

## London Advertiser

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 THE LONDON ADVERTISER COMPANY,  
 LIMITED.  
 London, Ont., Friday, Oct. 10.

### MR. KING'S WAR RECORD.

A section of the Unionist press, apparently unable to attack the Liberal leader at any vital point, is attempting to belittle him with sneers at his war record. In his campaign Mr. King, however, is vigorously hitting back at this mean business, and proving to the satisfaction of the fair-minded and unbiased that he has contributed in a very real manner towards the Allied triumph. At the opening of the war many of the great American industries, essential to the Allies' successful conduct of the struggle, had become badly demoralized through strikes and lockouts. Those directly interested in these concerns convinced Mr. King that as he was past the military age he could do much greater service in the cause of the Allies by securing and maintaining peace in these industries, the efficient operation of which meant so much to the Entente armies. He accepted the commission, which, if not as spectacular as a military one, was quite as necessary, and without fuss or publicity brought out of a chaotic industrial condition peace and a steady and stupendous production of war munitions that poured into the Allied camps in vast quantities. It was this as much as anything else that enabled Great Britain to stand off the Hun until her own munitions plants were organized on an adequate scale. Than this service was there any "bit" more essential to success?

### THE UNITED FARMERS.

As the United Farmers of Ontario have already nominated sixty-eight candidates for the Legislature, it would be unwise not to face the fact that this new political movement is one of great strength and possibilities. The public, rural and urban, should know just what this organization, which has so disrupted the two older parties, stands for. Here is the platform adopted last summer:

1. The limitation of expenditures to those absolutely essential.
2. The abolition of the system of party patronage.
3. Legislation promoting and facilitating the co-operative effort, insuring the accuracy of records, and general education along co-operative lines.
4. Equal educational opportunities for all children, not neglecting the rural districts.
5. Good roads for all, rather than high grade roads for a few, the cost being equitably distributed between city and county.
6. An adequate system of reforestation throughout the whole province.
7. The development of the hydro-electric system.
8. The enforcement of such prohibitory legislation against the liquor traffic as is demanded by the people in the referendum, and as is within the jurisdiction of the province.
9. Direct legislation through the initiative and referendum.
10. The application of the system of proportional representation to our electoral methods.

This is a good broad platform that would appeal to Liberals, but a resolution passed at the convention does not show the United Farmers in quite as favorable a light. It says:

Whereas the rural population of Ontario has been declining for many years, being now 130,000 less than it was in 1881, and this in spite of natural increase in population, immigration, and the extension of settlement; and whereas rural life has been rendered difficult and trying, and farm production has been checked; and whereas the present condition in the rural districts is justly attributable to the unequal rewards of farm and town industry, owing to the dominance in Parliament and Legislature of privileged urban interests; and whereas the provincial public debt has increased at an alarming rate, now exceeding \$100,000,000, and the annual expenditure of the province has increased almost five fold in the last fifteen years; and whereas both of the old parties are responsible for this state of affairs; we, therefore, the United Farmers of Ontario, deem it our duty, to ourselves and the province, to seek independent representation in the Legislature.

No other meaning can be taken from this declaration of policy than that the United Farmers propose, if they secure the dominance of the Legislature, to consider first of all the rural interests, all others being secondary. But how is the province to advance if the dominating party does not recognize that the welfare of the public as a whole is the first consideration? If we are to have the happiest and healthiest social and industrial life in Ontario it can only be secured and maintained by heartiest co-operation between the agricultural and urban populations. Each is too dependent upon the other to permit of one section being ignored at the expense of the other. The electors desire that the farmers shall have a representation in the Legislature that is equal to that of any other class of the community. That is right and fair, as agriculture is the basic industry of the province, but the rural voter who carefully considers the question must be convinced that any one party which puts the interests and affairs of one class above others must bring suffering to the favored class in the long run.

### TO BOARDS OF TRADE.

Nearly every small city and town in Western Ontario has a body equivalent to the boards of trade or chambers of commerce of large cities, designed to serve as a clearing-house of community opinion. The efforts of the municipal council to improve living conditions in the place usually have the support of this unofficial official body, and the decisions of the executive generally appeal to the judgment of the businessmen.

For that reason these organizations hold a position of leadership which could be used to advantage in promoting the success of the Victory Loan. All intelligent businessmen know

full well that the prosperity of Canada in the coming year will depend in large measure on the ability of the country to fund its military outlays, and finance Great Britain's purchases of Canadian surplus products.

Every financier and trader should have a complete understanding of the obligations which must be met by the people of the Dominion, and should be ready to support the national prosperity by buying bonds to the very edge of his resources. During the period of the war the executive of the trade board or its equivalent in every community was alive to the pressing needs of the day. Valuable support was given by these bodies to the work of recruiting, and to the mobilization of money for patriotic services.

One more call has come. A financial obligation faces every citizen. The country has a right to look to all organized bodies of citizens for support of the national effort, which, if successful, will avert once more the menace of hard times.

### HONOR, DUTY, PATRIOTISM.

The peroration of a great speech delivered by Lloyd George, then chancellor of the exchequer, at the Queen's Hall, London, on September 19, 1914, is well worth reproducing during our Provincial campaign. It points the way this province should go, the principles that should guide it:

"The people will gain more by this struggle in all hands than they could at the present moment. It is true they will be free of the greatest menace to their freedom. That is not all. There is something infinitely greater and more enduring which is emerging already out of this great conflict—a new patriotism richer, nobler and more exalted than the old. I see amongst all classes, high and low, shedding themselves of selfishness, a new recognition that the honor of the country does not depend merely on the maintenance of its glory in the stricken field, but also in protecting its homes from distress. It is bringing a new outlook for all classes. The great flood of luxury and sloth, which has submerged the land is receding, and a new Britain is appearing. We can see for the first time the fundamental things that matter in life, and that have been obscured from our vision by the tropical growth of prosperity."

"May I tell you in a simple parable what I think this war is doing for us? I know a valley in North Wales, between the mountains and the sea. It is a beautiful valley, snug, comfortable, sheltered by the mountains from the bitter blasts. But it is very enervating, and I remember how the boys were in the habit of climbing the hill above the village to have a glimpse of the great mountains in the distance, and to be stimulated and freshened by the breezes which came from the hills, and by the great spectacle of their grandeur. We have been living in a sheltered valley for generations. We have been too comfortable and too indulgent. Many, perhaps, too selfish, and the stern hand of fate has scourged us to an elevation where we see the great everlasting things that matter for a nation—the great peaks we had forgotten, of honor, duty, patriotism, and clad in glittering white, the great pinnacle of sacrifice, pointing like a rugged finger to heaven. We shall descend into the valleys again; but as long as the men and women of this generation last, they will carry in their hearts the image of those great mountain peaks, whose foundations are not shaken, though Europe rock and away in the convulsions of a great war."

Honor, duty and patriotism should guide the voters, and with them is the opportunity to see that honor, duty and patriotism will guide the next Legislature of the province. Delivered in the early part of the war, Lloyd George's appeal has even more meaning now.

### EDITORIAL NOTES.

The war appears to be over, over there.

Clean up, or the fire chief will get you.

Those Reds have turned the White Sox very blue.

An American newspaper notes that the Prince of Wales has not yet selected a Canadian girl as a wife. But then he has yet to visit this city.

Now that three of the Allied nations have ratified the peace treaty, the war is officially over, but it is still raging officiously in the United States Senate.

The official records of the Ontario Legislature show that on the question of votes for women the Conservatives voted practically unanimously in opposition to the bill when it was presented by the Liberals. Premier Whitney and sixty-eight of his followers turned down the just demand of the women of this province. Premier Hearst was one of the heartiest supporters of this piece of injustice.

### OUR INFLEXIBLE BRAINS.

The size of a muscle may be increased by exercise, or even by temporary use. The bony structure of our limbs is inside of and controls their size only to a certain extent. But in the case of the head, the bony structure is outside, and incloses the soft tissues like a box. There is absolutely no opportunity for increase of size, permanent or temporary, after the growth of the skull ceases with the natural growth of the body. Recent studies of the brain, we are told by an editorial writer in the Journal of the American Medical Association (Chicago), have, indeed, shown that slight changes in its bulk may be brought about, but only by altering the volume and pressure of the other occupants of the skull—the blood and the cerebrospinal fluid. We read:

"The physical conditions that determine the character of the circulation in the brain have long been regarded to be considerably different from those that obtain in other parts of the body. In most vascular areas . . . changes in the blood vessels are followed by corresponding alterations in the volume of the parts affected. A limb swells or shrinks as its blood vessels become dilated or constricted. The brain is inclosed in a rigid cranium, which cannot alter its size in such elastic fashion. Consequently, the trend of present-day opinion is that the total volume of blood in the brain must be constant at all times."

"As a logical consequence, alteration of blood supply to the brain must depend on the change in volume with which the cerebrospinal fluid traverses that organ. . . . When more blood is required in the brain for . . . heightened mental activity, it is not supplied as in other parts of the body, by an increase in the capacity of the vessels, . . . but by an acceleration of the circulation through vessels whose calibre remains unaltered."

"Quite recently other possibilities have been indicated through the researches of Weed and McKibben of the army neuro-surgical laboratory at the Johns Hopkins Medical School. Their researches suggest that the brain should no longer be regarded as incompressible and of fixed volume in accord with the earlier doctrine, but rather as capable of some variation in size. . . . These experimental variations are dependent essentially on the factor of osmotic pressure essentially on the factor of how the change . . . affects the brain tissue and alters its volume. The discoverers add, can only be speculated on at the present time. For the purpose of future consideration, we must, therefore, now assume that the cranial cavity is relatively fixed in volume, and is completely filled by brain, cerebrospinal fluid and blood; variations in any one of the three elements may occur, compensation being afforded by alteration in the volume of one or both of the remaining elements."

## From Here and There

### ON GROWING OLD.

[John Masfield.]  
 (Paraphrasing John Masfield's latest contribution to the Atlantic Monthly. Withal there is a fine note of resolution sounded in the full and sonorous close of the poem. The advance of age has always been a subject fertile in melancholy reflections, though also possessed of points of compensation, as we know from Browning's "Rabbi Ben Ezra." But many men and women, who, with the lapse of five years of peace, might still be considered young, became prematurely old in the long stress of war days. This thought occurs to one in reading Mr. Masfield's lines.)

Be with me, Beauty, for the fire is dying.  
 My dog and I are old, too old for roving;  
 Man, whose young passion sets the spirit flitting,  
 Is soon too lame to march, too cold for loving.  
 I take the book and gather to the fire.  
 Turning old yellow leaves, minute by minute  
 The clock ticks to my heart; a withered wire  
 Moves a thin ghost of music in the spinet.  
 I cannot sail your seas, I cannot wander  
 Your mountains, nor your downlands, nor your  
 valleys.  
 Ever again, nor share the battle yonder  
 Where your young knight the broken squadron  
 rallies;  
 Only stay quiet while my mind remembers  
 The beauty of fire from the beauty of embers.

Beauty, have pity; for the young have power.  
 The rich their wealth, the beautiful their grace,  
 Summer of man its fruit and its flower,  
 Spring-time of man all April in a face.  
 Only, as in the jostling in the Strand,  
 Where the mob thrusts, or loiters, or is loud,  
 The beggar with the saucer in his hand,  
 Asks only a penny from the passing crowd.  
 So, from this glittering world with all its fashion,  
 Its fire and play of men, its stir, its march,  
 Let me have wisdom, Beauty, wisdom and passion,  
 Bread to the soul, rain where the summers parch.  
 Give me but these, and though the darkness close,  
 Even the night will blossom as the rose.

### WHY CHICKENS GO WRONG.

[Detroit News.]  
 Our personal poultry dealer said it was a good chicken, but it seems nobody has ever told our personal poultry dealer that the good die young.

### TIT FOR TAT.

The Maid—Truly, am I the first girl you ever kissed?  
 The Man—You are, my darling, and it makes me happy to hear you say that I am the first man who ever kissed you.  
 The Maid—If I am the first, how does it happen you do it so expertly?  
 The Man—And if I am the first, how do you know whether I do it expertly or not?

### A SHEEPLIKE VEGETABLE.

A curious plant growing in Peru is known to the natives as "yareta" or "vegetable sheep." It grows abundantly among rocks at high altitudes along the Andes of Bolivia and Peru, where it is so common a conspicuous feature in the landscape because of its peculiar manner of developing the so-called "bolster" or cushion formation.  
 The yareta forms hillocks or small mounds often three feet high and sometimes several feet in diameter. Moreover, the entire mound is made up of a single plant, not of a colony of individuals and it attains this enormous size and extreme compactness by a process of incessant growth so that the ultimate branches are closely crowded and the outer surface is continuous.  
 The flowers of the yareta are very thin, only about one-eighth of an inch long, and are like small clusters near the tips of the branches. The fruit resembles a miniature caraway seed. The natives use the plant as fuel.

### SON'S LOOKS.

[Bilgity, London.]  
 Father—Well, now that you've seen my son, which side of the house do you think he more closely resembles?  
 Genial Friend—It—of course his full beauty is not yet developed, but surely you should not suggest that he looks like the side of a house!

### WHERE THE WORLD HAS ALWAYS BEEN "BONE DRY."

The nation-wide "dryness" brings to mind localities where almost perpetual drought is the rule. Among these is included a part of the United States, which has been "bone dry" since time immemorial, and where depression is at its lowest.

Death Valley, 276 feet below sea level, is an alkaline desert region in California, on the Arizona border. It is 70 miles long, 10 to 20 miles wide, and is situated between high foothills. Only 75 miles away Mount Whitney rises at 14,500 feet into the air, and with other nearby elevations is a barrier to any moisture reaching this parched region.

In summer the temperature reaches 130 degrees in the shade, where there is shade enough to cover the thermometer, and even the nights are too hot to sleep. Terrible whirlwinds of heated sand sweep up and down the valley and render it a barren waste except a few stunted cacti and greasewood. In the autumn tourists may venture into its confines, but they must carry drink for both man and beast, as the lone streams that enter this dreary region are bitter alkaline and soon disappears in the sand while springs are miles and miles apart. Looking for a drink here would stand about as much chance of fulfillment as ordering a Martini at a W. C. T. U. meeting. However, a few slinking coyotes, rattlesnakes, horned toads, buzzards and half-starved jack-rabbits manage to exist in some mysterious manner.

An almost bottomless salt marsh occupies the centre of the valley practically from end to end. About midway it gets very shallow and narrows down to about two miles in width. At this point a road crossing has been constructed. Many are the men and beasts that have lost their lives endeavoring to cross this barren, bone-dry waste, which gets its name from the fact that in the California gold rush of 1849 so many prospectors were lost in its sandy maw.

The great Sahara Desert covers the major part of Northern Africa, consisting of 3,500,000 square miles—an arid region as large as the whole of Europe. From 500 feet below sea level it rises in one instance to 8,000 feet above, and some of its elevations are covered with snow for three months of the year. Most of it, however, is a dry, sandy waste, dotted here and there with an oasis where drink may be secured. The winds are all very hot and dry, while rain is almost unknown.

The ostrich, camel, jackal, horned viper and numerous lizards are the principal animals of the region. Several varieties of hardy birds are also found, while in such a bone-dry territory it may be expected that the human population is at a low ebb. Arabs, Moors, Jews and negroes jostle each other on the caravan routes, and the fierce-looking Arabs who bring their produce to the Egyptian markets are probably the robbers and cut-throats in their desert home.

It is impossible for travelers to get off the road, as the caravan routes are bordered with the bones of countless camels which have fallen by the wayside during the thousands of years these trails have been traveled. However, it is possible that the clamors of these dry people will some day cause the introduction of irrigation systems to make "wet" territory of this vast scene of desolation, as it is very productive where moisture is obtainable.

The Desert of Gobi, Central Asia, where bone-dryness has been the fashion for thousands of years, is also a difficult place to obtain a drink. Its longest streams either vanish in the sand or empty into salty lakes. Caravan routes from China to Russia are still important trade channels, for the Russians insist that a sea voyage destroys the flavor of tea. This great arid waste is 1,800 miles wide and 400 miles deep, and the almost rainless years since antiquity have parched its sands to its core, so that drifts in gyrating sand waves and snuffs out vegetation with its hot breath.

You will know Arabia is a dry country upon looking at the map and reading the almost all the interior is labeled "Arabian Desert." Here the temperature goes up to 135, and most of the people wear scarf-like draperies on their heads as advanced protection from the broiling hot sun. Many of the rivers never reach an ocean outlet, but lose their moisture in the burning sand and dwindle down to nothingness.

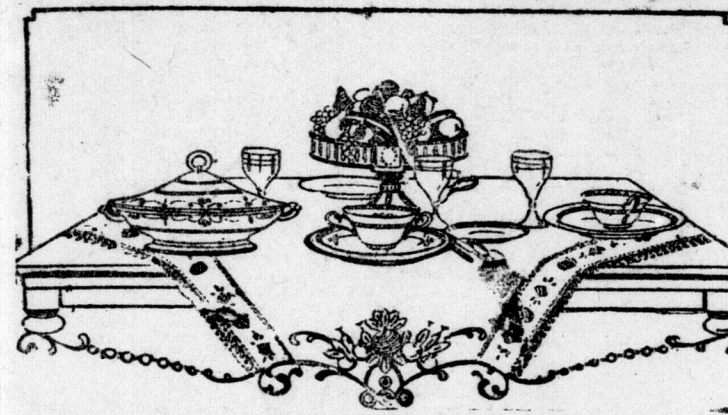
The desolate dry regions of Central Australia are bone dry to the limit. One section of the coast does not boast of even a rivulet to empty into the ocean. The lowest parts are occupied by saline mud lakes, baked and cracked with excessive sun heat. Rainfall is practically nil, and scrubby bushes are about all the plant life seen in these regions. Though not a native of Australia, the camel has been introduced as a pack animal in these stretches of waste, for he can go without a drink for a week.

# Special Thanksgiving Offerings!

## R. J. YOUNG & CO.

### Linen Tablecloths

Striking values in Pure Linen Table Cloths and Napkins of Irish and Scotch makes. These linens come from the best makers. They are the good, old, standard lines of the wanted goods, which today are almost impossible to procure, but have long since been placed on our shelves. Quality and value the best.



35 Pure Linen Table Cloths, size 72x72, handsome designs, in spot and floral patterns; some special round centres.

**\$4.25, \$5.00, \$6.50, \$8.50, \$10.00**

A splendid showing of Pure Linen Cloths (Belfast goods), handsome designs; 72x90.

**\$6.00, \$6.75, \$7.50, \$8.50, \$10.00**

LINEN SETS—One Cloth, with one dozen Napkins to match.

Per set . . . . . **\$12.50, \$16.50, and \$20.00**

Ask to see these. They will please you.

### Dent's Kid Gloves

In best quality French kid, in white with black backs; also plain black.

**\$2.50**

Special . . . . .

### Chamoisette Gloves

In black, white, grey and natural; special quality.

Per pair . . . . . **\$1.10, \$1.15, \$1.25**



### THANKSGIVING COLLARS

In white wash satin, long roll style, georgette crepe, point lace; very choice styles.

**\$1.00, \$1.25, \$1.50, \$1.65, \$2.25**

### Ready-to-Wear Dept.

Second Floor.

New Fall Suits, in imported serge. Coats are in belted styles, with high buttoning collars, trimmed with military braid and buttons; skirt with inset pockets and belt; colors of navy blue, dark brown and black.

**\$37.50**

Women's and Misses Velour Coats, in colors of dark brown, navy blue, taupe, green, plum and black, in belted and semi-dolman styles, half-lined, made in all-wool velour . . . . . **\$35.00 and \$37.50**

New Serge Dresses, in extra quality all-wool serge, made in Russian blouse style, trimmed with military braid on blouse and skirt; colors of navy, dark brown and black only . . . . . **\$25.00**

### Habutai Silks

In plain colors, navy, rose, grey, black, brown, and white. This is a line to replace Shantung. Has best wearing and washing qualities, 36 inches wide. Per yard . . . . . **\$1.69**

Black Paillette Silk, the reliable quality (Lyons dye), 36 inches wide. Per yard . . . . . **\$2.25**



### Pick Your Thanksgiving Hat Today

Willing salespeople to assist in today's big program, still shop early in the morning, if possible. An attractive assortment of Large Dress Hats, with colored facings. Velour Hats, in brown, taupe, black, navy, specially priced for Thanksgiving.



# Unusual Clothes at Unusual Prices

Unusual prices, because they are plainly below those at which such qualities are offered elsewhere. You can prove this beyond doubt by a look at our stock.

Unusual clothes, because most of our styles are exclusive, and because you'll find in them all better than usual tailoring and a wonderful perfectness of fit. Come early as you can for your fall outfit. Good clothes are mighty scarce, and prices are still rising.

### Fall Suits, \$20 to \$45

Swagger "Waistline," "Belters" and "Form-Fitting" models for the young man, in greens, browns, blues and mixtures. Just the smartest suits you'll want to look at anywhere.

More conservative but still smartly-cut suits for the older man or quiet dresser, smart patterns and colors in neat effects, including some unusual plain grey qualities.

### Snappy Overcoats, \$20 to \$45

Almost bewildering is this collection of medium and heavy weight Coats in its great variety of colors, patterns and models. You're bound to find just the coat you've been wanting, and you'll be surprised at the real values that are so numerous here.

### FALL HATS



"Borsalino" Hats are here at last. They're made in Italy and are recognized as the world's best; browns, greens, greys are here now in new shapes.

"King" and "Walrus" Hats are here at . . . **\$4.00, \$4.50 and \$5.00**

Eastern & Wolf Caps, in smart novelties, **\$1.50 to \$3**

### Boys' Jerseys, V-Neck Pullovers and Sweaters

A splendid range of these wanted goods now here and selling fast. Get your supply now. These goods are scarce.

Jerseys with roll collar or button shoulders . . . . . **.79c, \$1.00, \$1.25 to \$2.50**

V-Neck Jerseys, in union and all-wool qualities, many colors . . . **\$2.25 to \$11.50**

Coat Sweaters, in splendid grades and colors, all sizes . . . . . **\$1.50 to \$3.50**

### Two Saturday Specials

18 dozen Men's Fine Medium-weight Combination Underwear, beautiful fine quality, in all sizes 34 to 42; regular \$3.00. On sale at . . . . . **\$1.90**

20 dozen Men's Fine Soft-Cuff Shirts, in splendid percales and Madras cloths, handsome patterns and colors; regular \$2.00. For . . . . . **\$1.48**

Two Stores

# R. J. Young & Co.

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