of influential destiny.

R. J. YOUNG & CO.

You'll Marvel at These Topcoat Values

\$30, \$35, \$38



Every business day the story is the same. The "hard to please," the "lookers round" are buying these coats of unusual values; and what's more impressive, the coats are selling themselves. We've crowded the value measure to the brim, and men tell us a ten dollar bill doesn't cover the difference on prices here and elsewhere on some lines.

"Waist Seams," "Panel Backs," "Belters," "Ulsters de Luxe," "Motoring Ulsters" and "Smart Standards"—a score of clever models. Handsome designs in overplaid, checks, fancy mixtures and plain colors; meltons, chevrons, wintneys, friezes, tweeds and fancy coatings. Be fair to your pocketbook—see them.

\$30.00, \$35.00 and \$38.00

BOYS' SPECIAL OVERCOATS, VALUES UP TO \$20, FOR \$12.75

Just one chance in a thousand to get a bargain like this, and if you can use a real saving of from \$4.00 to \$7.00, be here early. Browns, greys, greens, in double-breasted models, with two-way collar, mostly all with all-round belts, some panel backs, splendidly made and lined, sizes 28, 29, 30, 31 and 32 only at this price.

Real Money-Savers For Saturday

Men's Heavy Pure Wool Khaki Socks, plain knit, 75c, for... 50c	Odd sizes in Men's Heavy Ribbed Underwear, regular \$1.50, for... 95c
Boys' Heavy V-Neck Pullover Sweaters, black with gold trim only, 24 to 32... \$1.98	Men's Heavy Grey Trousers, in English whipcord and Bedford cord, three shades, wear like iron... \$7.50
Men's Heavy Grey Domet Work Shirts of flannelette, all sizes, 98c	Men's All-Wool Ribbed Heavy Work Socks, in mottled grey, regular 90c, now... 65c
Men's Splendid Coat Sweaters, with shawl collar, four colors, regular \$4.00, for... \$2.98	Men's Fine Worsted Pullover Sweaters, in assorted colors, values to \$3.50, for... \$1.98

Dependable Underwear

Scarcely a reputable maker of good underwear in Canada but is represented here. We've got all weights and most every size in two-piece garments and combination suits, in all cotton, cotton and wool:

TWO-PIECE GARMENTS 79c to \$4.50 | **UNION SUITS** \$1.90 to \$8.00

Reliable Furs



If you would have fur satisfaction in little purchases or great ones, it is best to select your furs from merchants of recognized established dependability. The Furs sold in this store properly named and reasonably priced for their quality.

Women's Furs in sets and odd pieces, in natural and black wolf, Australian fox, Siberian dog, marmot, sable, coon and seal, beaver and lynx, odd seal muffs \$25.00 and \$27.50
Seal Stoles and Capes to match, at \$30.00, \$35.00, \$50.00
Black Wolf Sets at \$50 and \$60
Natural Wolf Sets for misses and young women. \$25 and \$35

SILK POPLIN, in bright, lustrous finish, a very special cloth, full 36 inches wide, in shades of navy, copen, rose, taupe, grey, green, brown, sand and black; worth \$2.00. Specially priced... **\$1.69**

Corded Velveteen

CORDED VELVETEEN, fine cord, heavy quality, 27 inches wide, in shades of navy, Burgundy, copen, grey, light and dark brown; a limited quantity. Very special, per yard **\$1.50**

Plain Velveteens for dresses, in good heavy quality, fast pile (Worrel's dye), full 27 inches wide, in shades of Burgundy, grey, black, green and brown. Per yard **\$2.25**

SERGE—Good all-wool quality, rich dye, full 54 inches wide, in shades of navy, nigger, green, Burgundy, copen and black; regular \$3.75. Special... **\$3.00**

Two Stores R. J. Young & Co. London East London

Special Sale of New Plush and Sealette Coats

Made in Salt's Esquimettes and Lister's Silk Seal Plush, belted loose backs and semi-dolman styles, lined throughout with black wool satin and fancy brocade lining, very comfortable high-buttoning muffler collars; sizes 16 to 44. At

\$37.50, \$40, \$45, \$50

New Black Coats in Salt's lamtex, with plush collars, belted and loose-back styles, lined throughout; a very handsome and durable coat. At **\$25 and \$35**

Wonderful Corset Values

D. & A. No. 382—A modestly slim-figure priced garment, with nothing commonplace about it, wide elastic top, very low bust, semi-free hip, made of coutil, has a satin bow, four hose supporters. Price

\$2.00

No. 495—Medium-stout model. The figure that tends to stoutness may be just as stylishly corseted as any other. Medium bust, with higher back, full round skirt, graduated clasps, with one hook below, embroidery trimmed; sizes 19 to 36 **\$2.25**

D. & A. No. 455—A free-hip low-bust model, with sufficient boning in front and back, average figure. This model is long over the hips and skirt, and has an arched back, made in fine coutil, embroidery trimmed. At **\$2.50**

No. 217—Bias filled, a low-bust model, with medium back and extra long hip, for slender to medium full figure; material is white brocade saten and boned with unbreakable rustproof twin steel.

