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THURSDAY, NOVEMBER 13, 1924.

City Manager Not Needed.

There are four questions going to the London ratepayers, all of them dealing with civic management. They are: (1) a reduction of the city council from 12 to 8 members; (2) election of a mayor annually as at present, and aldermen for two-year term; (3) electing council by general vote instead of the ward system; (4) the appointment of a city manager.

On the first three questions The Advertiser believes the vote should be in the affirmative, but in the case of the fourth—the city manager plan—the vote should be a plain NO.

The reason The Advertiser is opposed to the city manager plan is that the conditions sought to be brought about by the creation of an extra official—certainly a well-paid one—can be secured at any time with the machinery we at present possess.

The proposed reorganization of the methods of the board of education contains a plan that can be just as effectively applied to the city council with the creation of a new office. In the board of education's system there is one man in charge of primary schools, another controls colleges and a third the technical school. These managers confer with each other, and are responsible to the board through an executive committee. Responsibility for executive work is placed on these three men, and there will be no interference on the part of trustees. No new officer has been appointed; the business of school administration has been simplified.

Apply the same thing to city officials. There are three departments—city clerk's office, financial and engineering. London has three competent officials at the head of these departments, City Clerk Baker, City Treasurer Bell and City Engineer Near. They are not experimenters; they are tried officials who have proved their ability, and they know thoroughly the business of London.

Let the city council appoint its executive committee of five—place the entire responsibility for the work in the clerk's office on the clerk; for financial matters on the treasurer, and the engineering department on the engineer. These three officials could confer at intervals, and they should. Let them carry out the policies formulated by council, with no interference from the aldermen, and the work of city government would be simplified at once.

Eliminate the standing committees of council; the meetings could take place once a week in committee of the whole for the reception of reports, framing of new policies and considering such business as could be better dealt with by the council as a whole.

The Advertiser believes that good results could be secured from this method; that it is necessary to add to the cost of civic government by the creation of a new department. For these reasons, citizens should vote against the appointment of a city manager for London.

Guelph and Its Winter Fair.

Guelph has done well to keep its winter fair well to the forefront. This year, in order to keep it from being overshadowed by the winter fair at Toronto, it advanced the date, and the result has been a good exhibition, good attendance, and complete retention of the identity of the Guelph winter fair.

It was a good stroke of business, requiring courage and confidence in the worth of the exhibition, qualities which appear to be shared by exhibitors and the community from which the fair draws its support.

Guelph can be excused if it resents the efforts of others who seek to drive excursions into the winter fair business. That city made a success of the provincial fair idea in winter after it had been paraded in several other centers. It has gone ahead with poor buildings, crowded quarters, and attracted the best. It is still an honor to have stock, poultry or seed good enough to win at Guelph.

The Late Dr. Warner.

Wherever Alma Daughters are found there is the memory of the enduring influence of Dr. Warner, father of Alma college. Few men have left their impression so indelibly stamped on an institution or on those who passed through it. The death of Dr. Warner at St. Thomas, which had been anticipated for some days, carries with it a sense of personal loss to many of the graduates of the school over which he presided with such rare genius, and to the success of which he had made such an outstanding contribution. Dr. Warner was an educationist in the best sense of the word. Quick to discern the worth while from that of less abiding value, he sought at all times to make Alma college accomplish the purpose for which it was begun, and the word "accomplishment" can truly be written at the end of his life's chapter.

U. S. Sunday School Papers.

A number of Sunday schools in this district use papers edited and printed in United States. On the front page of the one for Nov. 8 is an article, profusely illustrated with American flags, a story of Armistice day. A boy wanted a flag to carry because "Ted Powers has the flag his grandfather used at Bull Run, James Lucas has the silk tricolor of France, and there are lots of others." It is a patriotic appeal to American sentiment all through, but without using the words says very plainly that United States won the war.

Another paper, issued for boys by the same

company in Chicago, and used in some of London's Sunday schools, has an illustrated feature about "The Man Who Makes Our National Coats of Arms." The opening paragraph says: "This is a story about one of the most famous army sergeants in the world—a man named Edward Kuhn, who designs all the insignia crests and coats of arms for Uncle Sam."

On the same page is another Americanism: "United States Far Ahead in Olympiad."

This paper also carries a large amount of advertising, containing appeals from United States firms selling class pins, bicycles, Christmas cards, air rifles and other weapons, footballs, school bags, watches, etc.

Those who are responsible for placing this reading matter in the hands of Canadian Sunday school scholars have probably done so without giving the matter much thought. It cannot be claimed that the lesson for the day is taught any more effectively than by the use of papers less American in their make-up and contents, for there is only a little more than one column out of the entire thirty-two in the paper devoted to the lesson.

One does not care to be dogmatic in matters of this kind, but Canada and Britain have national ideals and historic traditions that can furnish all the necessary patriotic reading matter for papers used for distribution in Canadian Sunday schools.

Campaign Methods Up To Date.

Lady Terrington, former Liberal member in the British parliament, brought suit against the London Daily Mail for having described her as "a vain, frivolous and extravagant woman who is unfit to be a member of parliament."

The same paper, she claimed, had libeled her by using a cartoon which held her up to ridicule. Lord Darling, who heard the suit, held that the manner in which a woman clothed herself when attending sessions of parliament was a matter of public interest, and therefore could be used by a newspaper in discussing her fitness for the position.

The entry of women into public life has opened new doors for the political writer and he has not hesitated to enter in. If he considers that she has departed too far from cashmere hose and homespun raiment he tells the voters that she is a "vain, frivolous and extravagant woman," and in so doing he has selected a set of adjectives well calculated to send her to political oblivion. In the case of Lady Terrington that is exactly what happened, and she has no recourse in the eyes of the law.

Note and Comment.

If one-half the charges preferred against Montreal police officials are true, that place is due for a house-cleaning, and they shouldn't wait for spring to come either.

Chicago professor says fasting is the proper way to reach old age, and suggests that a person can readily go 15 days without nourishment. Does the professor live in the pumpkin pie belt?

Toronto is to spend \$150,000 on a hospital for measles. Thus a halo of official recognition is thrown around the head of a malady that was once fought by the warmth of the kitchen stove.

According to election returns there are very few people in Canada who can neither read nor write. The one thing hard to understand is that with such widespread knowledge so many of them vote Conservative.

San Francisco man put \$715 worth of stamps on himself and asked to be taken to New York by aerial parcel post. Officials declined, and now he's busy steaming himself over the family tea kettle in an effort to get his money back.

Runnin' For Mayor

Joe Cowhide says he'll run for mayor if no one else will make a fight. Joe says he wants some help at once, he'll draw his platform up tonight.

When talkin' of the coming vote, Joe says he's got some things in mind, and him who runs against him now is goin' to be ten yards behind. "The first thing on my platform, sir," that's just how Joe he started in, "is fixin' up the city hall, the way she stands it's just plain sin. I'd hail, the way she stands it's just plain sin. I'd buy a barrel of good red paint, I'd put it on two inches thick, and paste it on and daub it on to cover every ancient brick. I'd trim the doors and windows pink. I'd make the thing look trim and pretty, then pin a sign across the front. 'A Welcome to Our Hustlin' City!'"

"That's No. 1," says Joe Cowhide, "and after I got that all through, I'd take the square across the street to see just what things we could do. It's meant to hold a city hall, but we ain't got the money yet, and folks has set their hands against the city runnin' into debt. So for the present time I think when plannin' for that Fed'ral square, as how we might as well go on and etick some billboards up down there. There ain't enough to suit my taste, we ought to plant another row, and charge the people fifteen cents to go in there to see the show."

"Then No. 3 is somethin' else that I've been thinkin' of a spell, we ought to have new uniforms for Baker, Near and Jimmie Bell. Them men's officials of the place, they ought to have on city suits, and stripes upon their trouser leg a-reachin' down unto their boots. I'd have them with brass buttons on, gold braid sewed on around the neck, like when the skipper P. J. Watt was pacin' on his sail boat deck."

"Now No. 4 she has to do with taxes what the people pay, if they won't pay their stuff in June I'd let the bill stand 'till next May. And when next May had come around I'd say unto the people then, as how Joe Cowhide knew they was a lot of honest hard-pressed men, so I'd just take a dollar down, another dollar now and then."

"Another thing I'd like to see, it might make quite a decent row, I'd like to see these parks of ours make pasture for the poor man's sow. Buchanan he might make a kick and go a-ravin' to the powers above the cows what chewed his phlox and nibbled at his early flowers."

"There's seven other things," says Joe, "I want to put upon my state, but them what's here's enough to show I be the winning candidate."—ARK.

Rarebits By Rex

THEY DIDN'T NEED IT.

When Circe, the enchantress, of classical fame,
Employed all her vampire art,
She didn't use rouge like the modern young dame
To help break a masculine heart;
When two nations fought over Helen of Troy
To win the proud beauty's esteem,
She'd smile on both sides and they'd vanish with joy,
Yet she never used vanishing cream.

And Queen Cleopatra, though lovely and fair,
And a belle with all Egypt's young men,
Didn't have to use powder or dye on her hair
To entice Tony Nilewards again;
For lipstick and stencil and tweezer and tong
Were unknown then as this lay,
Yet, if history is right, all the dames got along
Just as well as the girls of today.

Fine feathers do not make fine birds, but they
make fine fortunes for milliners.

"Tobacco makes men ugly, short-winded,
idiotic, paralytic," says Dr. Deryck Hooley of
Chicago. And after seeing a newspaper picture
of the doctor we are convinced he speaks from
experience.

The difference between good and bad musicians
is that a good one executes his music and a bad
one murders it.

Perhaps the reason motor car accidents are
700 times more numerous than horse accidents
were 20 years ago is that horses have some in-
telligence.

Have you ever noticed that after-dinner
speakers who begin by saying they didn't expect
to be called on are usually the ones that can't be
called off?

One of the advantages of having a child is
that whenever you have any unwelcome visitors
you can make the child recite.

"A new autumn color is messenger-boy blue."
—Social note. So named, obviously, because it
is guaranteed not to run.

Our neighbor says he sings to kill time. He
has a good weapon.

According to the Toronto Telegram, Mrs.
Cornelius Vanderbilt, Jr., has turned out a fine
cook. "But we know one young married woman
who has turned out half a dozen of them."

It's a curious thing, but the only wealthy
relatives we have are distant ones.

If you don't live where it is convenient for
you to rock a boat you can always argue with a
traffic cop.

PAINFUL PATHOS.

"Ain't it cruel, Maisie, when a guy says he'll
give you a ring for your birthday an' he only
gives you a telephone call?"

Dr. Frank Crane

The Flaming Sword.

We are told that when our parents were
driven out of the Garden of Eden they could not
get back because of an angel at the gate who
waved a flaming sword.

This is typical of the fact that the Golden
Age is always ahead of us, it is never behind us.
In former times men always believed that the
age of beauty and chivalry and idealism lay far
in the past, but the tendency of modern thought
is to place this in the future.

Every man, at some time or other, has looked
upon the swine, the cattle and the dogs, and
envied them their low and careless existence.
They seem so happy. They have nothing in the
way of human worries to trouble them. We envy
their contentment.

A man is so constituted that he can never
go back. The modern Garden of Eden lies
ahead of us, not behind us.

All the peace and comfort and beauty and
glory of life is to be won by going on through
struggle and not by going backwards.

The iron law of progress is that the organism
must struggle. Every obstacle is for us merely a
challenge to our powers. In the exercise of
those powers alone, and in their fruition, is found
that happiness we desire.

It is useless for us to wish for the peace and
contentment of the lower orders of life. We are
compelled by our very superiority, to go forward
and to find our joy in so doing.

The modern idea, which lies in placing the
bliss of heaven before us, and not the Golden
Age behind us, is responsible for the superiority
and advancement of our modern civilization.

There is but one thing for the human being
to do and that is to go forward. Relief, if it is
to be found at all, is to be found in advancement
and not in retreat.

Press Comment

Somehow or other we can't suppress a smile
at the thought of anybody having a "working
majority" in congress.—Buffalo Express.

The railway engineer may not be a society
leader, but wealth and fashion frequently follow
in his train.—Stratford Beacon-Herald.

Mr. Asquith says he will try again. He is
still younger than Gladstone was when he
launched upon one of his greatest battles.—
Ottawa Journal.

It is a sign of a hard winter for a man when
the hair on the squirrel is thick and when the
hair on her old fur coat is getting thin.—Detroit
News.

A radio signal has girded the globe in five
seconds. It will not be so very long before radio
signals will attain the speed of gossip.—Buffalo
Express.

Four babies have been born in the British
Empire Exhibition. It is remarkable what people
will do to get in without paying.—Punch.

After the Election

Henry Somerville, one of the foremost
most English correspondents, states
that the belief in Britain now is that
the famous Zinovieff letter, which
turned the tide in British elections,
was a plain forgery, and also that
many men in the Labor party hold
that Ramsay MacDonald was badly
taken in by accepting it as being
genuine.

When the news of the dissolution
ticked through into the sub-editor's
room of a great Liberal newspaper,
the chief sub-editor, a lifelong Lib-
eral, said half-angrily, half-humorously:
"I object to annual general elec-
tions: I'm going to vote Conservative
this time."

It is probable that hundreds of
thousands of people voted Conserva-
tive simply because they wanted a
government strong enough to last
three or four years instead of being
at the mercy of a parliamentary com-
bination that could turn it out at any
moment. There is general rejoicing
among average citizens, who are not
strongly attached to any party, that
there is now a government with an
independent majority. The British
are a conservative people. The best
they ask from a government is to be
left alone. Mr. Bonar Law, when he
had all the first-class brains of the
country against him, won a majority
by the blessed word "tranquility."

Mr. Baldwin lost that majority when
he asked the British people to reform
their fiscal system. He has now re-
deemed the situation for his party by
adopting as his slogan, "stability."

This election has been won by "the
silent voter." It is not the Laborists,
and not many of the Liberals, who
have been converted to Toryism.
Though Labor candidates have been
routed Labor votes have increased by
a million. It suits the Conservative
press to represent "the silent voter"
as the citizen-patriot who is custom-
arily above the vulgar game of poli-
tics, but who emerges from his quiet
home at the moment of the nation's
crisis and saves his country by vot-
ing for the party of the Union Jack
against the red flag. The Labor
Press, on the other hand, represents
the silent voter as the apathetic and
indifferent citizen who takes no inter-
est in the country's government, and
will not take the trouble to exercise
his franchise except when he is
scared and stampeded by some ridi-
culous boogie like the red peril.

That Zinovieff Letter.

There can be no doubt that the
election would have resulted very
differently but for the Zinovieff let-
ter. Instead of a very heavy poll we
might have had a light poll. The
present writer was moving about the
country all during the election cam-
paign. Every day he was in trains,
restaurants and hotels, yet only twice
did he hear the election discussed
except when he introduced the sub-
ject himself.

No reasonable person can question
the ability and integrity of the for-
eign office, yet the authenticity of the
Zinovieff letter is disbelieved by the
most impartial judges outside. The
use of the misnomer "Third Com-

munist International," and the sig-
nature of the English member Mc-
Manus without an initial, and vari-
ous other details in the letter, are
regarded as sure evidence of forgery.

Some impartial and competent
judges, as I have said, believe the
letter to be a forgery. They also be-
lieve, though it seems paradoxical,
that it does not matter whether the
letter is a forgery or not. Zinovieff
is known to have made many public
speeches during the last few months
condemning Great Britain and Ram-
say MacDonald as vigorously as he is
represented as doing in the letter.

These speeches have all been re-
ported in the Russian papers. It is
known to every Labor party member
in this country that the Third In-
ternational directs the policy of the
Communist party of Great Britain.
It is publicly asserted, and every-
where believed, that Moscow finances
our Communist party, and this party
never makes a secret of the fact that
it is out for a revolution, and it en-
deavors to incite the army to mutiny,
as was done in the famous "open
letter" for which John Ross Camp-
bell was prosecuted.

The "very secret" letter attributed
to Zinovieff contained absolutely
nothing that Communists are not
printing in the Workers' Weekly
every week. The British public,
which laughs at the Communists
when they rave about revolution
from the houses, takes the matter
seriously when it overhears the same
things whispered in a cellar.

If a forger has written the letter,
he can truly plead that he has not
misrepresented Zinovieff. He has
merely made an artistic reconstruc-
tion in epistolary form of various
public utterances of the Moscow
propagandist. But the plea of ar-
tistic verisimilitude will not recon-
cile the Labor party to a charitable
view of a forgery which has given
the Conservative party in Great Bri-
tain the largest majority it has ever
enjoyed since the democratic fran-
chise was established in 1832. And
if it is a forgery, the Labor party will
direct a good deal of its wrath
against Mr. Ramsay MacDonald, who
was so badly taken in.

To the Editor

Why Not Pray?

Writer Thinks If Rain Is Needed
Now, the Proper Way Is To Ask
For It.

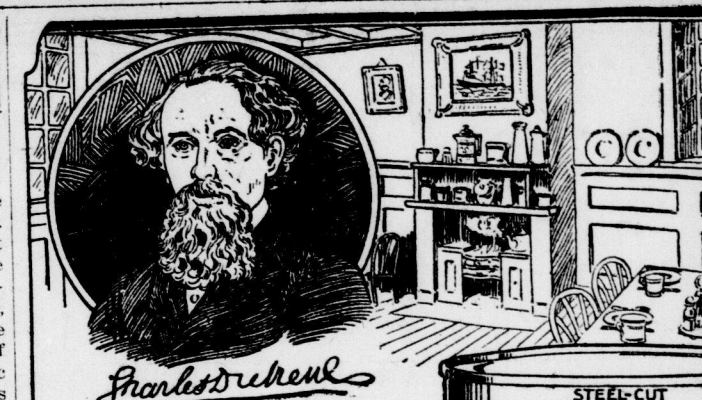
Editor of The Advertiser:

Sir—I wish to draw attention to
the need of prayers for rain at the
present time.

I am sure that Christians make a
mistake in waiting until they are
almost driven to prayer before they
will ask God for a change in the
weather.

Some think that we should in the
matter of weather take things
without making requests for altered
conditions.

James v.17,18 makes it clear that
the weather is not out of the range



The Beverage of Thinkers

THE mildly exhilarating and soothing
effect of good coffee has made it
the choice of writers and thinkers for
centuries. Charles Dickens sipped his
fragrant Java in the old Cheshire Cheese
and in the coffee shops of the world
today, the choice spirits of literature con-
tinue to quaff "the cup that cheers but
does not inebriate".

Rideau Hall Coffee is fit for the con-
noisseur. Its fresh-roasted flavor is
sealed in and preserved in the Vacuum
Sealed Tin. Try a tin the next time
you buy coffee.

Gorman, Eckert & Co., Limited
Coffee Purveyors to the Canadian People

Rideau Hall Coffee

line of praying will help in
prayer in other more impor-
tance for prayer service.
CLERGYMAN
Nov. 11, 1924.

113 CASES SMALLPOX
Associated Press Despatch
Johnson City, N. Y., Nov. 11.
Nineteen new cases of smallpox
developed in this city during the
twenty-four hours, bringing the total
to 113 cases under quarantine. Only
three of the nineteen were in families
not previously quarantined.

The disease prevalent here is a
mild form.



FROM our Box of Blue and White
Out we troop for your delight.
Let us tell you who we are:
Home Made Fudge and Maple Bar,
Molasses Kiss and Cherry Fruit,
Each one in a chocolate suit.

We will march into your favor
Bringing each a different flavor.
Close behind us you will find
More of our delightful kind.

When we next appear in print
We will give a further hint
Of the other pleasures hid
'Neath the "Home Made" Box's lid.

Why Neilson's
"Home Made" Chocolates
are so Good

The very best of chocolate coatings
are used in Neilson's "Home Made"
Chocolates. The centres combine the
most delicious fruit flavored creams,
crisp nuts and fresh fruit with tempt-
ing caramels, taffies, nougats, crisps,
brittles and fudges. The box is plain;
the value is all in the contents. The
best all-round box of candies you can
buy at anywhere near the price.

Two Kinds: Assorted and Hard Centres.
One Price: 60c the lb.

Neilson's Home Made Chocolates

60¢ per pound

Half Pounds
Pounds
Two Pounds