

London Advertiser

Published By
THE LONDON ADVERTISER CO., LIMITED
London, Ont.

MORNING. NOON. EVENING.
3670 TELEPHONE NUMBERS 3670
Private Branch Exchange.

From 10:00 p.m. to 9:00 a.m., and holidays,
call 3670. Business Department: 3671. Editors:
3672. Reporters: 3673. Composing Room. Cir-
culation Department: 3670.

ADVERTISING BRANCH OFFICES.
U. S. Representatives—New York: Charles
H. Eddy Company, Fifth Avenue Building;
Chicago: Charles H. Eddy Company, People's
Gas Building. Boston: Charles H. Eddy Com-
pany, Old South Building.

SUBSCRIPTION RATES
City—Delivered.
15 cents per week. \$3.90 for six months.
65 cents per month. \$7.80 for one year.

By Mail—Outside City.
\$5.00 per year, \$2.75 for six months, or 50 cents
per month for short term subscriptions.
To the United States, \$6.00 per year; \$3.50
for six months, or 65c a month.
Foreign subscriptions, \$13.50 per year.

SUBSCRIBERS, PLEASE NOTE.
All subscriptions are payable in advance and
at full price. Insurance of your remittance by
using postal note, money order or registered
letter. Subscriptions are started only with cur-
rent issue. Three days' notice required to make
change of address. Be sure to give both old and
new address. Renew promptly, and sign your
name plainly.

ADVERTISERS, NOTE.
Circulation audited by A. B. C.
Report furnished advertisers on request.

London, Ont., Tuesday, December 14.

THE APPEAL FROM EUROPE.

The British Red Cross War Fund needs large sums with which to help feed the children of Central and Eastern Europe until next year's old world crops are turned into food. At this season the sympathy of Canadians will be the more active towards any kind of distress and generosity should expand largely. Throughout Austria, Hungary and the Balkans millions of children are experiencing the most acute privations through lack of clothing, medicines and food, but especially food. Boys and girls of all ages, ranging from five to ten, are half starved, presenting a pitiable appearance as the result of excessive undernourishment. Mr. Hoover, who, above all others, knows the fearful conditions that exist in Europe, describes them as follows:

Childhood in many parts of Europe is having a fearful time just now. Hundreds of thousands of tots in Vienna alone are existing—they are scarcely living as we understand life—half starved, emaciated and skeleton-like. They cannot walk; others who do appear as nothing we consider children. They are among the most hideous, and they are certainly the most innocent and helpless, of all the products of the war. The results of the folly of their fathers have fallen upon them, and the burden is so heavy that it twists and gnaws at them until something too awful to look upon even in photographic reproduction. Left to themselves, many of these victims will die, and those who grow up, will become a menace which will make for the physical and moral deterioration of the white race.

Such a description must surely touch the heartstrings and loosen the pursestrings of Canadians. And, apart from the very human desire to help the suffering and tortured children of Europe, such an act is good business. A happy, prosperous Europe is necessary to continued world peace and international good feeling, but it can never be attained with millions of children reaching maturity stunted physically and mentally. It is of great importance that Europe's children should be properly fed at once.

Contributions should be sent care of Dominion Bank, this city.

SIFT THE INCOMERS.

The Government has been warned of the invasion of Canada by hordes of folk from Central and Eastern Europe. Thousands are clamoring for entrance to Canada and the United States, and millions more are preparing to come. The situation is a serious one. At the present time it would be the extreme of unwise to permit a general entry of foreigners. There is already more unemployment than is healthy, and for some months this condition is unlikely to right itself fully. And there is another, and perhaps more important reason, why just now the greatest caution should be used in accepting new citizens. That is the revolutionary spirit. Attorney-General Palmer of the United States Government declares that nine-tenths of the revolutionary agitation in the United States has been traced to persons of foreign origin. Tens of thousands of these recent arrivals have suffered acutely under the political systems of the old world. If, upon arrival in Canada, this element finds that work and prosperity are not immediately at hand there will assuredly be a tendency to restlessness and disorder. Only those who have sufficient means to tide them over a time of unemployment and who can be depended upon to readily adopt Canadian ideals and ways should be permitted to enter.

WELLS REPORTS ON RUSSIA.

Defenders of Lenin and Russian sovietism have refused to take seriously reports of investigations at first-hand which have declared Bolshevism a failure and a peril. These champions of the Reds have ignored unfavorable reports on the ground that they were propaganda emanating from "capital-controlled Western Europe." They can, however, hardly bring a charge of bias against H. G. Wells, England's foremost writer, who visited Russia in a frame of mind distinctly friendly to the soviet, and believing the stories of a collapsed, disintegrating, dangerous Russia to be greatly exaggerated. Now Mr. Wells is back in England, with a report of a Russia dying socially and industrially. He warns the nations that the expiring throes of the Muscovite giant may wreck civilization. Mr. Wells declares the menace is a real and deadly one. Russia, he says, is depressed intellectually and morally to the level of savagery, and he believes that if the cult of Lenin, which thrives on discontent and disorder, once spreads throughout Europe, nothing can save Christendom from collapsing. Mr. Wells found that a majority of the people are suffering from cold and hunger. The cities are at a standstill. Commerce, trade, finance, are paralyzed. The agricultural section of the population, because of the Government's seizure of what they produce, refuses to cultivate beyond what is required to provide them with food. And all this is what Lenin and his infamous associates desire. A nation hopeless through

misery is the highly inflammable material they want for the torches they would toss into other lands. Destroy utterly the present system of civilization and build on the ruins, is Lenin's doctrine. He is indifferent to the appalling suffering of the present. He considers anarchy and destruction justified if it leads to adoption of sovietism the world over.

It is a dreadful menace that Mr. Wells records, and the nations, whether individually or through some such alliance or association as the League of Nations constitutes, should take measures to meet and overcome it.

NORMAL BUYING NEEDED.

Public refusal to buy has been carried to the point of false economy, and normal buying must be resumed to prevent a possible combination of high prices, with low wages and unemployment, it was declared yesterday, by Roger H. Williams, vice-president of the National Bank of Commerce in New York, in an address at the eighth annual meeting of the Converters' Association.

"To my mind there is no greater service that can be rendered today to business, and to the public, than to re-establish a normal volume of buying," Mr. Williams asserted. "And to this it seems to me business and the public must come to an understanding. It is through the processes of business, either directly or indirectly, that most of the so-called good things of life are accumulated which we all share, or try to. Unless business is being done, unless there is a fair distribution of activity, there can be no prosperity to divide, either between employer or employee, businessman or consumer."

"It is no time to preach thriftlessness now, but it is a time to place emphasis on the need for sanity in buying. It is not thrifty to stop buying altogether, any more than it is thrifty to consume all of our current production without consideration of the future. That is a wasteful way of doing business. It means extravagant production costs and waste of materials in the boom period, and in the period of depression it means deterioration of goods not consumed. In both periods, therefore, it means great waste of human endeavor—and in the last analysis, the public pays the bill."

"There are a number of more direct and obvious ways in which this restraint of buying is inflicting injury. With goods flooding back on their hands, producers and distributors have had to make abrupt curtailments of their activities, resulting in unemployment and in many directions drastic wage cuts. Not only are manufacturers and distributors injured, but misfortune visits the working class, with its resultant discontent and unrest. But the ill-effects of the movement do not stop even here. A recession in buying carried too far, and producing too great a stagnation in production and distribution, may result in a secondary era of shortages and a rebound in prices without an increase in real wages to meet it. The result would be that the pressure of the high cost of living on family economy, instead of following the course of amelioration that has set in, would again become onerous."

"Is there not a great threat in the present situation of such unfortunate results as these? Is not the recession in public buying forcing industry into too great a curtailment of production? Will not, in other words, the public pay a greater price for its false economy than if it maintained a more temperate attitude, both as to buying in flush times and as to abstention from buying in a time such as the present? Is it not true that any economic force which develops sufficient intensity to injure a considerable part of the public works injury in ultimate effect to the body politic as a whole? All must pay a part of the cost."

BIG DROP IN MEAT EXPORTS.

Exports of meat from Canada for the year ending October show a decrease compared with last year of the large total of 127,829,500 pounds. The decrease represents a value of over \$48,000,000 on the year's trade. The export figures for two years, reported by the Dominion Bureau of Statistics, are given below:

Bacon and ham, 1919, pounds.....	208,906,038
Bacon and ham, 1920, pounds.....	148,674,000
Pork, 1919, pounds.....	18,002,313
Pork, 1920, pounds.....	4,851,200
Beef, 1919, pounds.....	129,944,411
Beef, 1920, pounds.....	85,816,000
Canned meats, 1919, pounds.....	11,598,292
Canned meats, 1920, pounds.....	980,458

There was an offset of rather less than a million dollars in the increase of "other meats" exported, a classification that includes games and poultry.

EDITORIAL NOTES.

Alaska is reported to be a bootlegger's paradise. Can that report be immigration propaganda?

There's one girl in Chicago who has been in positions far above those attained by many men. She's a steeple-climber.

When the thermometer registers zero it's hard to choose between the "moonshine" of Montreal and the sunshine of California.

That Washington "commission of inquiry on Ireland" nry be composed of real comedians, but we haven't heard any deafening applause from the gallery yet.

When a driver of a wagon which has a ton of coal on it is not held up it's a sure clue that all these bold bandits are registered as single men on the tax exemption lists.

Fritz Scheff is suing her third husband for divorce, charging him with intemperance. To the people of New Haven, where the case is staged, the most important detail in the hearing will be where in Connecticut did he get it.

WHY FRANCE IS RAPIDLY RECOVERING.

[American Banker.]
One of the chief reasons for the rapid recovery of France from the effects of the war is property so evenly and so widely distributed. Figures showing briefly the extent of this distribution of wealth have been received by the Bankers' Trust Company from its information service in Paris. These data are as follows: In France, property is taxed in proportion to its rental value. In 1913, the last normal year, 13,392,000; on improved property they numbered 6,478,000. As compared with this total of 19,870,000 assessments, there were at that date 23,800,000 adults living in France.

From Here and There

THE UNPOPULAR TITLE "DAME."

[Liverpool Post.]
It seems that so often as "Dame," which goes with the highest honor for women in the British Empire Order, is not altogether popular, and it has been publicly stated on behalf of Mrs. Lloyd George that she prefers to be known as "Mrs." It must be confessed that "Dame" was perhaps not the happiest word, though it was difficult, no doubt, to find a better. There is something a trifle staidy, if it might say so, about "Dame," which brings with it memories of "dame schools" and such things, and it is quite likely that the word which was intended to give distinction in this case will be quietly dropped altogether in future. As far as I have noted, very few of the recipients of the D. B. E. have ever used it, though it is occasionally conferred on them in the newspapers, and it certainly is not regarded in the same light as the "Sir" which attends the higher ranks of this and other orders. Perhaps its suggestion of widowhood is against it.

A WORD FOR MOVING PICTURES.

[London Daily News.]
The cinema is so often called "the bull of well-intentioned persons trying to find solid reasons for all the moral evils of the modern world that it is pleasant to find such well-informed observers as the police saying a good word for it. The police of the Potteries district attribute the marked decrease of crime in that delectable region directly to the influence of the picture houses. Instead of resorting to a public house in the evening, the Potteries men take their families to see the pictures. This result, if it is generally noticeable, must certainly be regarded as an important set-off against the supposed effect of full-blooded cinemas of the Wild West on impressionable little boys who are tempted to become criminals for the sake of the fun of the thing. The one great objection to the ubiquitous cinema that has never been answered is its fatal tendency to destroy the art of idling. A faculty for appropriate idleness keeps the mind fresh, and as Stevenson reminded us, implies a catholic appetite, and "a strong sense of personal identity." But nowadays a man is not content to idle deliciously in any of his leisure moments. He goes to the pictures. He is growing afraid to browse.

CHRISTMAS CHEER.

[Montreal Gazette.]
The arrival at St. John, N.B., of the steamship Canadiana, a trader with a cargo of 30,000 cases of Scotch whisky "for Upper Canada," is announced. Our neighbors to the westward will not have to depend on grape juice and pop for their Christmas cheer for one more year at least. Thirty thousand cases means 360,000 bottles.

THE LONG ARM OF THE LAW.

[Toronto Star.]
As the crow flies, Oregon City is over twenty-one hundred miles away. Within that radius of Toronto lies an area which includes nearly the whole well-populated portion of the Dominion, all of the United States, except a tiny northwestern corner, Mexico in its entirety, and Central America. The circumference of such a circle would pass south of the Panama zone and take a detour to the south of America. On the north it would reach into Greenland. Within it would be embraced a land area of 7,500,000 square miles and a population of nearly 150,000,000. The modern police net stretches far. The finding of John Doughty, obscurely employed in a little town of four thousand people as far from Toronto as Jerusalem is from Paris, illustrates the facilities which are nowadays at the disposal of the law in locating and apprehending of those whom the law wishes to reach.

MODERN ART FAILING.

[Quebec Telegraph.]
It is somewhat startling to learn from authorities on art in both Paris and London that most of the existing specimens of modern art are in danger of gradual disappearance, that they are doomed to early decay. The glory of Turner is passing. Whistler's is darkening, along with his pictures. Millet is suffering the same fate. So is Theodore Rousseau. There are others, G. E. Watts and Ingres among them, but these names suffice to amaze what a grievous loss the world of art must face. The people who declare that modern art is decadent are nearer the truth than they guess. The outlook for it is dark and there is no future for the Futurists, writes Crowley Davies. It is all a matter of materials. The modern artist does not study the chemistry of color, but relies on the commercial chemist to keep his palette supplied. The secrets of the old masters are lost to him. And so the great painters of the Renaissance will survive while most of our twentieth century art loses any reputation it may gain. The men of today are reversing the age-old maxim that art is long and time fleeting. The expert who predicts that unless a big change takes place in the composition of artists' colors nothing will be left of modern art in 100 years time is a Frenchman. He points out that in the Louvre, Theodore Rousseau's works are turning black, and that Millet's are also decaying. He mentions the famous "Angelus," painted in 1859, which is starting to crack, and "The Haybinder" (1856), which is losing tone. A tour of the British National Gallery confirms this statement. Some of the works of Sir Joshua Reynolds are cracking, and a portrait by Sir William Allen of Sir Walter Scott, painted in 1832, is black and shriveled. "The art of mixing colors," said a gallery official, "is practically dead. Today artists are largely dependent on the color man, and their canvases come ready prepared from the makers, when in olden times artists sized their own."

DON'T KILL JOY.

[Quebec Telegraph.]
Human nature, like the fashions, and like every public movement, is strangely prone to swing like the pendulum of a clock from one extreme to the other. The generous deprivation and self-sacrifice of the peoples of the allied nations during the war gave place very largely after the signing of the armistice, if not to license, at least to very great freedom and much excess in the direction of luxurious and extravagant living and more or less sensual enjoyment. Moderation in this respect was wise and proper has been said, and much that is sound and still is much to be desired, and it is now made, and we believe, not without some reason, that extremists are going to such great lengths in the effort to promote a reformation of man and manners as to destroy the very object they have in view by the puritanical manner in which they are apparently starting out to kill all joy in the world. A correspondent in a recent number of a Montreal contemporary rather cleverly reproves this unfortunate tendency in a letter, from which the following is worthy of thoughtful perusal: "It is very difficult to reconcile the Puritan attitude of many public speakers towards the question of amusements with the views of the Founder of Christianity. He attended the wedding at Cana, reserving the supply of wine to add to the conviviality of the occasion. In the fact of that example, it is impossible to describe this or that amusement as 'of the devil,' 'worldly,' or 'sinful.' All classes of amusement have their place in life, and the aim of our members. It is still possible to attend the theatre, to play cards, to dance, and still play the game of life on the level. The vicar of Willesden (England) is a vigorous opponent of the super-sensitiveness type of pastor—I am better-than-you type of Christian who has brought so much contempt upon religion in the past. He encourages dances and entertainments, and even 'spooning' on his vicarage lawn, for the reason that faith should impel everybody to live the life and keep on smiling. There is really no necessity for our pastors and preachers to jazz or jig, but to my mind the churches must prove themselves to be centres of warmth and good-fellowship, the breakers down of barriers and the bridges of class, and the sooner the kill-joy element of our alleged religious teachers, adopt a generous attitude on the social life of the community, the reader will find the community respond to their call."

WHAT DO YOU KNOW ABOUT CANADA?

ANSWERS TO YESTERDAY'S QUESTIONS.

- 1—Canada's fur exports last year totaled \$14,547,904.
 - 2—Prescott, Brockville and Cornwall are three Ontario towns situated on the St. Lawrence River.
 - 3—The battle of Queenston Heights was fought in 1812, and was a Canadian victory over the Americans.
 - 4—Champlain discovered Lake Champlain on his second visit to Canada in 1668.
 - 5—Portland Promontory is on Hudson Bay on the coast of Quebec.
 - 6—Pierre le Moyne d'Iberville was a French soldier and adventurer who is famous in history for his daring attacks upon English settlements in America, especially trading posts on Hudson Bay, also founder of Louisiana.
 - 7—Isabel Ecclestone Mackay is one of Canada's distinguished poets and novelists.
 - 8—The Dominion Government has two experimental farms in Alberta, at Lacombe and Lethbridge, with four sub-stations in the northern part of the province.
 - 9—The population of Manitoba is 618,905.
 - 10—France and Spain were allies in the war of the Spanish succession.
- TODAY'S QUESTIONS.**
- 1—How did Laura Secord help the British army?
 - 2—How many dairy factories has Canada?
 - 3—Where is Gen. Wolfe buried?
 - 4—How many students were enrolled in Toronto University in 1919-20?
 - 5—When did the American fleet defeat the British?
 - 6—Who won the battle of Lundy's Lane?
 - 7—What are the Twin Islands?
 - 8—What was the first English trading post on Hudson Bay?
 - 9—Who is Archibald Lampman?
 - 10—How many farm schools have been established by Alberta's department of agriculture?

Poetry and Jest

OLD LAUGHTER.

[Richard le Gallienne.]
Man's life, some say, a thing of prose
Not so his life—as mine of yore—
Who on Miranda's breast reposed
Ah! God, that fragrant frock she wore!
Hid honey still at the heart's core
Her bosom like a hushed snowfall—
And yet, for all we kissed and swore,
The laughter was the best of all.

Truth after truth old Time discloses,
But, as we huddle to fourscore,
Each finds that not as he supposes
The gains for which he travelled sore;
Glorious and gold, the wine we pour,
The ideas that brim with silver the
grassy plain,
Or strew lone islands with lost
argosies:
We come and go—these things remain.

Fire and its gnomes, soft-talking as
it glays,
Dreaming amid its fretted imageries,
Or melting the wild hills, and with its
blaze
Licking the very stars; and, even as
these,
The winds that blow through all the
centuries,
The falling snow, the shining April
rain,
Birds, and the far-off
Pleiades;
We come and go—these things remain.

God's glory, and the march of nights
and days,
The seals upon the ancient myster-
ies
Of rose and star and woman's magic
face,
That, seeing, man loves; yet knows
not what he sees;
The old swans, the old sweet
sanctuaries;
War and long peace, then war and
peace again,
The Dark and in Death's hands the
dreadful keys;
We come and go—these things remain.

Envois.
Prince, save ourselves, there is but
little flees
That comes not back, even as this
refrain:
"Faith," 'tis a thought that doth me
refrain,
Save when bold sparrows draw too near
Their mighty beaks—and disappear.

We come and go—these things remain.

QUICK ACTION.

[The American Legion Weekly.]
Said a teacher of much erudition,
"I deplore the poor workman's condi-
tion."
When he learned what they earned,
His profession he spurned,
And became a high-paid mechanic.

IN PRAISE OF THE PELICANS.

[Literary Digest.]
The pelicans in St. James' Park
On every day from dawn to dark
Pursue, inscrutable of mien,
A fixed unvarying routine.
Whatever by the wind or weather
They spend their time in peace together,
And plainly nothing can upset
The harmony of their quartet.

Most punctually by the clock
They roost upon or quit their rook,
Or swim ashore and hold their levee,
Lords of the mixed lacustrine bevy;
Or with their slow, unwieldy gait
Sensitively domineer in parade,
Or with prodigious flaps and prances
Indulge in their peculiar dances.

Returning to their feeding-ground
What time the keeper goes his round
With fish and scraps for their nutrition
After laborious degustation.

Calm, self-sufficing, self-possessed,
They never mingle with the rest,
Watching with not unfriendly eye
The antics of the lesser fry,
Save when bold sparrows draw too near
Their mighty beaks—and disappear.

Outlandish birds, at times grotesque,
And yet superbly picturesque,
Although resignedly we mourn
A park dismantled and forlorn,
Long may it be ere you forsake
Your quarters on the mistle-lake;
For there, with splendid plumes and
hues
And ways that startle and amuse,
You constantly refresh the eye
And cheer the heart of passers-by,
Untroubled by years of shock and strain,
And lending London's commonplace
A touch of true heraldic grace.

Constipation

is quickly relieved when the
liver is aroused to activity by
the use of Dr. Chase's Kidney-
Liver Pills. One pill a dose.
25c a box, all dealers.

**Dr. Chase's
Kidney
& Liver Pills**



How To Be Sure of the Phonograph You Want For Christmas

THERE are many discriminating phonograph buyers to whom such an instrument as the Aeolian-Vocalion makes a special appeal. You have your own ideas as to design and finish. You will be satisfied with nothing short of these special requirements. If you belong to this class of particular buyers, then we urge you to arrange for the selection of

The Aeolian Vocalion

now, while the full assortment is available or while we have time to obtain the style and finish you wish. Delivery can be arranged for Christmas if desired. The Aeolian-Vocalion not only plays all records, but mirrors their most subtle tones with a clearness and purity hitherto unknown in a phonograph. To play the Aeolian-Vocalion is to experience a new delight in music. Holding the wonderful Gradola tone-controlling device in hand, mastery of all music and all musicians is yours. THE VOCALION RECORD—Exceptional recordings just produced, which we invite all phonograph owners to hear.

Nordheimer Piano and Music Co., Limited
225-227 DUNDAS STREET, LONDON.

London's Leading Leather Goods Store



Give Leather Goods

We can show you a wonderful range of Leather Goods that would make very acceptable gifts for every member of the family. We are the only manufacturers of leather goods west of Toronto. A small deposit will hold any article until required. Ladies' Purses, Hand Bags, Lucille Bags, Vanity Cases, all the newest shapes, in black and colors. Prices \$1.25 to \$25.00

IVORY AND EBONY TOILET ARTICLES

Fitted Toilet Cases for lady or gent. Gent's Purses and Bill Folds
.....35c, 50c, \$1.00 to \$10.00
Military Brushes, per pair, \$1.75 to \$10.00
School Bags75c to \$2.50
Collar Boxes\$1.00 to \$5.00
Writing Cases\$4.50 to \$15.00
Manicure Sets\$3.00 to \$10.00
We manufacture all our own Music Cases and show the largest stock in Western Ontario. Prices, \$1.50 to \$6.50

Club Bags for Gifts

We have a Club Bag to suit every purpose, in real leather or fabrakoid, at prices to suit any purse. Until Christmas we will initial any bag FREE OF CHARGE. Prices From \$3 to \$45 Suit Cases\$1.50 to \$40.00 Trunks\$7.00 to \$90.00

JAMES McCORMICK

395 TALBOT STREET.

IMPERIAL Premier WINTER GASOLINE

Don't Be Misled By The So-Called High Gravity Test

Every gallon of it contains, too, sufficient heavy fractions to give you the power and mileage you have a right to expect from good gasoline and enough intermediate fractions to form a continuous and unbroken power chain.

If Better Gasoline Could Be Made Imperial Oil Limited Would Make It

IMPERIAL OIL LIMITED

POWER - HEAT - LIGHT - LUBRICATION
BRANCHES IN ALL CITIES