

## The London Advertiser

Founded 1862.  
London Advertiser Company, Limited.  
Publisher and Proprietor, London, Ont.  
JOSEPH E. ATKINSON, President.  
H. B. MUIR, Managing Director.  
C. A. M. VINING, Managing Editor.  
Morning and Evening Editions.  
Subscription rates: Delivered, 15 cents weekly; 65 cents monthly. By mail, in Canada, \$5.00 yearly; in the United States, \$7.00 yearly; foreign subscriptions, \$13.80 per year.  
Special Representatives:  
J. B. RATHBONE, Toronto, 110 Church street.  
Montreal, Canada, 1000 Avenue de la Paix.  
C. H. EDDY COMPANY, New York, Park Lexington Building.  
Chicago, Wrigley Building.  
Boston, Old South Building.  
The Advertiser is a Member of the Audit Bureau of Circulation.

FRIDAY, AUGUST 28, 1925.

### France Has Two Wars Now.

While France has her financial advisors in London discussing the repayment of her debt to Britain, she is at the same time carrying on a two-headed war that must be plunging her farther into debt at an alarming rate. The Moroccan affair, being of long standing now, comes first, and the possibilities of a definite favorable outcome proved so unfavorable to France, as they had previously done to Spain, that the forces of the countries have been united in an effort to bring Abdel-Krim to his knees.

The negotiations leading up to this Franco-Spanish action were conducted and concluded in such an atmosphere of secrecy that no definite statement was given about the possibility of peaceful settlement. The only definite statement was that of Marshal Pétain's report on Moroccan operations, in which he stated the Rif had 40,000 warriors, "keen mountaineers, active, skilful in arms, with an admirable knowledge of the precipitous country in which they are fighting, frugal to the point of being able to do without the convoys, which burden our columns, and having machine guns, artillery, and an abundant reserve of munitions." From an affair that looked to be impossible of long duration, it has grown to a war where French and Spanish armies have come into joint action to try and secure a decision before the next session of the French chamber. In which there is a strong socialist following opposed to the war.

France has her second war with the Druses, in Syria, and the fighting brings to print such names as Nazareth, Tyne, the borders of the Sea of Galilee, and the territory around Jordan. It is possible to get some idea of the ferocity of some of the attacks launched against the French from the casualty list of one engagement, where a horde of infuriated Druses fell upon a convoy of French artillery. Eight hundred were killed, wounded and missing, three aeroplanes wrecked, many guns and camels taken.

From the maze of explanations for the hatred of the French by the Druses, one can select almost anything from disputes over oil possessions to the abrupt manner in which the French have sought to make themselves at home in a land where their rights are at the best questionable. One explanation goes back into the threads of tradition, which were disrupted when the French insisted that no traveller could accept hospitality in private Druse houses. This was an old custom, dating back from the days when an hotel was unknown in the Lebanon mountains. Since the French occupation of Syria, which came about on the allowance of the League of Nations, there have been a number of modern hotels erected, but custom dies hard, and many travellers preferred the old order and continued to accept the hospitality of the natives. The inability of the French to reconcile the old with the new was revealed in an order which forbade travellers to stop with the Druses, and they imprisoned several of the natives for so doing.

That was merely one of many blunders, each of which was as stupid as it was unnecessary. The French went to Syria on the pretext that it would be an Arabia for the Arabians, an unmolested home for the Moslems. They have been there five years and have faced five rebellions. Now they have the sixth on their hands. Some of the French leaders have come there from colonies in Africa, and have proceeded to use jungle methods on a particularly high-spirited people. They mistook a religious festival for a political gathering and sent in army to disperse it; to make matters worse, firing by the troops followed, and an effort followed to arrest every Arab leader.

As a result, in this land, about fifty miles from Damascus, the Druses, the most fanatical of all easterners, have sent their wives, children and cattle across the border into Palestine, and the onslaught on the French convoy, referred to above, is the answer to French ideas of colonization.

With these two wars on her hands, France has a problem large enough to give serious thought, even if her whole governing force were behind the carrying on of such wars. But it is not, and there is enough disaffection in the French chamber to put the government out of power when it is called upon to try and justify the autocratic course it has followed in the name of peace.

### The Merits of the Hotel Plan.

Any new enterprise can anticipate opposition, and the present hotel proposition in London cannot expect to be an exception. For that reason the opposition put forth by speakers at the meeting of the Trades and Labor Council is not surprising. It is only natural to expect that those already in the hotel business here would not look with favor upon a formidable competitor, and these gentlemen are quite within their right in seeking to give voice to their opinions.

The plea of Mr. Spence, a hotel man himself, but appearing for the business here, is not convincing. He seeks to create the impression that the total risk is to be

assumed by Londoners, and that they are being called upon to assume responsibility for a very doubtful undertaking. His opinion is that it cannot be made to pay; the opinion of the men who will put up 75 per cent of the capital, and of the man who will invest his own money to furnish the building throughout is that it can be made to pay, and these men have practical knowledge, and on this basis they formed their opinion.

The statement, "it can't be done" has never yet scored a victory in any field. There are institutions, enterprises of all sorts, all over the country today that are monuments to the fact that "it has been done."

Labor in London stands to benefit by the erection of the new hotel, because from the day the first sod is turned until the place is open and ready to do business it means a source of employment, and employment now means much to those who might otherwise be without it.

The labor men take exception to what they term the tax exemption on the building. The new hotel will carry a fixed assessment of \$200,000 as far as the general tax rate is concerned, but it can have no exemption from school or local improvement taxes. It will mean a general tax of approximately \$8,000, and a school tax of \$9,000, together \$17,000, as against a present revenue of \$650 from the federal square. The present arrangement appears a reasonable one, a compromise between full assessment and total exemption, and one calculated to give a new venture an opportunity to get under way before bearing its full amount of local taxation.

It is well to have all opposition to the hotel plan brought out in the open. In this way can the ratepayers form a fair opinion before they cast their votes. It is well, though, to get the fact firmly established, that the city, as such, is not taking on any obligation whatever—simply the transfer of one central property for another, with a credit balance of \$25,000, and sanctioning a fixed assessment of \$200,000 for ten years. There is enough merit in the proposition to warrant the carrying of both these proposals.

### This Time We Differ.

Dorothy Dix told yesterday of a woman whose husband had left her and finally married his secretary. The woman analyzed her own position after the first great wave of hate had passed over and came to the conclusion that she was to blame for having lost her husband. In a moment of self stocktaking she decided she worried him too much about the children, and was so taken up with her work at home that she neglected to keep herself looking as neat and attractive as the secretary whom he faced at the office after leaving home. So he simply slipped and slid until he was driven to find future happiness in the arms of his secretary.

As a general thing, Dorothy Dix has a quota of common sense in her views, but on this occasion she is trying to make a martyr out of a poor fish. That man had no right to compare the appearance of his wife, working for him at home, with that of his secretary, whose work never made it necessary for her to be anything but well dressed. He asked his wife to share his fortunes with him, and she did. The wife's share was making the home, raising and training a family, and in this she was no doubt willing to sacrifice herself and her appearance. It is that spirit of sacrifice that should have bound them together instead of being turned into a banana peeling on which to slip.

No, we can't see where there's anything to get sorry or explanatory about in his case. He was simply a chump, self-centered, and as empty of devotion to an ideal as the Home Bank was empty of available cash.

### Note and Comment.

A deputation from United States has been in Ontario making observations about the effects of 4.4 beer. They reported that the point in the strength of the beer was the same one used in disappointment.

Three harvesters pooled their resources, \$75 in all, and bought a car to go west. They got as far as Hamilton and sold the car to a junk dealer for \$20. The harvester in this case was the chap who got \$75 for the rattle trap.

Foreigners who have been working in U. S. coal mines are returning to Europe until a new wage scale is negotiated. Some of them are taking away as high as \$10,000, showing the miserable wages for which they have been working.

A German student who threatened an editor has been sent to jail. The Montreal Gazette protests that such light punishment is inadequate for such a heinous offence. Nothing short of the thumbscrews and the rack with melted lead poured in his ears will satisfy the Gazette man.

William McDonald, editor of the Chesley Enterprise, has always been trying to make us believe that editors of weekly papers worked harder than a hired man on a farm that milked forty cows. But here's Merce Denholm, of Blenheim News-Tribune, who has just returned from a trip to Alaska, writing in his paper this week: "It was the editor's privilege on Friday last to witness in Detroit a real big ball game between the world's 1924 champion Washington Senators and the Detroit Tigers."

### A HOPELESS JOB.

(Detroit Free Press.)  
"There is altogether too much unnecessary blowing of horns and whistles on automobiles and trucks," says Police Commissioner Enright, of New York. If the commissioner thinks he can make blockheads cease the practice he has a large order.

## Buyin' At Home

Just once I shipped my ducats out to buy some classy raiment with, it looked much like a scarecrow kind, and fit me like a kitchen sieve.

I used to buy my clothes at home and got a decent raiment, too, and folks allowed as how I dressed just like a he-man ought to do. Most times I got my clothes from Steve, and with his kindly care for me, he kept my tastes quite well in hand, not lookin' like a bamboo tree.

But come a time I got a book that told about new clothes this year, and intimating present styles was out of date and powerful queer. And in that book there strutted dudes decked in the raiment of the day, some standin' still upon the god while others walked a piece away.

And then the book went on to tell how folks had realized the fact, that styles the average person wore were mostly chipped, more often cracked. There was one Jay I fancied there, a pompous eort and fairly broad, he looked a dandy in his rags, a well-groomed nag and neatly shod.

I got to thinkin' 'how I'd look if I was clad in clothes like him, the bulgin' spots upon my frame would look to be uncommon slim. And so I sent my coin that night, it went six hundred miles away, for I was longin' for the chance to be a dressey sort of Jay.

Then come the box to me one day, and I beheld my raiment new, it glittered like the daws in spring when sunshine strikes the morning dew. Ah it was easy on the eyes, a thing that Solomon might wear, and folks would feast upon the show, nor note the dandruff in my hair.

But when I put the garment on and called them robbers, bandits, too, they were the worst confounded cheats I'd ever heard about or knew. But they writ back assurin' me that they had sent just what I said, there's must be somethin' wrong with me, or I had hops inside my head.

So now I'm dealin' here at home and mostly buyin' off of Steve, who takes the hunches from my neck and cleaves the surplus from the sleeve. No more I take my hard-earned kale to go six hundred miles from here, it circulates quite close to home, I see it seven times a year.—ARK.

## 25 Years Ago Today

Sixty journeymen horsehoers in Toronto shops have gone out on strike.

The Moors are reported to be massing in great numbers on the Franco-Moroccan frontier.

The Patrons of Industry have nominated D. D. Rogers as their candidate in Frontenac.

Sir Charles Tupper has arrived in Halifax from Amherst. While there he met with an accident and has been forced to use a crutch.

The Dwight L. Moody memorial building was dedicated at Minona, Ballyho, on Sunday.

Tod Sloan, riding Ballyho, won the Futurity stakes at Sheepshead Bay and a prize of \$33,000.

The Pastimes defeated Knox for the city baseball championship, 10 to 3.

Al. Frank Plant has been officially notified of his appointment to a position in the department of labor at Ottawa. He will assist on the Labor Gazette and also in the enforcement of the fair wage clause.

George Leadbetter, Sen., of this city, has received a medal and clasp for services rendered in the Fenian raid of 1866.

Rev. Walter Rigsby of Goderich preached at Askin street church on Sunday evening.

Lieut.-Col. Gartshore entertained 500 employees and families of the McClary Manufacturing Company at his home, Beechwood, on Saturday.

There were numerous events on the program for the day, concluding with refreshments served on the lawn.

## To the Editor

24 Hours a Day.

Editor of The Advertiser:

Sir,—In order that the people of London and district may realize just what the Amputations Association of the Great War is doing I would like to quote a few facts: Ours was the first organization to advocate the stabilization of the pension at \$300 per annum for a single total disability case.

This was advocated before the parliamentary committee under the chairmanship of Hume Cronyn, then M.P. for London, and endorsed by the convention in Vancouver in September, 1922. The Toronto branch alone raised \$2,300 by voluntary subscription for the purpose of carrying on this campaign. By a resolution passed at our dominion convention in Toronto, 1921, reaffirmed in Vancouver, 1922, and again in Ottawa, 1924, we cannot enter into any amalgamation until the major organization show their sincerity by really organizing into a confederation that will stand for ever.

There is a total of 4,224 amputations in Canada. Included in this are the following: Both legs and arms; 1; both legs and right arm; 1; both legs and left arm; 2; right leg and left arm; 3; left leg and left arm; 4; right leg and right arm; 2; left leg and right arm; 6; both arms and foot; 1; both arms; 7; both legs, 85.

The amputation and blind case is under constant nervous strain, which adds materially to the general difficulty of living. This nervous strain may have one or more of the following effects, namely: Insomnia, pains in phantom limb, nerve ends on stump, irritability and indigestion and organic complaints.

An amputation or blind case is a permanent disability, and the disability remains 24 hours each day, and not for an eight or ten-hour day.

Employers of labor and the general public immediately conclude our men are not able to perform efficient work.

This is our greatest hindrance in securing employment. Also the only recreation we get is from the theatres, concerts and public sports, but only as spectators.

We trust that the public will bear these facts in mind.—Thanking you for your valuable space.

ALBERT LARKING.

Sec.-Treas., London Branch.

## MOFFAT INDUCTED AT FINGAL CHURCH

London Presbytery Holds Special Session—Changes Are Noted.

Special to The Advertiser.

Fingal, Aug. 27.—London Presbytery met in special session here today for the induction of Rev. Walter Moffat, Millbank, as pastor of Knox Presbyterian church, Fingal.

Other business transacted at the meeting, at which Rev. F. S. Okell, B.A., London, presided in the absence of Rev. James Mackay, B.D., London, moderator, included approval of the translation of Rev. William Smith, Knollwood park mission, London, to Geneva church, Chesley, and of Rev. N. Stevenson, Appin, to Alisa Craig church.

Mr. Smith will be relieved at Knollwood park on September 6, on which date the presbytery home mission committee, with Mr. Mackay as chairman, will take charge of the congregation.

Mr. Stevenson will be relieved at Appin on September 13, when the congregation will be in charge of Rev. John Galloway, Glenora, as interim moderator. Arrangements were made for Mr. Stevenson's induction at Alisa Craig as follows: Mr. MacKay will preside, Rev. W. Moffat will preach the sermon, Rev. John Galloway will address the minister, and Rev. Peter Jamieson, Port Stanley, will address the people.

Keen regret was expressed by different members of the presbytery in losing the services of Mr. Smith, who will become a member of Bruce presbytery by reason of his move to Chesley. Laudatory remarks were passed in connection with Mr. Smith's work as pastor at Knollwood park church since 1920, during which time the congregation has grown from a mission to a point where it will shortly become a self-supporting charge.

Appin congregation was largely represented for the purpose of expressing the unwillingness of that congregation to part with Mr. Stevenson as their pastor. Though loath to let Mr. Stevenson go to Alisa Craig, the Appin representatives wished him every success in his new field.

Mr. Okell conducted the induction service of Mr. Moffat, with the sermon being preached by Rev. Thomas McConnell, B.A., who was recently inducted at Dutton, on the subject, "Isaiah's Call to the Ministry." Rev. John McNair, D.D., London, clerk of the presbytery, addressed the people, while Rev. Peter Jamieson addressed the minister. At the conclusion of the service, which was most inspiring, a reception was held for Mr. Moffat and a delightful supper served by the ladies' aid of the church.

## BUGGY TIPS OFF FERRY, DROWNS TWO IN RIVER

H. Crevier and Alphonse Hamel Die As Horse Pulls Them Into Water.

Canadian Press Despatch.

Three Rivers, Que., Aug. 27.—When their horse bolted and dragged their buggy from a ferry barge into the St. Francis river at St. Elphege, yesterday, Hormidas Crevier, aged 40, and Alphonse Hamel, aged 36, drowned in five feet of water. A third occupant of the buggy, Rene Hamel, aged 18, escaped from under the buggy, which, with the horse, was afterwards recovered uninjured.

## ATTENTION, Women of London!

THE HUDSON FASHION SHOPPE WILL OPEN TOMORROW, AUGUST 29, A

## New Millinery and Fur Department

For the convenience of our hundreds of Ready-to-Wear patrons, who have experienced and appreciated our perfect service and unusual prices during the many years we have been in London, we have decided to open a Millinery and Fur Department. This will be on a par with the high-class Ready-to-Wear department. We have always maintained. A brand new stock of Millinery—every hat just in fresh from the style centers of the country—and a wonderful range of beautiful Fur Coats, will be on sale starting tomorrow, at special bargain prices arranged for opening day only.

## Here's the Marvellous Bargains that Will Celebrate Our Opening

### EXCLUSIVE MODEL HATS

In this particular lot we have exclusive models of distinctive beauty. Models that will stand out no matter where they are seen. They include Velours and Velvets, some hand tailored; Dress Hats, many hand-embroidered hats. Specially priced for opening.....

\$6.75, \$8.50, \$9.50 and \$10.75

### BEAUTIFUL FUR COATS

If you are going to buy a fur coat this fall see our display tomorrow and save many dollars by buying one. We will have on display Muskrat Coats, Electric Seals, Beaverettes and Persian Lambs. Specially priced for opening.....

\$95 to \$295

### ENGLISH AND ITALIAN FELT HATS

These are the hats in such demand right now. In all the wanted shapes, including Telescopes, Turnups at Front and Rear, some Droops, and many others. Shades are pearly, purple, pencil blue, sand, wood, black. Specially priced for opening.....

\$3.95 and \$4.95

## HUDSON FASHION SHOPPE

203 DUNDAS STREET,

LONDON.

Perhaps you are using good tea. We think "Red Rose" extra good. Won't you try it?

## RED ROSE TEA "is good tea"

The same good tea for 30 years.



Man! Taste that flavor! No wonder more folks sit down to Kellogg's Corn Flakes than to any other ready-to-eat cereal in the world.

Serve Kellogg's with milk or cream. No cooking. No waiting. Also great with fresh or preserved fruit! For sale at grocers everywhere. Served in all restaurants and hotels.

**Kellogg's CORN FLAKES**

Make this comparison!

Taste that wonderful flavor found only in Kellogg's Corn Flakes. Compare it with any ready-to-eat cereal. You'll know why millions demand Kellogg's.



## New Fall Velvet Hats

Here's marvelous values. In this lot is included the following shapes: Off the face, many droops, large brim pokes and a wonderful assortment of matrons hats, and the much-wanted Pirate hat. Shades include pearly, purple, wood, henna, powder blue, green and black. Trimmed with ribbons, ornaments, flowers and mounts. In this lot you are sure to find hats suitable for either the girl of 14 years, or all women up to the matron of 70. Specially priced for opening.

\$4.95, \$5.75

