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London, Ont., Thursday, Jan. 5.

Hon. Bob To the Rescue.

HON. ROBERT ROGERS has ar-
rived from the West. It
looks as though he had made the
trip to see if he couldn't put an
injection of life into the Conserva-
tive party. You know the Hon. Bob
is an up-to-date man, and, being so,
has great faith in serums, injections,
political surgery and the operating
table in general.

And so it is that he's down from
the West with his buckskin, butcher
knife, bottle of ether, needle and
thread, and all the rest of it.
The Hon. Robert has made a
diagnosis of what's wrong with the
patient to begin with. His hospital
chart is nailed up on the ward door
as follows:

"The Conservative party is not
dead. I am free to admit that, by
all the laws of nature, it should
be dead. When you consider
what it has come through these
past four years, what has been
done to it—not from without, but
from within—it is easy to believe
that if it had not the nine lives of
a cat and the constitution of a
horse it would this moment be as
dead as Julius Caesar's ghost."

Now that's quite right and proper.
If there's anything folks like to see
it's a man going about a job just
as though he knew dozens of times
as much about that job as any other
man. It doesn't make any differ-
ence whether it's digging a post-
hole or playing a piano. You know,
some chaps can carve out postholes
just as though they were made to
measure and built with a micro-
meter in the hip pocket of the dig-
ger, while another one gets set at
the piano and hammers out music
just as though it came as natural
to him as it did to Napoleon to hate
St. Helena.

Well, that's how we feel about
the Hon. Mr. Bob Rogers taking the
blood pressure of the National Lib-
eral and Conservative party, and
making the thing stick out its
tongue, and breathe deep, and hav-
ing the T-B detector put on its hol-
low chest.

But let's proceed with this busi-
ness of finding out what in Sam Hill
ails the Conservative party. The
Hon. Bob has written all over the
report sheet, and then writes some
more on the doorknob of the sick
room, scribbling thus:

"The party that went to the
polls a few weeks ago with its
long name and ponderous plat-
form was not the Conservative
party. The Conservative party
blew out when Union government
blew in. For the time being it
closed its doors and put up its
shutters. The day of defeat was
not on December 6, but on the
day that traitors in the Conserva-
tive party unbolted the doors and
let in the enemy."

So then as far as Union govern-
ment was concerned it was bluff,
pure and simple. Well, that's a
candid enough admission, and one
that ought to give the Conservative
club-thumpers something to think
about before they turn loose on the
platform again.

But you know the Hon. Bob is
dead right about one thing, viz.:
That the name they hung around
the neck of the organization was
too heavy and too ponderous.

Even the most lantern-jawed orator
in the outfit got fagged before
he got all the prefix and affix thor-
oughly masticated and ready for
delivery. In many cases, even with
a fairly good lung pressure, they
couldn't hit the thing farther than
the first three rows, and so the back
benches didn't know what they were
talking about. No doubt hundreds
of thousands of votes were lost to
Melchior in this way.

The Hon. Bob is one of those
hopeful sort of horse doctors who
believes that spavins can be cured,
and that the springhalt is not
hereditary. So he's busy prescrib-
ing all sorts of plasters, hot drinks
and mustard baths.

He's come east to set the Tories
—mark that short, crisp word—
right. He's probably found that the
old machine suffers from too great
an application of green oil around
election time, too much gas, and
too little honest-to-goodness thought-
ful attention, clean bedding and
fresh air.

We sympathize with you, Robert.
You've picked off an awful sort of
a job to tackle in this cold, wet
weather.

Enough and To Spare.

MACKENZIE KING has formed
a splendid government, and
there are still some of the best men
in the house not in the cabinet. We
referred a few days ago to A. R.
McMaster of Bromar. Coming nearer
home, H. B. McGivern, born in
Hamilton, at one time Liberal whip
and the running mate of Sir Wil-
frid Laurier, was elected for Otta-
wa by a large majority. He is a
lawyer, and head of the firm of Mc-
Givern, Hayden & Ebbs, one of the
leading firms in Ottawa. He is one
of the best cricketers in Canada,
and an all-round athlete.
He would be one of the best cabi-
net ministers in any government.

Why Envy Them?

WHY ENVY THE nobleman,
back in ancient Egypt or
Bagdad, with thirty slaves toiling
for him?

He had swift-running slaves bring
him fish from the ocean and bird
tongues from the mountains.

Today, with a few coins, you can
get a tin can of shrimp brought
from Japan, a package of dates from
Syria, a bag of nuts from Brazil,
sardines from Norway.

Your slaves—machinery and
power—bring them.

For a few cents, you can buy
enough matches to start 1,000 fires.
When the ancient nobleman's fire
was doused by the rain, he shivered
in the cold until slaves made a
blaze by friction or brought fire-
brands from afar.

Plenty of old settlers, now living,
can recall the days before matches,
when they ran a mile from the
nearest neighbors, with a shovelful
of blazing coals.

Your real wealth is measured, not
in money, but in the number of
things you obtain to eat and wear,
the ease with which you get them,
the comforts and conveniences of
your home, methods of transporta-
tion and amusement.

It is only a few centuries since
even the richest kings had no
sewers, running water, rapid trans-
portation, or any of the common-
place things that brighten the lives
of all today.

Each year adds to our comforts
and conveniences.

The Real Hearst.

IT IS ONLY a matter of a few
weeks ago that the Financial
Post of Toronto was telling its read-
ers that the Canadian papers ought
to take a more lenient and tolerant
—if not approving—view of the
Hearst papers on account of some-
thing that had appeared in those
papers very favorable to Canada.

Grant that a good word was said
for Canada.

Then take a recent issue of the
latest Hearst paper, the Detroit
Times, and look at a largely display-
ed article, signed by William Ran-
dolph Hearst.

Paris of it are reproduced here,
in order that our readers may know
exactly the attitude of Hearst to-
ward Britain.

"Viva la France! May she live
long among nations, and may her
valor and her love of liberty and
her patriotism and her shrewd,
sound sense increase as these essen-
tial qualities in other once independ-
ent nations diminish, so that the
world shall not altogether become
a doormat for Great Britain to wipe
her feet upon."

"France knows, too, that the
strength of the actual battle fleet of
England is the strength of the battle
fleets of England and Japan com-
bined—that England has always put
the lie in alliance, that she lied be-
fore about her secret alliance with
Japan, but that the alliance did exist
and was proved to exist, and that a
secret separate alliance does NOW
exist between England and Japan,
not matter how much England may
lie about it, nor how many soft and
simple statesmen at Washington
may be deceived by her diplomatic
falsehoods."

"France knows that whatever is
to be done at the Washington con-
clave each day is decided upon by
Root and Balfour in private confer-
ence every previous night, and that
whatever Mr. Balfour decides in the
interests of England and Mr. Root
decides in the interest of the inter-
national bankers and superstates-
men advance next day as the propo-
sals of America—and that then these
proposals, by way of camou-
flage and strategy, are vigorously op-
posed by Japan, and after much ap-
parent deliberation and pretended
legislation, are reluctantly approved
by England."

"France knows there is no use of
her remaining at a conference where
England runs Japan through a
secret alliance, and where England
runs the United States through the
international bankers, and where
England, therefore, has three votes
to France's one."

turn the other corner of its journal-
istic jaw, and spew out slimy ap-
provals of Canada and Canadians?
Hearst papers spread their bread
and butter on the hatred of Britain.
Hearst papers pay dividends on
keeping Japan and United States in
a state of mistrust and thinly-veiled
hatred.

Hearst sets up his latest cesspool
at Detroit, and has the fine nerve
to send men into Canada to secure
subscribers for the paper from
which the above extracts are taken.
Those who hold that real, honest-
to-goodness, red-blooded Canadians
should rub up against that stuff and
still keep sweet, don't know what
they're talking about.

LITTLE TISERS

The best way to have a fine city
is to have a lot of fine people in it.

A Cleveland woman started the
New Year by confessing that she
had eight undivorced husbands. She
doesn't need to turn over a new leaf.
She needs a whole new book.

Guelph decided, by its vote on
polling day, to take time as it came,
winter or summer, and quit this
clock-tinkering craze, that for a time
swept over the country under the
guise of daylight saving.

There's nothing to sell rubbers
like a wet day, and there's nothing
that makes itchy underwear move
off the shelves like a real cold day.
All said and done, we're a regular
generation of "Won't Do It 'Till I
Have To."

Lake Louise, geologists tell us, is
filling up, and will eventually dis-
appear. However, that won't hap-
pen for a thousand or so years, so
we can pass on to our great-grand-
children the taking up of a collec-
tion to save Louise.

An interesting point was brought
out at Toronto, when W. T. Macoun
of Ottawa showed by records that
autumn and winter varieties of
apple trees were more hardy than
summer varieties, as their wood
was ripier and could withstand the
early frosts better.

A practice is being followed in
London this winter which is ex-
tremely dangerous, and which has
been the cause of serious accidents
elsewhere, viz: Hitching sleighs or
toboggans on behind motor cars.
Especially is this dangerous at street
intersections, where the toboggans
are certain to swerve far out into
the road in making the turn. Drivers
of approaching cars would have
very little opportunity of avoiding
an accident.

WAYS TO KEEP WELL

**Medical
Examinations**

BY DR. R. H. BISHOP.

RECENTLY prevention
rather than cure has
become the keynote
of modern medical
science. It is so much
easier to prevent than
cure, and it means
saving in health,
money and time.
People are recog-
nizing gradually the
value of a periodic
medical examination
as one of the best
little preventives there are. Like
the wise engineer or automobilist who
would not think of running his engine
continually without a periodic over-
hauling, we must be just as careful
with our bodies, which are the most
delicate of engines.

One can never tell whether there
are little pus pockets at the base of
the teeth that may be holding germs
which are poisoning the saliva and food
before it leaves the mouth on its way
to the stomach. Busy germs may be
nibbling away at the upper end of
the lungs, because almost every one
at some time or other in life has at
least a few tuberculosis bacilli some-
where about him.

Tiny casts, microscopic bodies form-
ed by the cells of the kidneys, may
indicate that this organ is breaking
down through strain or bacterial at-
tack. These casts may be the only
warning that one of the three great
sewage systems of the body is perma-
nently injured.

There is no good reason why we
should allow these three enemies, nor
any of their many allies to make their
invasion unresisted into the body.

It takes a clever person to discover
any of these small enemies. The only
sure method of detection is to permit
your physician to examine you peri-
odically, say once or twice a year.
There is little doubt that it means
a saving in money and many other
essentials. For those who are pro-
nounced perfect, it is at least a com-
fort to know positively that there is
nothing wrong.

THE JEST.

OVER-SOLICITOUS.

The proprietor of a certain store is
forever scolding his employees for their
indifference in the matter of possible
sales.

One day, hearing a clerk say to a
customer: "No, we have not had any
for a long time," the proprietor, unable
to countenance such an admission, be-
gan to work himself into the usual rage.
Fixing a glassy eye on the clerk, he
said to the customer:

"We have plenty in reserve, sir—
plenty downstairs!"
Whereupon the customer looked
dazed, and then, to the amazement of
the proprietor, burst into hysterical
laughter and walked out of the shop.
"What did he say to you?" demanded
the proprietor of the clerk.

"We haven't had any rain lately,"
said the clerk.

25 YEARS AGO TODAY
*Here We Have Items of Local and District Interest,
As Recorded in The Advertiser of 1897.*

JAN. 5, 1897.
The weather was colder, with light
snowfalls.

Rev. W. H. Salmon, B.A., an old
member of the Y. M. C. A., in an
city, who, after an absence of some
years, returned to take an active part
in the opening of the new building, left
today to resume his studies at Yale
College, where he will remain until
June next.

The Sunday school entertainment held
in the town hall, Lucan, on the Aus-
pices of Holy Trinity Church, on New
Year's night, was a grand success. Mr.
L. Fox, superintendent, occupied the
chair, and with him on the platform
were Rev. R. H. Shaw, incumbent, and
Rev. W. J. Armitage, St. Catharines.

The program was as follows: The first
was the chairman's address, which was
followed by a chorus from the school;
recitation, Miss Pauline Stanley, in-
strumental solo, Jimmy Deilah; recita-
tion, Miss McDougall; quartet, Misses
N. Hodgins, Agnes Fox, Messrs. Ellis
and Husband; solo, Mrs. McTurk; recita-
tion, Miss May Carter; recitation, Miss
McDougall; recitation, Mr. F. Porter;
solo, Mrs. McTurk.

In an advertisement for a local firm
we notice the following:
Ladies' night dresses.....25c, 35c, 50c
Corset covers.....10c, 25c, 55c
Ladies' heavy cashmere gloves.....25c pair
Ladies' fine cashmere gloves.....25c pair
Ladies' double wool mitts.....25c, 35c pair
Ladies' all-wool flannel skirts.....\$1 each
White muslin curtains.....10c yard
Art muslin.....6c yard
Colored oriental curtains.....\$1.55 pair
27-inch all-silk crepe de chine.....35c yard

Mr. Harry Spence, Lafayette, Ind., is
spending a couple of days at the home
of his father, William Spence, London
West.

Mr. and Mrs. Henry Cameron of At-
lanta, Mich., paid a short visit to Mr.
William Cameron, Dundas street, yes-
terday. They were returning home
after attending the funeral of Mrs.

Cameron's mother, Mrs. J. H. Lane,
Dorchester.

The regular monthly meeting of the
Mission to Lepers was held yesterday
afternoon, Mrs. Robertson presiding.
The opening devotional exercises were con-
ducted by Miss McNece. Mrs. Ryerard
sang very sweetly "The Days Are Going
By." Miss Woodburn read a letter from
Mrs. Osborne of Treveland, describing
an entertainment at that leper asy-
lum. Miss Laidlaw read a newspaper
article describing the leper colony at
Molokai. Miss Finch read a very inter-
esting letter from Miss Lottie McLeod
of India, describing the work among the
Telugus.

The new Y. M. C. A. building was
again crowded continually with visitors
yesterday morning, afternoon and even-
ing. It was Association Day, and at 5
o'clock the directors of the association
tendered a luncheon to the city clergy-
men and a number of businessmen, and
among those in attendance were: Mr.
Wm. Bowman, an ex-president, who
presided in the absence of President
W. R. Hobbs, who had been called to
Toronto on business; Revs. Robert
Johnston, W. J. Clark, J. G. Stuart, J.
W. Pelley, Thos. S. Johnson, J. H.
Moorhouse, Ira Smith and W. H.
Salmon of Yale University; Messrs.
John Bowman (president of the board
of trade), F. W. Daly (vice-president
of the association), V. Cronyn (ex-
president), W. G. Young, Frank Kern,
Dr. George Hodge, Dr. H. Williams,
George A. McGillivray, F. H. Heath,
Frank Holman, R. D. Noble (petroleum),
T. F. Best (secretary of the Y. M. C. A.),
A. Brantford, Thos. S. Cole (provincial
secretary, Toronto), and B. N. Water-
house (St. Thomas). Mr. F. W. Daly
presided at the evening meeting. Short
addresses were given by Messrs. R. D.
Noble, T. F. Best, Thos. S. Cole, Rev.
W. H. Salmon and Mr. Wm. Bowman.

The latter reviewed the history of the
London association and referred to the
founder of the Y. M. C. A., Sir George
Williams, of London, Eng. Two solos
after attending the funeral of Mrs.

James, an evangelist of Hamilton, Mr.
Fred Simpson acted as accompanist.
Letters of regret of non-attendance
were read from Sir George Williams;
General Manager Hays of the Grand
Trunk, Rev. F. H. Patt of Burlington;
John Brebner of Sarnia, and R. N.
Brebner of Edinburgh University.

Mr. John Marshall, teacher of English
at the St. Thomas Collegiate Institute,
has received an offer to fill the same
position in Queen's College.

The Disciples' College at St. Thomas
reopens today.

H. & D. McKeller, grocers, Glencoe,
have assigned to Moses Masurel, Lon-
don.

Sir William and Lady Meredith and
Mr. J. R. W. Meredith of Toronto are
spending the holidays in this city.

Mr. Hayes of the Montreal branch of
the Molsons Bank will succeed Mr. H.
E. Paul of the Molsons Bank here, who
has been transferred to West Toronto
junction.

Mr. Wilfrid Mara is spending the
holidays in Toronto with his grand-
father and other friends. Mr. Clifford
Mara is visiting his grandfather, E.
Long, St. Marys.

Hon. John E. Pound of New York,
supreme court judge, and J. B. McKillop of
London, grand regent of the Royal
Arcanum, are announced to speak at
the public installation and concert to
be given in St. George's Hall, Toronto,
on Jan. 7 by Maple Leaf Council.

**READ YOUR
CHARACTER**

[By Digby Phillips.]

NO. 79—THE SIGN OF MEMORY.

One way to find out whether a man
or a girl has a good memory is to give
him or her something important to re-
member, and note the results. Some-
times the resultant forgetting proves
expensive. And at any rate the single
test is not conclusive, for even those
who have the best memories occasionally
slip.

There's a better way to tell. It's much
easier and quicker, and the test may be
applied as easily to a girl as to a man.

for the bump of memory is not covered
by the hair.
It's right in the center of the fore-
head, about half-way between the line
of the eyes and the point where the
forehead merges into the top of the
head, at the point where the hair and
scalp begin.

You have often met people in whom
the forehead, considered as a profile
line between these two points, bulges
outward in a convex curve, with its
greatest prominence at the half-way
point. You can bank on it that such
people have more than average ability
to remember facts, experiences and
events. This ability is often referred
to as the retentive, or historical faculty,
don't you?

because it is more indicative of ability
to remember facts and events than other
things. The ability to remember
musical melody, for instance, is another
matter entirely, which is bound up with
the sense of music. Likewise the ability
to remember faces and figures usually
well is bound up with the sense of line
and form, and with the accuracy of the
eye. The bump of memory is more of a
less independent of these, and denotes
a faculty that is particularly valuable
to newspaper men, librarians and his-
torians.

Tomorrow—Broad Shoulders.

(Copyright, 1921, by Public Ledger Co.)

Salvation Army was founded in Lon-
don in 1865.

PURITY FLOUR
More Bread and Better Breads
The Most Perfect
Product of the
World's Best Wheat
Use It in all Your Baking

We'll Save You Money, Time and Worry
Try our Semi-Finish Washing Plan. Red Linen, Table Linen, and
Flat Pieces all ironed, starch pieces starched; underwear and flannels
stuffed up. 10 POUNDS, \$1.00. EXCESS, 9c PER POUND.
SOME WAY AND SOME HOW.
THE PARISIAN LAUNDRY
Launderers, Dry-Cleaners, Dyers and Rug-Cleaners.

**A Job For Every Man
Prosperity For All.**

**Mr. Average Man and
Mrs. Average Woman**

Plan of Co-operation.

The Provincial Advisory Committee on
Unemployment considered the industrial situation
and endorses the following statement of proposals:

- 1.—That Manufacturers should be asked to take a
price for goods on hand equal to the cost of
replacement having regard to decreased cost of
raw material and of labor used in manufacture.
- 2.—That Wholesalers should be asked to sell
goods on hand at replacement prices.
- 3.—That Retailers should be asked to sell at
replacement prices.
- 4.—Knowing that the costs of building at the present
time have been considerably reduced, those
desiring to build should be encouraged to ask
for new tenders on their proposed work; and
that building contractors and builders supply
people should make a special effort to reduce
prices to a minimum in order to restore this
important key industry.
- 5.—That Banks and financial institutions should be
prepared to co-operate to the utmost with all
productive enterprise by allowing all reasonable
credits and by decreasing rates as rapidly as
conditions may allow.
- 6.—That Farmers should be asked to maintain
reasonable production, and in the event of a
proportionate reduction being reached in other
lines, should be prepared to make needed
improvements and betterments.
- 7.—That Labor shall be asked to take willingly a
reduction in wages proportionate to progressive
decrease in cost of living, in so far as such a
reduction has not already taken place.

The above statement has been submitted to
and endorsed by the following interests—manu-
facturers, wholesalers, retailers, building industries,
agriculture, financial interests and the veterans.

**Will you help, in every way possible, to stimulate our
basic industries by furthering whatever plans you may
have that will fit in to this scheme of progress?**

**—will you assist in this general plan
of co-operation by purchasing your
requirements now?**

**ONTARIO WILL LEAD
IN PROVIDING
“A Job for Every Man, Prosperity for All!”**

Published by Authority of the Ontario
Government on the advice of the Provincial
Advisory Committee on Unemployment.

Buy! — Build! — Work!