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THE LONDON ADVERTISER COMPANY,
LIMITED.

London, Ont., Friday, January 16.

A CLEAR-CUT POLICY.

After his speeches at Newmarket and Hal-
fax nobody can charge that Mr. Mackenzie
King hasn't made it clear just what the
policy of the Liberal party is. He has an-
nounced definitely and distinctly that the
program laid down at the great Ottawa convention
is to be followed now and in the future. Lib-
eralism will endeavor to bring unity and sta-
bility to Canada.

While Mr. King pointed out how much
there was in common between the policies of
Labor, the Farmers and the Liberals, he made
it plain that he would not be influenced by
anything that savored of class rule. For Labor
and the returned soldier he showed the great
responsibility resting on the country. The
Liberal party proposed to fight the battles of
these two classes, as well as that of the
agrarian element, without being subservient
to any one of them or to any grouping. In all
of them could be found the essential truths
of Liberalism. The truest unity for Canadians
could only be achieved by broad-minded con-
sideration of all problems, and willingness to
make some sacrifices for the common advantage.
What Mr. King presented to his coun-
trymen were the first principles of the Liberal-
ism that has left its mark in the best that is
in this nation, through the labors of Macken-
zie, Mowat, Ross, Mills and Laurier. In the
inaugurating of his leadership he shows prom-
ise of being a worthy successor to the giants
of Canadian Liberalism.

FARMERS' ROAD POLICY.

Mr. Drury's plans for road improvement
throughout Ontario, as announced by his
minister of public works, is one of the most
ambitious ever proposed in this country, and
is one that should on the whole receive the
support of the general public. According to
Mr. Biggs it is intended that all county high-
ways shall be looked after by the province, and
that the province shall share in the expense of
keeping township roads in good shape. In
county road work the province will utilize On-
tario's share of the Federal Government's
grants. Under this plan it is estimated that
the Federal Government will contribute 40
per cent., the province 42 per cent and the
municipalities 18 per cent. This should make
for better roads, as, under the present system
of repairing—that by statute labor—the work
is far from being as dependable as the traffic
calls for. An interesting item of Mr. Biggs'
announcement states that it is expected that
before next winter a provincial highway con-
necting Ottawa with Windsor will be finished.
This confounds critics of the U. F. O. who
have declared that the farmers considered such
a highway a racetrack for city joy-riders, and
would never sanction its construction.

STUDYING OUR OWN HISTORY.

Prof. Witke of the Ohio State University
writes in the Historical Outlook urging upon
American universities that they should in
future give more attention to the study of
Canadian history. "Canada," he points out, has
attained a rank among the nations of the
world that makes her national history of in-
terest everywhere, but more particularly to
the United States, her nearest neighbor and
closely linked in so many ways. Prof. Witke
says that among the students of the univer-
sities of his country Canada has not heretofore
been known properly and he suggests that
courses in Canadian history should be included
in the curriculum.

It is a question if we in Canada give the
attention to our own history that we should.
The average high school boy knows more about
the Tudor period of English history than he
does about the French period of Canadian history,
and is better acquainted with the career
of Julius Caesar than with the career of Sir
John Macdonald. It is wise that the students
in our schools should have a knowledge of
English history and ancient history, too, but
there is scant excuse for neglecting our own
national annals as much as we do. Until we
have in this country a better knowledge of
our history, an understanding of how things
came to be, the agitator and the loud-mouthed
demagogue will still have free play. A people
who know where they came from and how
they came to be what they are will not easily
become the prey of partisans, and may be
trusted to steer their ship of state clear of the
rocks that have wrecked so many nations.

THE LEAGUE OF NATIONS.

Today marks the advent of the League of
Nations. The ratification of the peace treaty
was an historic event, yet it did not carry the
import that goes with the first official step
to put into play the covenant of the league.
The peace signing ended the great war, but
today in Paris will be launched a world-wide
movement to do away with war. The council
of the league is composed of representatives
of Great Britain, France, Italy, Japan, Belgium
and Brazil. Twelve neutral states—Argentina,
Colombia, Spain, Sweden, Chile, Denmark, Nor-
way, Paraguay, Holland, Salvador, Switzerland
and Venezuela—will take part in the discus-
sions of the assembly section, which might be
described as the lower house of the league.
The test of the league will, of course, come
now when the opportunity will be presented to
act on the program worked out during the last
twelve months. The world will know very

soon just how useful the league is to be in
bringing about and maintaining universal
peace. The placing and acceptance of manda-
tories, the reduction of armaments, courts to
see that equity and justice shall be handed
out to everybody, schemes for the improve-
ment of conditions of labor, all these are vitally
necessary to the league becoming an instru-
ment to achieve world harmony. The league
may fail, in which case the world will go back
to the old dangerous methods of diplomacy,
more or less secret, that contributed a lot to
bring on the explosion of August, 1914. It
will mean more alliances for offense and de-
fense, a resumption of militarism with its
stupendous and crippling expenditures. The
masses the world over, however, are passion-
ately determined that they will not again be
subjected to the agonies of the last four years,
and as their representatives around the council
board of the League of Nations are acutely
aware of this, it may be taken for granted they
will abandon any attitude that would tend to
wreck the league. Providing they are sincere
and have accurately gauged what the nations
desire, the chances are bright for a successful
inauguration at Paris today of the movement
towards a happier world.

RETIRED CLERGY.

Generally speaking, the average church
member regards the superannuation fund with
no great cordiality. That indifference had its
beginning years ago, in times when eggs were
8 cents a dozen and wheat 60 cents a bushel,
in a period when a dollar a day was the recog-
nized wage for a laborer. Then the salary of
a country clergyman—\$700 a year, a free house,
and an allowance for horse feed—was regarded
with envy by many farmers who, perhaps, did
not handle in actual money more than \$300 a
year, but who lived on the fat of the land. In
like manner, the city minister's stipend, of
perhaps \$1,000 a year, seemed a good deal in
the eyes of a factory worker or a retail clerk.

Under such circumstances, any appeal for
support of a pension fund was met by this argu-
ment: "Any man getting a good salary all the
time ought to provide for his own old age." The
view was short-sighted. It did not take into
account a long and expensive course of educa-
tion. The critics did not bear in mind that men
in the secular profession, no better educated
than the clergy, could command frequently
from six to ten times the monetary reward
of their classmates of the cloth. Entering the
ministry in itself was a sacrificial act.

Bearing that in mind, leaders of the churches
planned pension funds, calling upon the min-
isters themselves for an annual premium from
their scanty resources, and appealing at the
same time to the congregations to augment the
income thus received. Twenty-five years ago,
the basis of the retiring annuity in at least
one of the churches was fixed at a payment of
\$10 a year for every year of service in the ac-
tive work. The man who had preached for forty
years, wearing himself out in the service of his
neighbors, received the magnificent sum of \$400.
In the day of the "eight-cent eggs" the an-
nuity was reasonable. But this is the day of
the eight-cent single egg. Since 1906, the cost
of living has been steadily advancing. Before
the fateful fourth of August, 1914, the allow-
ances of the superannuation funds were utterly
inadequate. Yet they were not properly in-
creased. What can be thought of them today
when the dollar has less than half the purchas-
ing power it had before the war?

Without any exaggeration, the annuities
paid to decayed clergy in Canada are a disgrace
to religion, and a reflection on the common
sense of the church members. One of the ob-
jects of the Forward Movement, which has in-
cluded Anglicans, Baptists, Congregationalists,
Methodists and Presbyterians, in a united
national campaign, is to put the various su-
perannuation funds on a good footing, that the
great preachers and leaders of a former day
shall not be compelled to walk threadbare and
hungry to the grave.

EDITORIAL NOTES.

The League of Nations opens its series
today, and it will help a lot if some "Babe"
Ruth knocks out a few home runs for the
Peace Dove.

A crook swindled a Montreal banker out of
\$13,000. Great crop of suckers in that town
always.—Toronto Star. But they don't fall for
a smallpox epidemic.

HOME LIFE IN FRANCE THREATENED.

Special courts are to be established in Paris to
try divorce cases, of which there are 123,000 waiting
to be heard. Such a situation is unparalleled in
France or anywhere else. It is estimated that there
are 577,000 families in the French capital, and this
would make one divorce in every four and one-half
families. The United States has acquired an un-
enviable reputation as a country of easy divorce,
but the proportion is only one to ten marriages, and
even that the same parties often appear in the
divorce court again and again.

Divorce used to be almost unknown among the
middle classes in France. As in England, the middle
class used to be eminently respectable, and scandals
occurred almost entirely among the upper and lower
grades of society. But the present epidemic affects
the middle class almost exclusively, and can be
attributed only to the war.

France was obliged during her struggle for life
to put the whole of her man power in the field and
keep it there. Most of her soldiers never saw their
homes from the first day of the war until the last,
or, if they did, it was only for a flying visit. In four
or five years of enforced absence husband and wife
have grown away from each other, and are almost
total strangers. Many of them, too, have formed
new ties which they are not satisfied to break. Even
those men who have come back untrammelled have
become deteriorated in nature by five years of the
most ferocious fighting the world has ever seen.
All these causes contribute to a situation that is
simply appalling. And the question arises, What is
to become of the children of these unhappy
couples? France is in such a deplorable condition
industrially that a man who marries again cannot
afford to support two families, and if the children
are allotted to the mother she will not be able to
support them. Nor can she expect to find another
husband, with a million and a half young men of
France dead and as many more crippled. Of all the
evils that have been brought upon France by the
war this is the worst.

BEAUTY.

[Harold Lewis-Cook in Westminster Gazette.]
So many people have made palaces for thee;
Made thy house of marble or a summer sea;
Made thy home in high cliffs that strange birds
kept.
Or in the laughter of a child who never wept.
Some men find thee only in that narrow space
Under the grass, with those who looked and loved
kept.
Who think there only art thou found away,
That all else goes sleep-wise, passing like day.
But I have a more beautiful place to see,
That is mine only, there do I house thee,
That shall be as long as there are eyes to gaze.
The face of my first love, all bright with love's
amazement.

From Here and There

SIMPLY STATED.

[Tit-Bits.]
A visitor to a school began an address as follows:
"This morning, children, I propose to offer you an
epitome of the life of St. Paul. Perhaps some of
you are too young to grasp the meaning of the
word 'epitome.' 'Epitome,' children, is in its
signification, synonymous with synopsis."

VERY QUEER.

Ethel—What did father say when you told him
you wanted to marry me, Edward?
Edward—A very queer thing, darling. He asked
me if there was any insanity in my family.

WRONG PLACE.

Tramp (very mournfully)—Madam, I don't know
where my next meal's going to come from.
Lady of the House (politely)—Poor man, I am
very sorry, but this is not an information bureau.

THE MINE-SWEEPERS.

[James J. Montague in the New York World.]
[Copyright, 1919, by the Press Publishing Company.]
They never had half a chance at glory.
To them the joy of battle was denied;
The nation never thrilled to read the story
Of how they lived and toiled and how they died.
Unseen, unmarked, they went where duty called
them;
On mine-enclined seas their nets were spread;
No storms delayed, no dangers grim appalled them,
Tho' death was always lurking just ahead.

Day in, day out, their dreary vigil keeping,
As on across the tide their vessels stole.
Alert of mind, untiring and unslumbering,
They calmly kept their perilous patrol.
And if there came a flash, a roar of thunder,
And smothered in a whirl of hissing foam
A ship and all aboard of her went under,
No cable sent the tragic story home.

They brought to port no submarine as booty,
Their shouts of triumph ringing in the breeze.
It never was their glory to be gloried in,
To scourge these slinking serpents from the seas.
They were no crown of fame, yet their devotion
For victory's mighty progress cleared the way.
Made safe an army's path across the ocean,
And baffled craft and cunning of their prey.

They were no crown of fame—and yet their story
When half its glowing chapters have been told
Will write their names upon the roll of glory
In fine, resplendent characters of gold!

DEMPSEY AND FOCH.

[New York Evening Sun.]
It has been announced that Jack Dempsey has
accepted an offer of \$400,000 for a 45-round bout
with Georges Carpentier. This is a large sum, but
then Mr. Dempsey is a great fighter. In fact, he
is the holder of the world's heavyweight champion-
ship, which title he attained laying low the redoubt-
able Mr. Willard.
Over in France there is another championship
fighter—one who won the greatest bout the world
has ever seen. His name is Foch. He draws but
a small salary for his services, a salary which
seems ridiculous beside Mr. Dempsey's \$400,000.
But then, Marshal Foch only saved the world;
Dempsey amuses it.

WHAT IS A CANADIAN?

[Farmers' Magazine.]
We are told that we must make Canadians of
those who migrate to Canada from other countries.
Quite true. But what is a Canadian? Many of
those who talk of Canadianizing others are really
in need of being Canadianized themselves. Their
conception of Canada is a transplanted England,
with the eyes of those transplanted always turned
towards a country separated from us by 2,000 miles
of ocean. It should be quite clear that we cannot
make Canadians of that sort out of immigrants com-
ing to us from the United States or from Contin-
ental Europe. We can make real Canadians of these
and their descendants, but we cannot expect to
develop in them a patriotism in which a country
they have never seen shall have first place and the
country in which they live second. Neither can we
expect this of our French-Canadian brethren.
Ancestry. What we can do is to unite all the races
in this country as parts of a Canadian nation, and
that is the task to which we should all, regardless
of our ancestry, give our undivided efforts. The
land in which we live, and in which our children
will live after us, is the one which has first claim
on our fealty and on our affections.

CANADIAN POETRY.

[McMaster University Monthly.]
Poetry is the clinking together of two unexpected
coins
In the shabby pocket of life.
—Don Marquis.
In the realm of Canadian poetry there has re-
cently developed a fad which bids fair to become
the ruling passion of literature—vers libre. Never
were poets so numerous and so prolific as today,
and we wonder whether this apparently impres-
sible output may not be attributed to the discovery
of "free verse," which, by removing the barriers of
rhyme, has admitted the multitude. "Poets," says
one editor, "seem as numerous as sparrows through
the cool sunshine, and almost as quarrelsome." Their
name, indeed, is legion. Poetry in these days is a
business; it takes time, muscular effort, nervous
energy and sometimes thought to produce a poem.
But when we have finally completed a limerick for
a newspaper want ad column, how proudly we read
our effusion! We feel as Don Marquis must have
felt when he said:

Poetry is something we once got paid
A dollar a line for.
But we're not going to tell you the name
Of the magazine;
We're saving it."

Seriously, however, the Canadian people as a
whole are not interested in this greatest of all
methods of rendering beautiful thoughts. With
them, "publishing a volume of verse is like dropping
a rose petal down the Grand Canyon and waiting
to hear the echo." Doggerel is entertaining as a
pastime, and free verse popular because it looks easy
to write. But brief and transient is the attention
paid to our war poets, and the barriers of rhyme,
proud, says the Canadian Bookman. In technique,
only a small part of our poetry of the present war
compares with the product of such British writers
as Kipling and Rupert Brooke. In volume it is
of course but a little stream. . . . But in three
aspects it is unequalled: no other verse is more
bathed in the blood and agony of bitter struggle;
none speaks from a soul of more uncontrolled and
undiluted chivalry; and no other proceeds sponta-
neously from our Canadian point of view, and so to
speak, courses directly in our national veins."

"Life is a little section square,
Cut from a picture vast and rare,
If we could see the whole design
We would not change a single line."

TWO SORTS OF METEORITES.

[New York Sun.]
Somewhere out in space millions of bits of
matter quit their jobs every day and go out for an
eternal good time. How far they travel in the
airless streets of the infinite nobody knows. The
people of this planet see them only after they reach
the atmosphere which kindly surrounds the earth.
Then their good time is over. Traveling through
the frictional air makes them red hot. Most of
them burn out. Others come down to be lost in the
sea with a final hiss, or to be buried in the ground as
deep as their speed of forty-four miles a second
compels. A few million people have down off the
handle in the industrial world and are whizzing
through space, spending like moguls and loafing
like Ludlum's dog. After they hit the atmosphere
of necessity there's going to be a flash and a thud.

MINCE PIE.

[Cincinnati Times-Star.]
Prohibition has gone too far. We have tasted
the "dry" mince pie. Most emphatically we say
that it is not mince pie—at least, not the kind that
mother used to make and for which father furnished
the bottle. These were the mince pies that were
mince pies! Mother's mince meat seemed the
glowing embers of the richest fruits, set between
two pieces of fondly embracing crust. But this
thing that they now seek to pass as mince pie is
nothing more than a soggy sandwich, a hash that
is metamorphosed into congealed lead as it meets
the gastric juices. Mince pie had best join its
disreputable companions that suddenly have sponta-
neously become anathema to the American legislator and his friend
the lobbyist. For, without the contribution that
came from father's bottle, mother is powerless. Her
pies have become the rose without the odor, the
tree without the foliage, the egg without the nog.

WAITED TOO LONG TO ASK FOR MONEY GIVEN

So Gardening Association is Experi-
encing Difficulties.
"Never put off till next year what
you can get now" is an axiom which
will doubtless be engraved in the con-
stitution of the Women's Gardening
Association.
The association was granted a sum of
money by the 1919 city council, but
only drew a portion of it. Ald. S. R.

Minness, who superintended the gar-
dening work, applied to No. 1 commit-
tee Wednesday for another \$50 of this
amount. He was told that the 1919 ac-
counts were closed, and that this year's
council could not spend last year's
money. If it did so it would be charged
to this year's account and affect this
year's tax rate. As the council will
probably grant the association \$50 it
self this year, this would mean that a
total of \$100 would be charged to the
1920 committee, and the members do
not see their way clear to do this.
City Treasurer Bell will report on the
matter and may be able to straighten
out the tangle.

CASTORIA

For Infants and Children
In Use For Over 30 Years
Always bears
the
Signature of
J. H. H. H.

London & Port Stanley Railway

Time Table Effective September 2.
To St. Thomas—5:00, 7:20, 9:40,
11:20, 1:40, 4:00, 6:20, 8:40, 11:00.
To Port Stanley—7:20, 9:40, 11:20 p.m.
To Port Stanley—7:20, 9:40, 11:20 p.m.
Daily except Sunday.
Limited train, London to St. Thomas

Why McKim Campaigns are Successful

Successful advertising is not a matter of so many inches
in the newspapers and magazines.

In the first place, there must be a correct understanding
of the relation of the product, or service, to the public.
Then follows the determination of the IDEA—the key
to the appeal.

Next comes a wise selection of media, and the decision as to sizes,
sequence and frequency of advertisements. Then illustration, text and
setting must be designed to attain the maximum effect—to make
the idea LIVE!

It may seem simple to follow this plan, but many who have copied the
outward appearance of the successful campaigns we have put on, miss
the vital essentials, and make failures where unqualified success is deserved.

During the War it became necessary for the Dominion Government to
propagate certain IDEAS regarding military service, food resources,
finance and so on. A. McKIM LIMITED was chosen—not once or
twice, but time after time—to assist in propaganda work, and this new
idea in advertising accomplished all that was expected.

Groups of manufacturers, as well as individual firms, have been adver-
tising in this light, and have successfully created new uses for their
products, as well as new users.

There is a tremendous field for commercial development of this nature,
if it is skilfully presented.

Advertising is neither a gamble, nor is it a "sure thing." It is a
straight business undertaking, requiring sane judgment and shrewd
common sense.

With the wide experience gained in thirty years' successful work, we
are able to offer guidance that makes valuable the newspaper and magazine
space that is used.

Some of the largest manufacturers in Canada are among our clients, and
have been for years. * Over three hundred advertisers—great and small—
trust us with the handling of their advertising—the largest clientele of any
advertising agency.

Before you reach any decision regarding the expenditure of your adver-
tising appropriation for 1920, we would like to discuss the possibilities
with you.

To Manufacturers

Advertising, well directed, is a
first consideration in your
plans for more business in 1920. Why
not break away from the old fixed
market and develop new uses for
your product?

If competition is keen, your cam-
paign should put you beyond its
reach. If you cannot keep up with
the demand, your expenditure for
advertising is well invested because
of the Goodwill created.

Public Opinion

A new word coined during the War—
"Profiteering"—is being used very freely.
Quite often, if the public knew the truth regarding
earnings, opinion would be much more favorable.
Well directed advertising has a salutary effect on
unjust agitation, and is of inestimable benefit.

Financial houses realize that advertising is of the
greatest importance where new stock is to be
issued for public subscription. So much depends
upon the general attitude towards the enterprise,
that the ground should be carefully prepared by
judicious advertising before the prospectus is
issued to the public.

If what has been written above touches upon
your business, you will be interested in reading
the book to be issued shortly, "The Force that
Makes Ideas Live."

Business executives are invited to write for a
copy to our nearest office.



A. McKIM, LIMITED

MONTREAL

TORONTO

WINNIPEG

LONDON, Eng.