Yondon Advertiser

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THE LONDON ADVERTISER COMPANY,

London, Ont., Wednesday, April 9.

Setbacks For Red Flags Throughout Central Europe

We are repeatedly told that all Western Europe is about to be engulfed by Russian Bolshevism, that old-world civilization will presently disappear overwhelmed by anarchy. Sifting as much of the facts as possible from the political and social welter in Central Europe, we are unable to find much that will give cause for exultation by Lenine and Trotzky.

its momentum. Its armies have been rudely shaken by the heroic Poles, and its propaganda has failed to infect the greater part of Paderewski's people. Germany, as a whole, has refused to line up behind the red flag. This has been a heavy blow to the Terrorists. If they were unable to recruit the Germans while that nation, in a rage from humiliation and suffering, was ripe to run amuck, the Bolsheviki know they can make little headway in the Germany which will presently have returned to industrial and social sanity and stability.

The Bavarians, it is true, have adopted the soviet system of government, but it appears to be a moderate, decent type, that recognizes rights of all classes, not the beastly "democracy" of Lenine.. Hungary, too, is a disappointment to the Russian destroyers. The new government is proteeting the bourgeoise, maintaining the strictest discipline and closely watching the Red Guard. So far as can be learned from confusing and conradictory reports, Hungary has turned down Russian Bolshevism in favor of a moderate socialism. The middle, upper and intellectual classes protected instead of robbed or murdered, of course means leath to Leninism. That attitude taken by the masses of the people gives a greater setback to Bolshevism than would many military defeats. Bolshevism fattens on widespread and continuous lisorder and turbulence. Without these it will speedily become anaemic and pass away. If Hunrary, Rumania, Poland, Austria and the other nations which were to bridge the way to Western Europe, prefer sanity and reason to the mad inlamies of Russian Bolshevism, anarchy will surely perish for lack of sustenance. Bolshevism is still I dreadful menace, but that it has failed to sweep all Central Europe into its train is distinctly meouraging.

Deadlocked Over Frontiers

From semi-official announcements of the seace conference it is clear that one of the perplexing problems is the measure of protection that will be given France by means of the new frontier. France insists that besides getting back Alsace-Lorraine she must be assured safety against andominance shall be, the form it shall take, has brought on a serious deadlock on several occa-

Germany's richest coal field, the Saar Valley, extends far into Lorraine, and Clemenceau asks hat this be turned over to France as compensasion for the destruction of the Lens coal mines by the German armies. With France in control of this district she would have a barrier against at tack as well as a means of securing a return for Ludendorff's devastation. The obstacle to this affairs. arrangement seems to be President Wilson's insistence that there shall be no annexations. For the Saar Valley to be under the political control sinated. of Germany while being industrially exploited by France would be a source of continued friction and strife, which might easily lead to a new explosion. Lloyd George's suggestion that this distriet be placed under the political and industrial control of France for a period long enough to permit restoration of her own coal areas seems the most acceptable. Wilson and the British premier fear that a permanent occupation would merely produce another "Alsace-Lorraine," but this danger might be eliminated by an occupation definitely limited as to time.

A Little Lesson On A dvertising

For more than a year a combination of Cana-Sian newspapers of the principal cities from coast The ex-crown prince of Germany has broken of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, cases of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, case of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, case of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, case of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including high-priced wines, case of old vintage, brandies and preting as she found difficulty in deciphering of liquor, including hig

the Canadian newspapers sought to attract advertising patronage, which is the lifeblood of the By FONTAINE FOX. publishing business, but in a general way the advertising copy talked up Canada as a nation, and gave some attention to the importance we have assumed as a buying power, and as a location for American industries.

Well-prepared advertisements, graphically written and illustrated, were furnished by one of Canada's best advertising agencies, and the newspapers went into the "club" in all the leading cities. Both local papers were in the campaign, and it is gratifying to know that the expenditure has brought results. It proves that Canada can sell its goods in the American market. The newspapers had advertising space to sell. They believe in advertising. They picked the best mediums for reaching those who use advertising space. And they sold the space in greater quantity than they had expected.

We are glad to say the newspapers have given a lead to the rest of the country, in this instance. They have blazed the trail for selling many things Canadian in the American market. They have realized that those 100,000,000 people across the line are ready to buy from Canadians. He who runs may read. The lesson is there to be read by all to whom the idea may be applied.

For instance, all of the municipalities in Western Ontario are after American industries. We are fighting for them with local organizations and local industrial commissioners. We are get-As it moves west Bolshevism appears to lose ting them by means of disconnected, individual effort. There is no team work about it, but rather the reverse. Perhaps our methods drive away a good many industries. Perhaps we do not go after the kind that are peculiarly suited to different localities.

> What is to hinder a number of Canadian municipalities, such as Hamilton, London, Brantford, Woodstock, Ingersoll, Chatham, Sarnia, Guelph, Galt, and dozen others, from banding together for a big drive to put our country over? Co-operative teacher in room 124 of the Peabody High But of no less interest was the scene effort would get more for all, and be a stronger campaign, just as the campaign of twenty newspapers for Canada was a much stronger effort than the campaign conducted by one newspaper than the campaign that the campaign to the campaign that the campaign to the campaign that the campaign tha

> we have got to advertise Canada. We have to give the people to whom we wish to sell a picture of our field and an impulse to come over with their factories and help to develop with the country. The manufacturer who never tries to sell his goods excepting in his own, high tariff country, may excepting in his own, high tariff country, may learn something from the newspapers which jumped the fence and got some of the legitimate fruit in the neighboring orchard.

To Keep Green His Memory

A memorial souvenir of the late Sir Wilfrid Laurier has recently been issued by Mr. T. A. Browne of Ottawa, who will be remembered by readers of The Advertiser as the writer of some beautiful lines on the death of the Liberal chieftain. The foreword of the little volume says:

late Sir Wilfrid Laurier, citizen and statesman, and in the belief that all who foved the man and cherish his memory desire a bouquet of the choicest flowers from the garden of sympathetic expressions that sprung spontaneously from the hearts of his countrymen, manifesting the universal grief for him, whose noble and exalted ideals, unselfish service, and devotion to his country, covering half-a-century of consecration have placed him first in their affections, this memorial souvenir of tribute, eulogy and elegy is presented to the public by devoted friends as a token and in loving memory."

Follows a collection of tributes from great statesman of the empire and Canada, a chonology of his career, a review of the final ceremonies at Ottawa, the funeral orations of Archbishop Mathieu of Regina, and Rev. Father John Burke of Toronto, the parliamentary tributes of Sir Thomas White, Hon. Rodolphe Lemieux and the true."

peat," was the response in the metallic tone of years' habit. "that the incident upon which your story is founded be true." Lorraine she must be assured safety against another onslaught by exercising control over a part of the Rhine's west bank. What the nature of this old chief's message to young Canada, complete hows on the desk, with chin cupped in the pollow of her palms and pressed her

The memorial is worthily executed in the fingers. "May the incident we tell be printer's art, and thousands should be glad to love?" secure a copy. Anyone writing to The Modern child just entering girlhood askin Press, O'Connor street, Ottawa, or to the secresomehow passed her by. tary of the Liberal Association, Ottawa will be ham mentally. "No. not while memory forwarded a copy for 50 cents, which is merely a nominal charge to cover the cost of printing. It will prove a souvenir all those who secure it are certain to treasure, and it contains some beautiful pictures of Lady Laurier, the old chief, and his associates on both sides of politics and in amounts and sent her hurrying boarding-house.

daylight saving we will be back on the old time.

Five M. S. A. deserters have been fined \$500 attention each. That seems like pretty cheap life insurance.

Lenine blames little Ukraine for the Russ in dramatic cadences. "And my uncle

famine. Probably supplying an excuse for a new massacre.

The peace conference is discussing rules of war. The big problem will be to insure their being observed.

In the lady loved my uncle. But one day they had an awful quarrel and the pretty lady sent my uncle away mad."

Surely this was not the Miss Graham of but a moment before? Was this woman, standing back of her chair tilted periously forward, the same composed automaton of years' habit?

The child continued in words unconsciously plagiarized. "And pride kept them apart. 'Although my uncle cared

Describing his trip through Canada, Philip Gibbs expatiates on icicles and snowdrifts. That is one way of getting into Rudyard Kipling's class.

os expatiates on icicles and snowdrifts. That lost track of one another."

The child paused in the rapid reading to catch breath.

"But my uncle could never marry another," she went on, her brow furrowing as she found difficulty in deciphering her own script, "because he loved only this girl. He always says he knows about the catch breath."

IN ONE MONTH'S TIME



Not the least of the liquor problems will be to keep it around the house in a place safe, yet handy

The Advertiser's Daily Short Story (Copyright, 1919, by the McClure Newspaper Syndicate.)

FOUNDED ON FACT.

By Peter Hope.

To the forty-odd children of adolescent Devon'. age, Miss Graham, freshman English sweep of her arm, "I thought she would

"For tomorrow's assignment," Miss Thor tomorrow's assignment," Miss Graham was saying in her usual dry, high-pitched soprano on this balmy June afternoon toward the close of the summer semester, "each pupil will bring to class an original composition founded on fact. It need only be an incident, but it must be true, for any successful writer will-tell you that realism is the foundation of instructions. But contrary to the penalty of forty lines of scansion on those who fail to produce this evening's home ho fail to produce this evening's home hidden culprit, sharply asked: "Is there ny point not clearly understood?"
As a rule the bulk of her instruction, ouched in bookish language, sailed bove the heads of her pupils who foreore availing themselves of her offer further explain, as they had learned their questions resulted only in a repeti-tion of instruction. But contrary to the usual habit, a miss of fourteen, with twentieth century written on her face in

unmistakable signs of powder shoutin defiance to the unwashed neck below arose timidly from her seat.

"Miss Graham," came in the self-con-scious voice of a child hearing itself in a room where whispering was a penal of-fence, "may the incident we tell be about love?"

Miss Graham's arms sank limply to her side. It is not on record that anyone had ever tried to determine just how long ago she was fourteen, but it is safe

to surmise in that day love was not in "It is only necessary for me to re-

the hollow of her palms and pressed her elids with the tips of long, lean

ove?" sounded in her ears, and eyes ghtly shut, again saw this growing

associates on both sides of politics and in empire affairs.

EDITORIAL NOTES.

Bela Kun would be a Hun and gets assassinated.

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Bela Kun would be a Hun and gets assassinated. About the time the Government decides as to light saving we will be back on the old time.

If you have the contained the contain

What was it this child was saying?"
The voice, not yet decided whather

them apart. 'Although my uncle cared be great deal for his sweetheart, he would not admit he was wrong, nor would the ady. And as the years passed by they ost track of one another."

in his efforts to tell of "My Dog Spitz" diverted attention from the tears welling in the eyes of their instructor.

After school the authoress of "My Uncle's Love Story" was a very proud little girl as she imparted to her bosom pals Miss Graham's self-invitation to her home that evening. "And," she went on in a theatrical manner at the unusual opportunity that gave her the centre of the stage, "she asked me my uncle's name. And when I said 'Robert Devon'," she added with a grandlinguent

she added with a grandiloquer

the announcement by way of a finale. "Did you ever!" ejaculated Mr.

"Newspapers Are the World's Mirror'

Comment, Cleverness and Mere Verblage From "Educators of aga and Other Lands.

(Philadelphia Record.] Trofley officials could easily bable skirt out of business by the car steps just a trifle higher. IT'S GETTING WORSE.

One big New York hotel has o nly to women and be in charge women clerks. The thing is spread

JUSTIFIED [Kingston Whig.]
"The Unionist party would be sure death to the Conservative party," declares the Toronto Telegram.

GETTING OFF LIGHT. [Buffalo Courier,]
If Germany does not have to pay

more than \$30,000,000,000 indemnity she will get off easy. While Germany was talking indemnites herself, something like \$40,000,000,000 was the lowest figure she mentioned that the Allies obstacle. THE PERFECT DAY.

ur working day with two hours for acheon, but the perfect day will never achieved until the schedule rranged for two hours of work and six

ONLY THE SPOKESMAN

[Toronto Star.] There is considerable criticism of ol. Pratt in some of the newspapers, ut the fact is that it generally deolves upon a man of his rash habit o say publicly pretty much the same hings that other officers are saying rivately on all sides.

privately on all sides. THE VETERAN'S TRIBUTE. [Quebec Telegraph.] The Veteran, organ of the Great War Jeteran's Association calls Sir Wil-

Irid Laurier "Statesman, gentlenta and patriot." The bitter falsities party to which Canada echoed not "Statesman, gentleman so long ago, fade away before the dis passionate truth from such a witness

SIGN HERE. Winks—I hear that some of the prominent actresses, singers, generals and society ladies get \$500 for merely signing their names to articles for them and printed in the Uppercrust Maga-

Jinks-It's true, too.
Winks-Well! Well! I wonder what they'd get if they wrote the whole article themselves? Jinks-Get laughed at.

MANSION OF ACHING HEARTS. [Toronto Telegram.]
"I'm an inspector from the Ontario License Department and have... come to see whether there is a larger stock of liquor in the cellar

than the law allows.' -Broad daylight. Place-The mansion nto's honorary colonels.

The speaker was a man of few words these words came in curt, direct in-tructions to the maid at the door. The naid opened the house door and th maid opened the house door and the cellar door to the alleged representative of authority. A very few minutes sufficed for the inspection of the cellar. The "inspector" thus pronounced sentence on the doomed household;

"The law allows Col. Blank to have four cases of liquer in his cell.

"The law anows Cor. Blank to have four cases of liquor in his cellar. I find sixty cases in the cellar, and I'll have to seize everything but the four cases."

A waiting motor lorry was summoned. The "inspector" brought in his assistants. The whole precious accumulation. The "inspector" brought in his assistants. The whole precious accumulation

ence, diversified by remarks from norary colonef.

OLD COUNTRY NEWS. Mr. Geo. Waddell, a prominent South Wales coal owner, is dead. Cruiser Yarmouth as been paid off, and will recommission for the West

Nine persons were injured by motor vehicles in the streets of London in New students of both sexes are com-

New students of both sexes are coming forward in overwhelming numbers at Cardiff Medical School.

As Lambeth gravediggers are unable to cope with the funerals at the cemetery, sewermen are assisting in the work of digging the graves.

If Christian people did what the queen did when she visited the Bethnal Green slums social life would not be what it is, said the Rev. F. Spurr at a Mansion House meeting.

Sir Richard Cooper, M.P., was fined 20s at Marylebone for aiding and abetting his girl chauffeur in driving with an unscreened head-lamp. The chauffeur was also fined.

There was no business to go before chauffeur was also fined.

There was no business to go before the Dublin County grand jury, and the recorder congratulated the jurors at the city sessions on the good order and propriety which prevailed.

Abnormal profits earned by Moss Empires were attributed by the chairman to the recent high wages of the working class and to people seeking relief in amusement from nerve tension.

MRS. HAMILTON GAULT SECURES DIVORCE IN THE FRENCH COURTS

Montreal Opinion Is That Canadian Courts Will Respect Decree.

ounces that Mrs. A. Hamilton Gault has obtained a divorce in the French on Gault, who raised the Pri

FLESHERTON PEOPLE KEYED UP EXPECTING GREAT OIL "GUSHER"

Drilling Machinery, on Way to Lever Well, May Steam Up Next Week.

he Lever well is now

MAY HAVE 8-HOUR DAY AT BRANTFORD

week. The matter of an eight-day was the principal item of di sion. The discussions have been

BRITAIN CHANGING EMIGRATION POLICY, SAYS LORD MILNER

Aims to Keep Her Own People Within Empire.

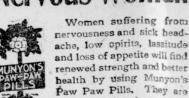
IMPERIAL PREFERENCE

Motherland Has Economic Reasons For Building Up Dominions.

Keep Them Within Empire.

WINDSOR DOCTOR'S

Nervous Women



and loss of appetite will find renewed strength and better health by using Munyon's Paw Paw Pills. They are a natural aid to the stomach. liver, bowels and blood and will give you that help which you need. Gentle

able after-effects. All druggists, 30c, Munyon's Paw Paw Pills

and positive in action and no disagree-



Northrop & Lyman Co., Ltd.

Finally Restored to Health by Lydia E. Pinkham's Vegetable Compound.

Key West, Fla .-- "For five years



I can now do Caroline St., Key West, Florida. Many women at some period in t sex and which in most cases ma herb medicine, Lydia E. Pinkh Vegetable Compound, just as Camus found it helped her after su

ing for years and trying everything If you have any annoying symp you fail to understand, write Lydia Pinkham Medicine Co., Lynn, Ma The results of their 40 years experien



that the systematic keeping clear of the intestinal tract would say hundreds of thousands from that semi-insane state, melanchol For this purpose nothing can quite equal Chamberlain's Tablets. possess tonic properties which aid in establishing a natural and healthy act 25 cents at all dealers, or from

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every bristle gripped EVERLASTINGLY in hard rubber!