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London, Ontario, Thursday, August 11.

A HAPPY SETTLEMENT.

world will rejoice that an agreement has been errived at in connection with the delimitation of the Germans were endeavoring to create etween the British and the French. doubt that for a time the situation was ex-While France appeared to favor the Poles to the rich mining regions in dispute, Britain stood firm for the provisions of the Treaty of Versailles, and the result of the plebiscite, the Germans were allotted the region which claimed. It was felt, however, that both and Britain would ultimately come to an agreement and that the matter would be amicably arranged

Happily for the peace of Europe and for that of the world as a whole, a settlement has been arrived at, M. Briand and Lloyd George coming together at the Supreme Council of the Allies, held in Paris, and arranging the points in dispute to their mutual satis-Whether the Poles will be satisfied is another story, but whether they are or not, the Allies will see to it that the terms of the agreement are put in operation without more ado.

M. Briand put the matter in a nutshell: "If one examines the result of the plebiscite in a general way," he said, "there is no doubt that the German mass is in the west, and the Polish mass in the east. Thus, geographically speaking, the solution is easy seen, and even obligatory." It is upon this basis that the boundary line has now been defined. At the opening of the session Lloyd George made the British attitude clear. He pointed out that Silesia had belonged to the German race for 700 years, and that the British Government would not consent to any division not founded on the votes of the two nations

The compromise boundary line begins west of Pless on the River Vistula, and running west of Gleiwitz, west of Tost and Gross-Strehlitz, north to between Rosenborg and Kreuzberg, terminating at the frontier of Northern Upper Silesia.

But altogether, apart from the agreement which as been come to in this vital matter, the meeting by Lloyd George's declaration that the British Empire lip to distinguish them from soldiers. . . . "on no will never be dragged into another war caused by the oppressive use of superior force or the abuse of than anything else indicates the determination of Britain that nothing will turn her aside from the ob-Britain that nothing will turn her aside from the objective upon which her eyes are firmly fixed, and which she has made great sacrifices to attain—the preservation of the world's peace.

GOING TOO FAST.

The loss of the steamer Alaska, with nearly fifty lives, through striking a sunken reef, is one more filustration of the madness for going fast which at sent eppears to possess the world. On the admission of the engineer, the vessel was going full speed at the time, despite the fact that a dense fog pre-

vailed. The gran and terrible lesson of the fate of the Titanic appears to have been forgotten. It will be remembered that the Titanic crashed into an iceberg in the North Atlantic and shortly afterwards went to the bottom, with an appalling loss of life. The sea was covered with mountains of floating ice at the time, but this did not prevent the ocean greyhound from trying to make a record.

This insane desire to make speed records, both by land and sea, is responsible at the present day for themselves in the same position. the sacrifice of thousands of lives. Day after day souls are hurled into eternity at express speed, and for what-merely that somebody has been seized with day there was a good deal of scrambling, especially the vain-glorious notion of reaching a certain point among the eggs, 35 dozen of the hen-fruit being sooner than somebody else, and of being able to boast smashed. of this accomplishment. In the case of a sea captain it is sometimes a question of pleasing the owners, who wish to cut out some rival concern; in the case the grim reaper in France or Flanders, but at the of speeding on land it is frequently due to the driver call of the golden harvest, which only awaits the of the train or car being behind or overstaying his gathering in. time, but in order to "get there" all are alike in "taking chances."

Unfortunately in such circumstances it is often the innocent who suffer, those who have no voice in controlling the speed or directing the man at the wheel, whether it be on the fog-darkened ocean or the treacherous highway. The pity of it is that in the

majority of instances the victims are drawn into the danger without in the slightest degree being conscious of its proximity. The faith of ocean voyagers in a of dying in the hospitals, owing to the fees exacted. capable commander is infinite, and whether on train or road-vehicle the judgment and skill of the driver is seldom questioned.

The inculcation of the precept of "safety first" sied desire for rushing over land or sea at lightning speed remains an obsession in the minds of so many. poor Russia.

The world would be none the worse of slowing up a little and thinking things over. It is getting too giddy.

STUDYING YOUR CUSTOMER.

In the British House of Commons attention has peen drawn to the fact that the recently published statistics of the Canadian trade year ending March 31, show that imports from the United States were four times the amount of those from the United King-As a remedy for this it was announced that active steps were being taken by the trade department, and that within the last few months his majesty's trade commissioners from Toronto and Winnipeg had toured the United Kingdom and interviewed over 700 firms with the object of devising means for meeting the competition of American firms.

The quality and general excellence of British goods has never been disputed, and it has often been conjectured why these goods do not command a more ready sale in different parts of the world. One reason may perhaps be found in the circumstances that they are not sold at a price calculated to effectively compete with the products of other countries, and that their merits are not sufficiently advertised; but the main reason is the conservatism of the British manufacturer, his reluctance to adopt new methods, to develop the old ones, and to make an exhaustive study of the requirements of his customers. His organization is also far behind that of his American cousins, and his lack of enterprise prevents him from sending men adequately trained in salesmanship to push his

One of the elementary principles of working up business is to study your customer, find out what he wants and supply it to the utmost extent of your ability. In pre-war days, and we are afraid to a large extent now, the policy of the British merchant and manufacturer was almost exactly the reverse of this. He produced a good article, it is true, but he tried to sell it on its merits without regard to the likes or dislikes of his prospective customer. In other words, he assumed the role of an arbiter, and claimed the right to lay down the law to the customer as to what days are past. It is now the buyer who indicates what he wants and he is determined to get it. If, therefore, British producers do not study the tastes and foibles of those to whom they wish to sell, others are bound to capture the trade.

Tastes change from time to time and must be kept pace with. There is also the craving for novelty that it so pronounced these days, and which the Americans are adepts at catering for. From these facts also the British manufacturer must take a lesson if he wishes to reduce the ascendancy which the United States now holds in regard to its trade with Canada.

STRACHEY ON QUEEN VICTORIA

Lytton Strachey, who attacked the "Victorians" while ago with his irony, has lately proceeded to a He dares to biography of Queen Victoria herself. draw word-pictures of the good queen as she was, or as he thinks she was, advoitly bringing out anything passing of these studies or as to

According to her new biographer, Victoria had at 18 years, when she became queen, "blue prominent eyes, an open mouth, revealing the upper teeth, and a tiny chin." Thus it is suggested that her countenance She raves over Albert's "delicate or over Peel, he was assuming the actual control of

Later Victoria appears drinking up musky flat eries from Disraeli, who compared her to Titania the fairy queen!! A rather girthy Titania. Her fairy mind but she disliked it like its author. One thing she did tackle with feeling, the proposal that sailors be allowed to wear beards. She instructed the First a kitchenette for a fireless cooker. It's the idea, but would rather the men shaved the upper perhaps the landlords would take some

At the same time, for all Victoria's pettiness and entimentality, she is fairly shown by her latest account should moustaches be allowed without beard's." she may have been, but her hands were quick unto good, and she was even great in her way.

EDITORIAL NOTES.

Irish stock is still rising.

Port Stanley, thy name is Hibernia.

Now that Byng has arrived things are likely to go

It is predicted that the bootleggers will soon be extinct. Departed spirits, no doubt.

Men who drive motor cars while intoxicated ought to be sent to Bedlam for the rest of their unnatural

A man claiming to be an Austrian nobleman with vast estates has been arraigned as a vagrant at Brantford. He may be a Perhapsburg.

There is a a man in London who owns a whole street. There are about a thousand others who imagine

number of picture shows in Montreal, Many men are "going west," not at the behest of

When a horse bolted on Welland market the other

tobacco and then passed one permitting them to wear have set before him. Mr. Greenfield trousers, no doubt with the object of providing the

necessary hip pocket for the plug. The high cost of dyeing is agitating the minds of the people in the United States, owing to the embargo. They are also much concerned about the high cost

Fraulein Ruegg, a Swiss Communist, who formerly preached the doctrines of Lenine and Trotzky to preached the doctrines of Lenine and Trotzky to in pointes processed in seems futile and almost ironical, so long as the fren- entirely cured of her Communism. That proof of the pudding is the want of it has been the experience of

OTHERS'

DEVELOPING THE NORTH.

[Edmonton Journal.]
constant stream of highly placed officials nothward is impres tion has become keenly interested country that it is serving through likely to be applied to making northern Alberta better known to the world and promoting its develop: General Manager McGregor of B. C. last week put into circula tion some very strikin o the progress seeded at Fort Vermillion on May 1st. Stooling commenced on June 16th and on June 20th there was an average of thirty to forty-five stems. sidered that this growth occurred at oint further north of Edmonton than Edmonton is north of the international boundary, an outsider must get a new he possibilities of the province

A SURE CURE.

[Toronto Telegram.] The only sure cure for the "divorce evil" would be to make a constitutional amendment forbidding marriage—and even then a lot of men who hought of marrying before would go pes for the good ld home-made domestic tie.

THE PRIZE BOOMERANG. [Fitchburg Sentinel.] Hard knocks are good for a man inless he's doing the knocking,

LAW ENFORCEMENT. [The Pioneer.] importance of law enforcement i becoming more pronounced as the prohibition laws become more rigid, and as

realize the full significance of The business of law enforcement conerns not only those who believe in the

law, but every patriotic citizen who is measure of prohibition we have In Ontario has been brought out by constitutional means, and, while it is law, should be respected as is any nactment upon the statute book. Loyal

citizens cannot, will not, others must not, single out a particular While a law is law it must be en orced, and only constitutional means hould be used to overthrow it. observance of law should never be e eason for the repeal of that law, but ather for enforcement, and so long as disloyal citizens who flout upon constitutional overnment, right-thinking Canadians ust raily irrespective of their opinions on the law in question, and see that integrity of the law is maintained.

THE TENACIOUS CLASSICS.

[Kansas City Star.]
It does not appear likely that the merous spokesmen for the cause of the classics will reinstate these popular studies in a predominating place in modern education. But one should not form hasty conclusions as to the lack of value. For the classics are dis-playing a wonderful tenacity on life. playing a wonderful tenacity on life. Though dead, their language speaks. And in all probability it is best way. good of the old days as well as the good and practical of the present. development in education, so far as the classics are concerned, probably will be give these studies their proper relaother branches that also be essential in real train ing of the intellect and preparation for

> TWO DOLLARS A LOOK. [Philadelphia Public Ledger.] ndlords in Toronto

charging would-be tenants \$2 merely to look at apartments. Two dollars a look xceeds the rate collected at Artemus Ward's hotel in Richmond, where it was 50 cents a breath. Two dollars a possibilities look suggests new profiteering. For the former price of a theatre ticket, think of the joy of beholding at one coup d'oeil a parquetry floor, a radium painted radiator, a bachtub with high tide clearly marked, and wonder they can do it at the price! thing off for purchasing in quantitiessay six for \$10 for family parties. Lookindoor diversion fires the popular fancy.
Why look at Rembrandt, or Franz Hais, or Titian for nothing, when you may behold all the glories of Grand Rapids, plus an ormulu clock and a bird cage, for \$2. Why give Mount Vernon or Valley Forge the once-over without a valley Forge the office-over without an admission fee when you have the privilege of laying down two "berries" for a private view of a \$1,000,000 apartment in an exclusive neighborhood?"

BASED ON THE HOME.

[Detroit News.] It is written in the annals of history that the welfare of the state and its anence must be based on the home and the family life. It is only when it is so based that the nation can endure; is only when our ideals about the home grow out of the teachings the home that we may most effectively conserve the nation.

THOSE ORCHESTRAS. (Le Devoir.)
"It is announced that a number of proprietors of moving picture houses in New York have decided to abolish orchestras from their theaters. The result will not be any loss to music, for to often the orchestras in certain of the oving picture shows massacre musio noise, rather than appeal t the taste for sweet harmony. The president of the Theatrical Managers' Association of Philadelphia has recently characterized a number of theater orchestras as nerve wreckers. Judging

the description is not exaggerated. It is in only a few of the picture houses that real music may be heard.' ALBERTA'S PREMIER.

what we have

[Moose Jaw Times.] Herbert Greenfield, of Westlock, wh is to succeed Premier Stewart, in Alberta, has a big job on his hands and plenty of opportunity for hard work Stewart says he is the right omes of the common people. the people who work. He has been working for thirty-five years or thereabout, and in egard to this qualification for office and responsibility, he can measure up with any other Prime Minister in Canada. His part in public affairs has bee much the same as that of many other much the same as that of many other prairie farmers of ability—secretary-treasurer of his school district, active in the agricultural society, and a diligent worker for the advantage of the U. F. A. organization; an active Liberal in politics previous to the U. F. A.

Hits and Misses By OLAF REX.

THE LIARS. know a guy with millions Per Who owns a yacht and country house His life is just one mad carouse

He's surfeited with earth's delights; He finds it difficult to think which to be would you prefer

The gentleman described above

Or one who gets \$2,000 Per, Who lives only on that and love; Some bright-eyed kids, a pretty wif A man contented with his lot,

He has no loathing now for spats
Of coats with swallow tails;
He doesn't call boys sissy cats
Who clean their finger nails.
He doesn't strew his clothes about
But folds them on a chair,
And every evening he goes out—
He never tells us where. Who lives a quiet, placid life Free from the ills that flesh is heir. Which do you th The bird with but \$2,000 Per Or he whose liver's gone screw-ge-

Sixty men were asked this query men at once replied: We'd rather have the poor gump's

Wife and home." (The blighters lied!)

Red Ideas are responsible for many

The redeeming characteristic of "exclusive" persons is that they take care to exclude themselves from the unex-

We would like movie actors a grea deal more if they would only keep their

behind the "screen." If Americans elected their most pop ular citizen president, Mr. Harding would have to resign in Babe Ruth's have to resign in Babe Ruth's

If brevity is the soul of wit, the dresses the modern flapper wears are

POETRY AND JEST

CARUSO.

favor.

Rice, in The New York Times.

Where the twilight is deep by the last lonely hill, No warrior sleeps where the last mourn

warrior sleeps where the world's voice is still from the silence who came with a song.

The dawn winds are hushed, for their master has left; The streams that are singing their way

Are soundless and shadowed, as singers bereft Of the last chord of morning, uncon-

quered and free He came with a song. Is there more For any who sleep where the last flag is furled?

The twilight has called him, the gray soul has sped, There is a place for both the But its melody waits in the heart of the world.

SLOW BUT SURE

[Exchange.] A very shy youth sat on a sofa with his lady-love. Too diffident to pop the question, he gradually slipped his arm round her waist, and after a long slipped his act. silence, blurted out, desparingly; "Perhaps not," replied the lady; "but anyhow you are holding your own."

THE MORNING. [Theodosia Garrison.] The glad, mad wind went singing by white clouds drove athwart the

Bold beauty of the morning sky And all the world was sun and dew And sweet cold air with sudden glints Like spilled stars glowing in the cedar

[Louisville Courier-Journal.] "What flavor?" asked the pretty girl dispenser.

"Never mind the flavor. Flavor it with a smile." with a smile."
"That girl is going to save money
for me this summer," said the druggist
sotto voice. "I can see that."

HAYSEED IS RISIN'. [A. T. Worden, in Judge.] We kin all of us remember, along about

September, The papers used to tell us about the caucus and the fair. And them fellers frum the city used to get almighty witty On the feller with the duster what

had hayseed in his hair They had fun in legislaters with the If by any hook or crook or chance elected and sent there.

End the reportorial friskers used ter comment on his whiskers End the carpetsack of Billson, what had hayseed in his hair.

Yes, b'gosh, he rid his pass out, and he used to blow the gas out, End he used to drink hard cider when he went out on a tear; End he used to pinch a dollar till the

huzzard used to holler, End the man cut up ree-e-diklous what had hayseed in his hair. But, by gum! ef you've been readin'

you observe a strange perceding— It's the feller with chin whiskers that is slowly gettin' there, End it won't be too surprising, if by slowly organizin' Old parties may wake up tew find the hayseed in their hair.

When the fashions change, you fellers will all carry green umbrellas, End the trousers wide across the seat to make the dudelets stare; In them times if you pass muster, you must wear a linen duster, And ef you wunt tew throw on style put hayseed in your hair.

HO HUM. [Exchange.]
Lawson Rigges was the laziest colored man in town. Everybody admitted it. So Mandy Rigges was to be for-given when she went at her spouse

omewhat hotly. "Man," she ejaculated, "You all is too dog gohe lazy to die, you is!"
"No, Mandy," re replied feebly, turning over on the other side. "You does wrong. Ah ain't too lazy me wrong. Ah ain't too lazy to die.
But Ah hopes when I does die, Ad dies
at six o'clock in de mawnin'."
"Six o'clock in de mawnin'? How come you poor trash?"

"Cause dat'll be one mawnin' Al

wement, and so forth. It is the story a hard-working man, a producer, dous to render what public service ne to his lot, keeping himself inmed and buttressing an insufficient med and buttressing an insufficient patient by constant reading and study,

won't have to git up and dress.'

na. Last night I tried it like this:

try, what did Boaz say to Ruth
n she entered his field? The ansof course, is 'Don't step on my

THREE GIRLS.

THE MIRACLE.

[Exchange.]

When William brushes back his hair,
Which, only just last fall,
His sisters bitterly declare,
Was never brushed at all.
And places, in a new red tie,
An imitation pearl;
Which he saved up a week to buy,
What ails him is a girl.

He seems sedate and staid, somehow,

Concerning his years, We never have to tell him now To wash behind his ears;

And think the lady of his choice A wonder girl must be.

But mother bravely makes believe

That she no longer has to grieve

Because he hates to dress.

And yet she wears a troubled frown

It's fine, she says,—but still, She knows there's not a girl in town Half good enough for Bill.

A RESEMBLANCE

[Exchange.] and says he leads a dog'

And all the family rejoice

orn."

"You'd think he had some knowledge if the Bible, wouldn't you? At least nough to make an intelligent guess. Intelligent guess. That slob better keep off Babe Ruth, thoever he is. Had his nerve saying a word to the mighty Bambino, no mater what he was doing on the field."

"I tried again, but he was so deep in the sporting page I couldn't signal him."

Two of them have the eyes of girls whose hair is learning the scorn of curls,

But the eyes of one are like wide doors

And they will go as they go today On to the end of life's short way; Two will have what living buys; And one will have the dream in he

Two will die as many must, And fitly dust will welcome dust; But dust has nothing to do with one-

THE SILVER LINING

By Fullerton Walde.

WHAT YOU ARE. Emerson says that what we ar speaks more loudly than what we say. When a man comes into a room all

that he is enters with him. He carries to private meeting or pub ic conference his whole career.

One man has the respectful attention of a gathering or of a solitary hearer from the start to the finish of what he says because there is a man of nor, of rare unselfishness, of devo tion to the common good standing b hind every syllable he He isn't a windbag. 'Your husband says he leads a dog's ing through his hat. He hands it e,'' said one woman.
'Yes, it's very similar," answered the straight to those who hear him out of

On the other hand, there are the Belgium. They called him when he came to America "a king among men, a man among kings." The manhood shone through the monarchy. It isn't your name; it isn't your title or your pedigree. It's what you are that's going to settle what we think of (Copyright, 1921, by Public Ledger Co.)

the length and breadth and depth The eyes ratify what the tongue de

clares. You say: "I can see right off that this is a fellow I can trust."

Another man gets but a distracted and indifferent hearing. His neighbors

sized him up and took his measure long ago. He is a "hot-air merchant," and he has no influence.

There are certain men and women,

in your community who lead. They lead in your community who lead. They lead by what they are. Oliver Cromwell led by what they are. a leader. Richard

Cromwell stepped into his father's shoes. He never did anything but show people

the complimentary resolutions that were passed by his father's admirers when Richard succeeded him. That was

when Richard succeeded in That was all the succeeding Richard ever did. Napoleon the Third had the name of

Napoleon the Third was a stuffed shirt

on a stick, unable to keep the crows

On the other hand, there's Albert of

the first Napoleon, but that

Who will be the first to immortalize

in song or verse?

----All-Linen Tablecloths and Napkins

Pure Irish Linen, Double Damask-One hundred and seventeen Cloths, 18 dozen Napkins. They are what is called "Weaver's Blemishes." No holes or tears in these goods. Simply a small speck, which is often hard to find. Sufficient, however, for the manufacturer to call them imperfect. The goods are practically perfect, and at least Half Price.

On Sale Friday-Half Price

\$4.80 | 3 only 8-10 Bleached Linen Cloths. \$9.50 10 only 8-4 Bleached Linen Cloths. 3 only 8-10 Bleached Linen \$12.50 Cloths. On sale 12 only 8-4 Bleached Linen Cloths. \$6.00 3 only 8-10 Bleached Linen 4 only 8-4 Bleached Linen Cloths. \$8.75 Cloths. On sale 2 only 6-4 Bleached Linen Cloths. \$3.25 14 only 8-4 Bleached Linen Cloths. \$5.90 On sale On sale 8 only 8-4 Bleached Linen Cloths. \$6.60 3 only 8-4 Bleached Linen Cloths. On sale 13 only 8-4 Bleached Linen Cloths \$8.25 1 only 9-4 Bleached Linen Cloth. On sale 4 only 8-4 Bleached Linen Cloths. \$7.85 1 only 9-4 Bleached Linen On sale Cloth. On sale 12 only 8-10 Bleached Linen \$13.00 1 only 9-4 Bleached Linen Cloths. On sale Cloth. On sale 3 only 8-10 Bleached Linen Cloths. \$7.25 On sale 1 only 9-10 Bleached Linen \$13.50 Cloth. On sale 5 only 8-10 Bleached Linen Cloths. \$6.65 1 only 9-12 Bleached Linen 2 only 9-12 Bleached Linen Cloths. On sale 1 only 8-10 Bleached Linen Cloth. \$8.25 On sale 2 only 9-12 Bleached Linen 6 only 8-10 Bleached Linen Cloths. \$7.25 On sale We guarantee these cloths to be worth double the above prices. Your money back if you 4 only 8-10 Bleached Linen S10.25 the above prices. are not satisfied. 4 only 8-10 Bleached Linen

NAPKINS

All Linen, Beautiful Satin Cloth. 75c

8 dozen, 22 inches, very fine. Only, each 1 dozen, 22 inches, very fine. Only, each 3 dozen, 24 inches, very fine. Only, each 6 dozen, 27 inches, very fine.

Only, each Many ladies will remember the beautiful All-Linen Cloths and Napkins we sold previous to the war. This lot is the same maker's goods. Nothing finer for the price comes to 60c goods. Nothing fine for this or any other country.

SALE ON FRIDAY AT 9 O'CLOCK

GREAT BARGAINS IN LADIES' SILK, VOILE AND GINGHAM DRESSES

worth \$6.50 and \$8.50. On \$3.95 lot; a manufacturers clearance; tallets and messalines; regular \$20.00 and \$15.00 \$25.00. Sale

Ladies' Voile and Gingham Dresses, light | Ladies' Silk Dresses, colors and black, large and dark shades, sizes 16, 18, 20 and 40; assortment of colors and styles; a special

Satins, Taffetas, Paillettes and Messalines

Silk Ends and Remnants-(Satins, Taffetas, Paillettes and Messalines), from 1 yard to 5=yard ends, to clear Friday at Half Price and less than Half Price.

John H. Chapman & Co.

LONDON