

London Advertiser

Published by
THE LONDON ADVERTISER CO.,
London, Ont.

MORNING. EVENING.
3670 TELEPHONE 3670

Private Branch Exchange.
From 10:00 a.m. to 5 p.m.,
call 3670. Business De-
partment: 3671. Editors: 3672.
Reporters: 3673. Composing Room:
3674. Circulation Department: 3675.
Subscription Department: 3676.

ADVERTISING BRANCH
OFFICES.

Toronto Office—P. W. Thompson,
190 King Street West, Room
201.
U. S. Representatives—New York:
Charles H. Eddy Company, Fifth
Avenue Building, Chicago, Ont. 105
Eddy Company, People's Gas
Building, Boston, Charles H. Eddy
Company, Old South Building.

SUBSCRIPTION RATES.

City—Delivered.
15 cents per week, \$3.50 for six
months, \$7.50 for one
year.

By Mail—Ontario City.
\$5.00 per year, \$12.00 for six months,
\$25.00 for one year. For short
term subscriptions, \$5.00 per
month. For six months, \$25.00
per year. For one year, \$50.00
per year.

Foreign subscriptions, \$15.00 per
year.

SUBSCRIBERS, PLEASE NOTE.
All subscriptions are payable in
advance. Payment by cheque, postal
note, money order, or registered
post. Subscriptions are
started only with current
date. Subscribers are required to
make change of address. Be sure to
give old and new addresses. Names
of subscribers are not acknowledged
unless requested. Receipt of remittance
is shown by your name being changed
inside of six days.

ADVERTISERS, NOTE.
Circulation audited by A. B. C.
Report furnished advertisers on
request.

London, Ont., Tuesday, March 1.

CRERAR KNOWS THEM.

Premier McPherson and his friends
have been making much of the
necessity for western redistribution
before the next general elections.

This has been one of their price
excuses for hanging on. Of course,
the west is entitled to a redistribution,
but the McPherson talk of "jus-
tice" to the electorate of that
section—that is, justice as the
Union Government crowd would
wish to give it—is just so much
bunk. Nobody will be deceived by
it, least of all the west, for surely
Mr. Crerar speaks with considerable
authority on the subject of western
political feeling. Here is his view:

"I have not much confidence in
the redistribution my honorable
friends will effect. It is an open
secret that its political friends are
now surveying the ground to
find out where the proper lines can
be laid to secure the most favorable
redistribution of the federal seats."

An administration that holds its
position by usurpation, and that
ignores the country-wide clamor for
an election is both too desperate
and too arrogant to be trusted with
a redistribution. The west knows
what it doesn't want, and that is a
redistribution carried out by the
present unrepresentative Federal
Government.

DON'T OR DOESN'T.
Few disputes are so exhilarating
and inviting as those of pronunciation
and grammar. Reference to a
dictionary generally settles the
question, though the dictionaries
sometimes disagree, like the doctors.
But dictionaries, as a rule,
represent the best usage more
exactly than any one individual may
know it by his limited experience.

If Superintendent Tobin said that
"common usage" should determine
our grammar and diction, he is
wrong. Not common usage, but
the best usage, is the standard to
follow, especially in writing. Occa-
sionally the best usage is itself
divided, when, of course, you can
do as you like. Who would think of
making "common usage" the stand-
ard of morals or manners or dress?

The mob will never lead in these
matters, picking their teeth or blow-
ing smoke in your face, eating pie
with you know what, spitting on
floors, talking thrice-staled slang,
wearing lunatic ties or passionate
patterns in bathing clothes, and re-
ceiving in parlors that look like a
colored supplement or a vault. Com-
mon usage makes a poor model of
style in any art.

Best usage is another thing. It is
sometimes discredited by the pur-
suits who overdo the good work, are
too nice, precise, finical and prim.
Purism is a caricature of good usage
and a caricature is often dangerous.
Just where always to put your finger
on the best usage is a nice
question. You simply have to de-
velop a sixth sense for the matter
and use the Oxford, the Imperial
or the Standard Dictionary. There
is no such thing as logic in pro-
nunciation or grammar. Because
the French say "it is me," it is
neither, therefore, right nor wrong
to write that way in English, espe-
cially as the French word translated
"me" is not the same word as that
corresponding ordinarily to our ob-
jective case "me," but a special
word. If anyone argues that we
should write "he don't" for "un-
derstand" with "we don't," "you
don't," why not then "he do"?

A local teacher is quoted as say-
ing that common usage gave the
English language the benefit of a
loss of inflections. But it was not,
therefore, "right" to drop the in-
flections at the time when that was
first done. Only gradually it came

to be right to omit the inflection,
and because the ending of the old
English infinitive has been lost, it
does not follow yet that English
rustics are right in saying "he do."
It is not the best usage of a hun-
dred years hence that is our guide
at present, but the best usage of
today. Certainly no sensible and
informed person regards "he don't"
as best usage in 1921. As for "it
is me," another phrase in dispute,
there is possibly a divided opinion
among those whose practice is worth
watching. You may say "it is me";
you must say, "he doesn't" or "does
not."

KEATS, 1821-1921.

The hundredth anniversary of the
death of John Keats, on Wednesday,
seems to have passed with very
small excitement. In his day
Keats had a few friends and dis-
cerning admirers. Since his death
he has never lost any ground, but
always has kept going forward.

A lecturer in this city a few years
ago, Mr. J. C. Powys, said that his
test for a lover of poetry would be
the appreciation of Keats's odes;
there was true poetry. This is rather
an extreme view. A better test of
poetry-lovers would be the old bal-
lads, some of them, at any rate. You
have to know the language of a poet
before you can appreciate him, no
matter how poetic your taste may
be. You will never enjoy Dante by
hearing him read in the Italian,
unless you know the language, nor
the Arabian Nights in the original.

A great many people understanding
the rustic diction of ballads can
enjoy their poetry, but would not
know what Keats is talking about
when he calls for "the true and
blushful Hippocrene." Certain atti-
tudes, also, of Keats are too subtle
for the ordinary mind, even of
poetical turn. For example, he seems
pessimistic about life, and puts art
above it, the very subject of his
two greatest odes. Many a lover of
ballads would fail to understand this
philosophy.

But there is no question of Keats's
first magnitude among the poets.
Poets since his day have worshiped
him, Tennyson, Rossetti and Steven-
son being particularly his followers.
Browning hailed him in the mid-
Victorian time, when Carlyle called
him a lollipop-maker, and prophesied
that his full recognition would come.
Some poets have mislaid Words-
worth, some are not drawn to Shel-
ley, but Keats holds all in a
spell. His mixture of idealism and
sensuousness, his gift in telling a
story, his palace of art giving refuge
from life's workshop, please the
general reader as well as the poet.

The letters, many of them full of
genial glow and radiance, rich in
humor and high spirits, defying cir-
cumstance, win all who read them.
The thoughts of readers will travel
in this century to the grave in
Rome, where Keats "bought with
price of purest breath a grave among
the eternal."

BULLY!
Three rousing cheers for those
Western Ontario lads who carried
the Maple Leaf to a glorious victory
in the interscholastic athletic meet
at Baltimore. They had to beat
the cream of school runners of the
Eastern States, and it was a clean-
cut triumph about which there
could be no question. That the test
was a worthy one, too, is shown by
the fact that a world's record went
by the board. There is no degenera-
tion about a country that breeds
this kind of men, clean-limbed,
stout of heart.

EDITORIAL NOTES.
The Hearst press is yapping over
Yap.

An American judge has decided
that whiskey can be carried with
impunity. In Ontario, ingenuity is
required.

Paderewski says he likes "jazz."
That's what comes from living in
the midst of old world discord.

LETTERS.
PASTERIZED MILK.
To the Editor of The Advertiser:
I notice that some of the women's
organizations are asking that it be
compulsory to have all milk pasteurized.
This certainly is a good idea for a large
city like Toronto, where they ship
the milk for a hundred miles or more,
because in the summer weather at least
this milk would in all probability be
sour before it reached the consumer.
It was not pasteurized. But in a small
city like London, situated as it is,
where the milk reaches the consumer
within a few hours after milking, it is
not so necessary.

I am not an expert on this matter,
and it might be the proper thing to have
the milk pasteurized, but in case this
is made compulsory it should be borne
in mind that it is going to put a lot of
milkmen out of business.

We have about 50 milk distribu-
tors in London, and only two or
three of them pasteurize their milk,
and I say that if we are going to create
a monopoly, by all means let the citizens
have a lot more of it than to use nothing
but pasteurized milk and use less than
we are using.

I am not concerned about the cost
of milk to the farmer, for everybody

figures the cost in a different way and
it would be impossible to satisfy some
people. But, it certainly costs less to
produce milk now than it did a year
ago, and the citizens are entitled to this
reduction in cost. The farmer, just as
the consumer, should get more for his
product in the highest market. If they
can get more by selling it as milk they
will do so. We should pay for this milk
as we pay for the whole of the open market.
Everyone should come down a little. I
do not wish to take the whole of the
reduction out of the farmer, as it costs
less to deliver milk today than it did a
year ago, but I do say that the price
must come down or the citizens will
have the reason why they have had
scores of people congratulate me on the
stand I have taken, and feel satisfied
that if this matter is gone into thor-
oughly and explained to the people that
there will be no difficulty in carrying a
blow.

F. R. WATKINSON.
London, Feb. 28, 1921.

"HE DON'T."
To the Editor of The Advertiser:
My attention has been drawn to an-
other interview of a Teacher of Eng-
lish, in which he persists in his indorse-
ment of the expression "he don't," and
his abbreviation for "He does not."

He must speak for a rather limited
circle, when he claims that 50 per cent
of them use this expression, which is
not to be analogous, an abbreviation of
"He do not." It would be making
itself use of all but universal for this is
a big world, and the English language is
spoken over a large proportion of its
surface, outside of this continent. "He
do not" is peculiarly the language of
the American, though it is I believe, eschewed
by the better educated Americans. It
certainly does not obtain among the
educated classes in England, where one
ought to have some voice in this mat-
ter.

If a Teacher of English will kindly
examine some of those slang words and
other colloquialisms which have, as he
says, crept into the language, so as to
take the steam of approval of his col-
leagues, perhaps he will find few, if
any, who use "he don't" as a matter of
violation of good grammar.

As to the phrase, "It is me," it is a
strange reason for which a Teacher of
English advocates its use, namely, that
the French say it. "C'est moi" is the
French idiom, and we are no more
likely to follow it than we are to say
"How do you carry yourself?" when we
meet a friend on the street, whereas the
form, "It is me" is a direct offense
against good English grammar.

K. F. REYNOLDS.
London, Ont., Feb. 28, 1921.

EVERYTHING
SIR HARRY LAUDER RETURNS TO
LONDON.

[Manchester Guardian.]
The return to London of a great
popular favorite after an absence
of five years provides an interesting
moment for the favorite and for the pub-
lic. The favorite thinks: Do they re-
member me? The public thinks: Is he
as good as we thought he was?

London public and Sir Harry Lauder
were face to face tonight at the Palace
Theatre, where the Scottish comedian
began a four weeks' season. He sang
his new songs, "Oh, hi-o" and "The
Waggle of the Kilt" and "When I Was
Twenty-one" and a sailor's song, "Some-
body Waiting for Me." None of them
is quite of the same compelling quality
as his old favorites, nor do they bring
out his artistry at its finest, though
in the first his dancing is more gaily
joyful than ever and his personal
definition of the old man is monu-
mental in "When I Was Twenty-one."
His old piece, "The Safest of the Fam-
ily," which he gave afterwards, re-
minded us of how in original observa-
tion given in the surest, keenest flashes
he reveals something like genius. His
repertory, however, includes a number
of new songs still to be heard. The
audience showed that Lauder stands
as high as ever in their regard, and
doubtless would have been content with
the old songs but Harry Lauder's way
has always been to try to improve upon
his triumphs. One doubt, however, is
if he is not carrying too far the game of
making his audience participate in the
performance. His references to two
very well-known personages who were
sitting in a box must have been as
embarrassing to them as they were to
some of the others in the Palace audience.
But the fruit of tonight's affair was the
real pleasure of hearing a singer in
the music hall who can sing and who
can act inventively and appropriately
all the time he is on the stage. Harry
Lauder indeed deserves his welcome
back.

THE DUEL.
[Eugene Field.]
The gingham dog and the calico cat
Side by side on the table sat;
'Twas half-past twelve, and 'what do
you think?

Nor one or 't'other had slept a wink!
The old Dutch clock and the Chinese
plate
Appeared to know as sure as fate
There was going to be a terrible spat.
(I wasn't there, I simply state
What was told to me by the Chinese
plate.)

The gingham dog went "bow-wow-
wow!"
And the calico cat replied "mee-ow!"
With bits of gingham and calico.
While the old Dutch clock in the
chimney-place
Up with its hands before its face.
For it always dreads a family row.
(Now mind, I'm only telling you
What the old Dutch clock declares is
true.)

The Chinese plate looked very blue,
And waited, "Oh, dear! What shall we
do?"
But the gingham dog and the calico
cat
Walked this way and tumbled that,
Employing every tooth and claw.
In the awfullest way you ever saw—
And, oh, how the gingham and calico
flew!

(Don't fancy I exaggerate,
I got my views from the Chinese plate.)
Next morning where the two had sat
They found no trace of the dog or cat;
And some folks think unto this day
That burglars stole the pair away;
But the truth about the cat and the
dog
Is this: They ate each other up!
Now what do you really think of that?
(The old Dutch clock it told me so,
And that is how I came to know.)

MUCH TRAVELED.
[Harvard Lampoon.]
Tourist (gazing at volcano)—Looks
like hell, doesn't it?
Native—How those Americans have
traveled!

THE PROPHECY.
[Locksley Hall.]
For I dip into the future far as human
eye could see,
Saw the world of the world, and all the
wonder that would be;

Saw the heavens filled with commerce,
Argosies of magic sails,
Pilot of the purple twilight dropping
down with costly bales;

Heard the heavens filled with shouting,
And there rained a ghastly fire,
From the nations' airy navies grappling
in the central blue;

Far along the world-wide whisper of the
south-wind rushing warm,
With the standards of the peoples
plunging thro' the thunderstorm;

Till the war-drum throbb'd no longer,
And the battle flags were furled,
In the Parliament of Man, the Federa-
tion of the world;

HYPOCRISIT.
[Washington Digest.]
Her—Have I too much powder on my
nose?
He (with a sigh)—Oh, dough!

WHAT DO YOU KNOW
ABOUT CANADA?

ANSWERS TO YESTERDAY'S
QUESTIONS.

1—Capt. Cook, the famous explorer,
was the first Englishman to trade
with the coast Indians. He
began the fur trade when he ex-
plored and charted Nootka Sound
in 1778.

2—The Roman Catholic mission at
Sault Ste. Marie was established in
1668.

3—Mackenzie district was the section
of country lying to the west of the
old district of Kewatin.

4—Sackville, N. B., is the seat of
Mount Allison University.

5—The Presbyterian Church in Can-
ada was formed in 1855.

6—Brillé was the first French ex-
plorer of the Ottawa river, which
he ascended in 1611, two years be-
fore Champlain's explorations of
that region.

7—Canada has 75 meat-packing plants
and abattoirs (1918).

8—Canada joined the postal union
July, 1878.

9—Queen Victoria sent the first cable
message from Ireland to Newfound-
land in 1858.

10—The Dominion Government spends
\$5,000,000 yearly for agricultural
development and production.

TODAY'S QUESTIONS.
1—Why was it necessary for Laura
Secord to carry the news of the
American advance to the Canadian
general, Fitzgibbon?

2—Where were the first schools opened
in New France?

3—Who were the first white explorers
of several of the Great Lakes?

4—How did John Cabot receive from
Henry VII. for the discov-
ery of Canada?

5—Which Canadian city is the largest
grain market in the world where
the actual trading in grain is done?

6—Where is Richibucto?

7—When was the Canadian decimal
currency introduced?

8—Why is the Pincher Creek district
well known?

9—Name three woolen mills has Can-
ada?

10—What three Canadian cities were
founded by United Empire Loy-
alists?

OTHERS' VIEWS
SUSIE'S SHOES.
[Kingston Whig.]

They say the female feet are grow-
ing splendidly as women commence to
use them. The Toronto Star says:
"Now that she is going into business and
athletics and all that sort of thing,
there's no reason why Sister Susie
shouldn't hope to have as large and
well-developed feet as most men have,
and she'll need them as the years pass
if she's going to stand up for herself
in the battle of life in an age when
chivalry shall be a forgotten art."

THE O. T. A.
[Kingston Standard.]
Premier Drury was simply expressing
universal experience when he said in
regard to the use of stool pigeons in
obtaining convictions of offenders
against the Ontario temperance act:
"Mr. Flavelle told us that it was abso-
lutely impossible to get the necessary
evidence without employing individuals
of this kind. My own opinion is that
if you want to enforce an act you have
got to get popular sympathy, and you
cannot do it by methods of this sort."

There is not the slightest doubt that
if an act is against the sympathy of
the people it cannot be enforced. That is an axiom.
It is well that government states its
intentions to be to overhaul the O. T. A.
after the referendum has been taken
in April, and it is hoped that it will
frame a measure of moderation and
toleration which will obtain the sup-
port of all the people in eliminating
the evils of drink which are deplored.

CARPENTER DEFIES THE MIDDLE-
MAN.
[London Weekly Times.]
Georges Carpentier, Europe's cham-
pion boxer, film actor, dandy, and—as
the Paris newspapers never let you for-
get—father of a family, is now to ap-
pear in a new role—that of manufac-
turer and shopkeeper. He is going to
make aluminum ware and sell it direct
to the consumer without any interme-
diary middleman.

To start with, he is putting on the
market sets of aluminum kitchen uten-
sils, 22 pieces, for 200 francs (about \$18
at present exchange rates), though it is
claimed that the price it would be
necessary to charge to give a reasonable
profit if ordinary business methods were
followed, with the middleman and all
the rest of it, would be anything up to
250 francs (\$24).

"THE CATHOLIC PRESS."
[La Presse.]
"No, the Catholic and patriotic press

NUXATED IRON
Helps make rich, red blood
and revitalizes weak nerves

YOU MAY BE A BETTER
MAN AT 45, THAN
THE YOUTH OF 25

If you keep your blood rich in
iron to give you plenty of "stay
there" strength and endurance.

In an account of a severe mountain
climbing test, a New York newspaper
reported that of those who
accomplished the feat were 44 years and
over. It is therefore shown that you
may be a better man at 45 than the
hunky stripping of 25 if you take care
of yourself and keep your blood filled
with iron. Prize fighters, wrestlers and
athletes have learned the value of
plenty of plain coarse foods in their
training, as a diet helps supply
iron in the hanks of grains and the
argues of vegetables to enrich your
blood, but modern methods of cookery
throw away these nature away—hence the
alarming increase in recent years in
Anemia—iron starvation of the blood,
with its devastating weakness, nervi-
ousness and other attendant ills. If you
are not strong and well, if you lack
bodily and mental vigor, do not wait
until you go to pieces and col-
lapse in a state of nervous prostration
or until in your weakened condition you
contract some serious disease, but take
some organic iron like NUXATED IRON
at once to help enrich your blood and
revitalize your worn-out exhausted
nerves. Organic Nuxated Iron is like
the iron in your blood, and like the iron
in spinach, lentils and apples. It will
not injure the teeth nor disturb the
stomach. You can even eat it if you
wish. It often increases your bodily and
mental vigor in two weeks' time. Your
money will be refunded by the manu-
facturer if you do not obtain satisfac-
tory results. Beware of substitutes.
Look for the word "Nuxated" on every
package and the letters N. I. on every
tablet. At all druggists.

is not that which has for directors and
writers agents of national and religious
disorganization. Catholicism is truth
and order, and it can make no alliance
with deceitful malignity. That is why
so many efforts made by that dangerous
school will all be in vain. The good
sense of the people will always refuse
to accept the pretended remedies of-
fered by those who, instead of sincerely
working for the moral and intellectual
well-being of the French-Canadian
race, strive to ruin its influence and
undermine its prosperity.

WANTED, SANE LEADERSHIP.
[L'Action Catholique.]

How can it be expected that the
people will be wise, foreseeing, con-
tented, with their lot, when they see
the classes above them not only making
a mockery of the church in order to
enjoy at their ease all the pleasures
that money can buy, but who outlive
one another in their ardor to display
their extravagance in the newspapers
and in that way arouse feelings of
envy and jealousy? If it is true that
the people have the government they
deserve, it is all the more true that
the directing classes have the people
they form. If the people are to re-

main good, they must have sane leaders
at their head.

STEAMSHIP MOVEMENTS.
Arrivals.
Halifax, Feb. 28.—Carmania, from
Liverpool, Feb. 27.—Canada, from Port-
land; Imperoyal, from Christobal; Cana-
dian Trapper, from Liverpool; Canadian
Observer, from the West Indies; Port-
land, from Copenhagen.

Departures.
Liverpool, Feb. 24.—Canadian Miller,
from Sydney, C. B.
Cardiff, Feb. 25.—Harold (Norwegian),
from Norfolk, via Halifax.
Portland, Me., Feb. 27.—Masca, from
Povey, England.

New York, Feb. 27.—Stockholm, from
Gothenburg.
NEW YORK, Feb. 28.—Arrived: Car-
mania (British), Liverpool, via Halifax.
Sailings.
Portland, Me., Feb. 28.—Canada, for
Liverpool, via Halifax.
New York, Feb. 28.—Roman Prince,
for Havre, via St. John; Reina d'Italia,
for Naples and Genoa; Aquitania, for
Cherbourg.

Liverpool, Feb. 28.—Empress of Brit-
ain, for St. John, N.B.
Liverpool, Feb. 28.—Canadian Obser-
ver, for the West Indies; Carmania, for
New York.

TRANSATLANTIC LINER
STRIKES AN ICEBERG.

Boston, Feb. 28.—The transatlantic
liner Princess Matoika, with 2,000 pas-
sengers, from Genoa and Naples, struck
an iceberg or a submerged wreck off
Cape Race, Nfld., on Thursday night,
and was rendered helpless by damage to
the steering gear, but after drifting for
seven hours was brought under control.
Princess Matoika had been previously
ordered diverted here for antityphus
examination.

HEATED CONTROVERSY
ON CATTLE EMBARGO

LONDON, Feb. 28.—(Canadian Press.)
—The British embargo on Canadian live
cattle is becoming a subject of heated
controversy, and the news that Hon.
Manning Doherty, minister of agricul-
ture of Ontario, is coming over to sup-
port the efforts being made to secure
its removal has been received with con-
siderable interest on both sides.

Brownstone Ends
Grey, Streaky Hair

Ladies in society no more tolerate
grey, streaky hair than they do un-
becomingly grown. Neither can the busi-
ness girl or person in any walk of life
who would keep up-to-date.

The proven, tested and absolutely
harmless way to tint grey, faded,
brownish hair is with

radiograms containing these advice
were received today at this port. The
Princess Matoika had been previously
ordered diverted here for antityphus
examination.

For a free trial bottle with easy, com-
plete directions, send 11 cents to pay
postage, packing and war tax to The
Keaton Pharmaceutical Company, 611 Cop-
pin Bldg., Covington, Ky.

Special Free Trial Offer.
For a free trial bottle with easy, com-
plete directions, send 11 cents to pay
postage, packing and war tax to The
Keaton Pharmaceutical Company, 611 Cop-
pin Bldg., Covington, Ky.

For a free trial bottle with easy, com-
plete directions, send 11 cents to pay
postage, packing and war tax to The
Keaton Pharmaceutical Company, 611 Cop-
pin Bldg., Covington, Ky.

For a free trial bottle with easy, com-
plete directions, send 11 cents to pay
postage, packing and war tax to The
Keaton Pharmaceutical Company, 611 Cop-
pin Bldg., Covington, Ky.

For a free trial bottle with easy, com-
plete directions, send 11 cents to pay
postage, packing and war tax to The
Keaton Pharmaceutical Company, 611 Cop-
pin Bldg., Covington, Ky.

For a free trial bottle with easy, com-
plete directions, send 11 cents to pay
postage, packing and war tax to The
Keaton Pharmaceutical Company, 611 Cop-
pin Bldg., Covington, Ky.

For a free trial bottle with easy, com-
plete directions, send 11 cents to pay
postage, packing and war tax to The
Keaton Pharmaceutical Company, 611 Cop-
pin Bldg., Covington, Ky.

For a free trial bottle with easy, com-
plete directions, send 11 cents to pay
postage, packing and war tax to The
Keaton Pharmaceutical Company, 611 Cop-
pin Bldg., Covington, Ky.

For a free trial bottle with easy, com-
plete directions, send 11 cents to pay
postage, packing and war tax to The
Keaton Pharmaceutical Company, 611 Cop-
pin Bldg., Covington, Ky.