

London Advertiser

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TUESDAY, JANUARY 29, 1924.

The Ottawa Conference.

Premier King has called a conference of permanent department heads and deputy ministers, as well as the civil service commission, and the object of the gathering is plainly stated:

"... to inquire wherein economies may be effected or services may be dispensed with."

The senate is also preparing for action in this regard, but the country does not look to that body for the solution of eliminating unnecessary expense on the part of government service.

It is primarily a problem for the King government, and they show a decided tendency to go ahead and handle the question.

The ministry can approach the matter with the certain knowledge that the people of the Dominion will be behind them when they seek for greater efficiency at a decreased expenditure.

Conditions Not Right.

Rev. A. M. MacLeod, of Knox Manse, Glace Bay, N.S., makes a statement in which he asks why, if soldiers were sent to the Cape Breton mines when the property was in danger, should they not be sent again now that the people themselves are in danger from lack of coal.

Mr. MacLeod further states that there is coal on the sidings, five thousand tons of it, but it will not be released by the company for the use of the citizens, most of whom are miners.

Conditions under which the men work, Mr. MacLeod declares, are not fair. For six months they have been on short time, some of the men getting as low as one day per week.

On top of this comes announcement of a reduction in wages of 20 per cent. "Knowing the miners' lives and homes as I do," says the Glace Bay man, "I know, too, that the cut was inhuman and unfair. As the men say, it is as well to starve on the street doing nothing as to starve on such miserable wages."

The answer of the company is that the conditions of trade will not justify the present wage; no figures are presented to prove the statement.

If the British Empire Steel Corporation finds that it cannot pay a wage that will make a decent living condition possible, it should say so. There was no inkling of this in the literature issued by it or by the companies of which it is composed. An industry that has to take its profits out of the men who make its wealth is not an industrial asset; it is a national liability.

The School Problem.

Can the present Technical School in London be made to serve its present purpose and that of an East-End Collegiate as well? That, in brief, is the question before the board of education and the vocational guidance committee of that school.

There will be 27 rooms at the Technical School when the present addition is completed. It is hoped that by a reorganization of some of the courses it will be possible to house the regular collegiate classes at the Technical School, which in that case would become a combined technical and academic institution.

It would call for extending the Technical School through to King street, property being available for that purpose. The point of comparison comes between the cost of changing the Technical School and the erection of a new building in the east end of the city. An eight-room school, together with the site, would call for an outlay of about \$250,000, and that is an expenditure that the board of education is trying to avoid by making more use of the Technical School.

It will not be a permanent solution, but it may be a good one for the present. There is no intention in the part of the board to shelve London East, because the manner in which that section of the city has grown means that it will have to have its own school.

Right now the ratepayers are financing the building costs of a dozen and a half schools, and it is good business to hold off the cost of new until the load is lighter.

It is clearly understood that there is to be no interference with the technical school functioning as such in all essentials. Technical education has only had a start; in future

it may grow even more than academic tuition.

Street Railway Employees.

The Ontario Legislature, or its committee, will undoubtedly be asked to deal with the fares charged by the London Street Railway.

They will have to face the question of reducing fares to the former level of seven and nine tickets for a quarter, or leaving them as they are.

This matter is entirely apart from the city taking over the road; it has to deal with the fares the people shall pay and also the conditions under which the 250 employees of the company—nearly all married men—shall work.

If the fares are brought back to the old figure, an unreasonably low one, lower than charged in any other place, the men are going to have poor working conditions, and we do not believe that it is the wish of any section of the community that this should be the case.

That is the chief reason why the policy of trying to starve the company out is not fair. The men in the employ of the company would suffer more than the company itself, and it is most unfair that any attempt should be made to bring about such a condition.

Credit vs. Cash.

A London grocer tells of a man to whom he offered to extend credit if it were not convenient for him to pay cash at the time. This man had been his customer for some months, and paid his bills now and then. He was never very far behind and his trade was considered worth while.

When the grocer made the offer of credit he received a surprise. His customer told him, "I don't want more credit. I want you to make me pay my bills. If I am left to myself I will run bills and the first thing I know I will owe you a bill that will stagger me. You mean all right, and I appreciate your intention, but you are not doing me a kindness in getting me to buy from you without paying cash at the time or by the end of the week. I want you to keep after me until I become a cash customer. I know my falling and you can help me overcome it."

An exceptional and a very unusual customer, perhaps, but he touched on a vital business issue. It is far better for a man to understand that he must face his financial obligations promptly. It is largely a matter of habit unless he happens to be overtaken by sickness or misfortune.

Merchants who offer credit would often confer a favor on their customers were they to point out to them instead the advantage of paying their bills promptly.

Spending a Million.

Henry Ford plans to spend \$1,000,000 this year to advertise his cars. Surely his cars have had enough publicity. The people know all about his cars—there are many of them around, and on any street in a city you can see them, or on the country roads you can see more of them.

Then why spend another million on publicity? To talk about Ford cars; to tell the people of improvements in design; to keep working away at the same publicity that brought the business in the first place.

Henry Ford realizes that his business can do what his car does—stand still, reverse or go ahead. He considers that a million in 1924 for publicity is the best insurance he can put on his plant.

Advertising for business is one sure way to get it, and Henry Ford is only one of a great many who have proved it beyond argument.

Note and Comment.

Domestic pets are quoted on the stock pages. Sounds much like the wife-beating cases that appear in police court news.

Sir Henry Thornton, in discussing the success of the National Railways, is big enough to pay tribute to "the conscientious and enthusiastic effort put forth by the officers and employees." That sort of recognition and feeling spells success.

There are over 165,000 medals and decorations of the great war belonging to Canadians which have never been claimed. Ottawa has these and efforts to find the owners have failed. It hardly seems credible that the department has lost its touch with so many men who served in the Canadian forces. A good many men must be entitled to decorations they are not now wearing.

James Stewart, barber, of Glasgow, enters the Ramsay MacDonald ministry in charge of the health department. And already the bald-headed men of the world are turning toward London, wondering if he will cause to be created a serum, a salve or an ointment that will cause hair to grow. If he can do this the MacDonald government is safe for years to come.

Rarebits By Rex

THINGS DO CHANGE. Where's the pretty Susan Smith whom floor clerks used to nag? Whose cerebrum was always numb? Whose aptitude for chewing gum did never once prevent her from Her wish to chew the rag? No more in a department store will Sue again be seen; Her name is Suzanne La Smythe and she's a movie queen.

Where's the handsome Mary Brown who used to scrub the floor? She used to flop a soaking mop And flirt with every passing cop? What made the winsome Mary stop Her scrubbing in the store? Why, ain't you heard? Her name is changed to Marjorie Van Derr; She's in the movies now and she mops up a thousand per.

That man in Liverpool who's wife presented him with quadruplets now believes troubles never come singly.

"Dental Corps Attend Military Course"—headline. Probably to get some much needed drilling instruction.

When a chap begins taking his girl to gallery seats it's a sign they're engaged.

It's an odd coincidence that all pictures you see of men in flippers are usually tin-types.

THE REFORMER. "Tobacco is a filthy weed; It is iniquitous, indeed." Such words are Joseph Johnson's and daily text.

Says Joe "I'm filled with great regret. When I see a cigarette; It makes me wild—in fact, I get supremely vexed."

"I've never smoked," says Joe, and we know Joe's kind will all agree That if he's not in this world, he will in the next.

People who live in dog-houses should never throw bones.

A New York woman paid \$400,000 for a string of black pearls. This is about as much as a necklace of coal will command along about next November.

A report says there were 3,336,599 automobiles made last year. And I picked the one that wouldn't run.

Statistics say girl babies talk much earlier than boy babies. And any married man will tell you the ladies manage to maintain this advantage all through life.

To the Editor

But Dogs Are Taxed.

Correspondent in Endeavor to See New Taxes, Looks at the Dogs and Cats of London.

Editor of the Advertiser: Sir—As so many people in the city keep dogs and cats would it not be a good plan if these animals were taxed. I do not see what use a person living in the city has for a dog. Some dogs of active habits consume as much food as a grown-up person and if people waste their money by feeding useless pets, they ought to be made to pay a tax.

As to cats, it is said that cats otherwise well fed do not take to hunting mice and rats, and if such is the case a small tax may be also levied. I do not mean by this that cats known to be good hunters of mice and rats should be taxed. Such cats do very useful work in keeping down those destructive pests.

Hunger makes the best hunter. Yours truly, C. R.

More Men Wanted.

Thinks Membership in Humane Society Should Have a Far Larger Showing of the Stern Sex.

The Editor of the Advertiser: Sir—In your issue of Saturday, you publish the annual election of officers for the London Humane Society.

Being a member of the same, will you permit me to air my views through your columns. With all due respects to the fair sex, would it not be a change to get away from the poetry instinct of the nominees.

Considering the work that has been done, and the level the society has gained it certainly deserves more moral support.

Let's get more men interested and members would not fail in their obligations.

It is a great chance to do a good work for dumb animals, and the men should be the first to come to the support of such an institution.

COUNTRY ROADS.

Delaware Resident Feels That Some of the Roads Could Well Take Care of Any Surplus.

Editor of the Advertiser: Sir—There are many who will have sympathy with Reeve Elliot of West Williams in his fight for good roads; but in order that Mr. Elliot may not be discouraged, it may be said that there are roads just as bad as he decries in other parts of the county, roads which after a shower of rain become such mud holes that light autos and trucks become stalled and have to be pulled out.

The London papers have reported twice lately that the county council has applauded the remarks of the engineer, namely, when a surplus of \$15,000 to \$20,000 dollars was reported in that department; and last week when these words were reported: "As soon as the council says I must do this or that I'll quit." Now, Mr. Editor, if it is a correct report that there is a surplus of \$15,000 or \$20,000 in that department, why should that amount be held over, and a road which is practically a main one be left in such a state that at times it is almost impassable? And then, if the engineer is correctly reported, it seems strange that the county council or anyone else cannot suggest or say what the engineer shall do.

Is the position of county engineer an autocratic one, or is it under the jurisdiction of the county council? I remain, yours, DELAWARE TOWNSHIP.

The Guide Post—By Henry van Dyke

SOLOMON'S MISTAKE.

Give me now wisdom and knowledge.—II. Chronicles i., 10. These words were spoken by Solomon, the greatest, wisest, and in some respects the meanest of the Hebrew kings.

Wisdom is more than riches or fame, because it is the foundation of both.

An understanding heart, the ability to discriminate between the good and the bad among men and causes and enterprises, is certainly a valuable possession for every man, especially for one who is called to rule over his fellows.

But there was something better for which Solomon might have asked, and which, if he had received it, would have brought down the blessing of God not only upon his reign, but upon his own soul forever.

"Create in me a clean heart, O God, and renew a right spirit within me."

This was David's prayer, the highest and the best. Not first an understanding heart, but first a clean heart, cleansed by the Divine pardon from the stains of guilt, and freed by the Divine power from the despotism of sin.

This is the noblest choice. Wisdom is good, but holiness is as far above wisdom as Christ is above Socrates.

If Solomon had only been wise enough to choose this, if he had only felt his greatest weakness and his deepest need, and asked for a pure and holy heart, how rich beyond expression would have been the results of his vision.

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CAN EUROPE HOLD TOGETHER?

Chapter XIX: Russia Before Dawn.

This series of articles is a simple but accurate explanation of world conditions, from the point of view of a distinguished specialist. These articles are the result of his most recent tour of Europe, made especially for securing the data—a trip on which he visited sixteen countries, talked with the premiers of half of them and the finance ministers of twelve, and in field observations secured a mass of facts. Mr. Sinclair says finance and economics can be told so simply a child can grasp them. His articles prove his claim.

BY JOHN F. SINCLAIR.

It is a huge country. It could swallow up the United States, France, Germany, Italy, Turkey, United Kingdom, Spain, Belgium, Switzerland, Austria and Hungary. That is hard to grasp.

But the area now controlled by the present government of Russia is larger than that. Russia would still have room enough left to add to those countries already mentioned an additional territory equal to all of Europe outside of Russia. If we can imagine ourselves getting on the train at San Francisco, and getting off the train at London, England, all the time in one country, that would give us an idea of the size of Russia.

Russia today is more than twice as large as Canada in area, and contains 133 million people. That is what Russia has left after losing, since the war, Poland, Finland, Estonia, Latvia, Lithuania and Bessarabia to the Rumanians. She lost an area of 260,000 square miles containing 25 millions of people.

Today the Russian Socialist Federal Soviet Republic—the official name of the Soviet Government—is a federation of eight independent republics, seven autonomous republics, five autonomous republics, two labor communes. A total of 22 independent political units. Much of the detail work of organization is carried out without any active participation by the central government at Moscow. The tendency of late has been for the central government at Moscow to release more and more power to these different independent units.

Monarchy Overthrown.

The old monarchy of the czar was overthrown by the revolution of March 12, 1917. Czar Nicholas II was forced to abdicate, and Prince Lvoff became premier under orders from the Duma, the Russian national legislature. He was weak, and on August 6, 1917, he was succeeded by Alexander Kerensky as premier. During this time the peasants seized the lands and divided them up amongst themselves. Kerensky, a brilliant young attorney, had been a socialist advocate, but he tried hard to take a middle course ground and to please all groups. He failed. And on November 7, 1917, the All Russian Congress of Workingmen's, Soldiers' and Peasants' Deputies finally seized the power. It was the military, revolutionary committee of Petrograd which wrested the power from Kerensky.

Lenin and Trotsky, new names to the world, were lifted to power, and the dictatorship of the proletariat was set up for the first time in a great area in the history of the world.

Property Confiscated.

Immediately the new government withdrew from the World War and signed the Brest-Litovsk treaty with Germany. Her war problem over, she turned to internal affairs.

All rights of private property were abolished. The government took over all transports, communications, industry, food, money, title to land, stock of goods, the productive processes of all activities and assumed complete charge of the products of industry and the products of agriculture. By December, 1919, private property and private capital was practically gone. This applied to all property, whether owned by foreigners or Russians. In this way about 1,200 millions of dollars of property, owned by foreigners within Russia, was confiscated.

From November, 1917, to March, 1921, the Russian government tried to hold to pure communism. She tried desperately to bring order out of chaos. But matters were going from bad to worse. Her transportation had broken down. Her exports had dwindled to nothing. The economic blockade of the allies during this time was causing disaster, disease

and death to thousands. The Soviet government was desperate. It could not function, and the policy of conscription of all the peasants' crops outside of what was left to the peasants for a bare living had resulted in a smaller and smaller crop being planted. The Soviet government was hanging by a thread.

Outside Invasions.

Then came the invasions from the outside by Denikin, Kolchak and Wrangel, backed up by both men and

money from the allies. These invasions saved the day for the Soviets. All Russians, both white and red, joined hands to resist to the death the incoming invaders. This gave the Soviet government time to recover her lost ground. She successfully resisted all the invaders. But conditions continued to grow worse. Something had to be done or the government was lost. The problem of increasing the production of agriculture was the first consideration.

At last on March 23, 1921, the Soviet government, under the inspiration and leadership of Nicholas Lenin, decided to so modify the policy of communism that private trading within certain defined limits was made legal. This is what is called the New Economic Policy of Russia—"Nep" for short.

Since that time conditions in Russia have been steadily improving. Especially is this true with regard to agriculture. Under the new Nep policy the government takes in taxes now from 12 to 15 per cent of the peasants' crop. The peasant can dispose of the balance as he sees fit. The requisition of all crops by the government is gone. As a result production is increasing.

In addition to this new development, the All-Russian Central Executive Committee in January, 1922, passed a decree establishing a central agricultural commission, under the presidency of M. I. Kalinin, president of the Soviet Republic, with headquarters in Moscow, the present capital of Russia. The object of this commission is to increase production and to rehabilitate agriculture. So important is this work, in the opinion of the Soviet government, that President Kalinin, himself a peasant, gives two hours a day to the hearing of all cases of disputes between peasants which the local authorities have not been able to settle.

Two Results.

This policy has already had two important results. It has had the effect of bringing the great peasant class—90 per cent of the population—into sympathetic relationship with the Soviet government of Russia. In the second place, agricultural production has so far recovered that the

authorities expect to be able to export about 75 million bushels of grain for this year, 1923, which grain they will exchange for agricultural machinery and other essential imports. Whether Russia is yet producing sufficient grain for all her people I am not able to say, but Russia must have certain imports, like farm machinery, to rehabilitate, and she will sell this year, outside of her own country, the largest volume of grain since 1917.

Sees Signs of Recovery.

Since the Nep policy was introduced, two and a half years ago, the present government of Russia has been growing stronger and more powerful. Agricultural production is increasing, the cities are showing increased life. I was in Russia in July and I saw old buildings being remodelled and painted, new plate glass fronts being installed in many stores in Petrograd and Moscow and other cities, streets were being repaired and new street cars being installed. Stocks of goods in the stores were filling up rapidly, and food was cheap and plentiful. At the Savoy Hotel in Moscow in July of this year I had a dinner, consisting of vegetable soup, fish, fried chicken, potatoes, vegetables, a lettuce and tomato salad, ice cream, cake and coffee, for 35 cents.

Russia, since the revolution, has been through the most horrible suffering yet experienced by a modern nation. She has touched the bottom, economically, financially and socially. Through it all, the Soviet government has survived, until today the government of Lenin and Trotsky is not only the oldest, but, judged by all former standards, one of the strongest in Europe. At this time it is in a very strong position. The question, then, is: Can this government last? This we will take up in our next article.

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DR. WESTERLAND DIES.

Associated Press Despatch. Stockholm, Jan. 29.—Dr. Ernest Westerland, the famous Swedish physician, died yesterday at the age of 85.

MINERS' DEMANDS JUST, SAYS CHIEF

President Barrett Declares the Terms Asked Are Not Exorbitant.

NO RESULT YET

Canadian Press Despatch.

Sydney, N. S., Jan. 28.—The wage conference today sat and rose without any result, and so far as the public knows, without any disposition on the part of the men's representatives to alter their demand for the 1924 rates. It is now stated the company has offered the 1923 rates, plus improved conditions at the collieries and steadier work. The rates now offered are those under discussion when the break came in the negotiations.

It is reported that the miners met this proposition with the counter-proposal that the difference between the rates asked and those offered be split, together with some minor requests.

"Our demands on the company are not exorbitant," President Barrett said today. "The rank and file of the miners are putting up a brave fight. Long ago their small stocks of money and food have run out, but there is no complaint. Even when working full time they have difficulty in making ends meet, so what must be their suffering during this period of enforced idleness in the dead of winter. For the greater part they and their children are ill-clad, their homes are without fuel and the bare necessities of life are beyond their reach."

The question of the 20 per cent reduction earlier proposed by the company is no longer discussed. The men claim that if a long term contract were signed at a fair wage, and the collieries operated steadily the year around the company would be reimbursed.

NOTED CANADIAN ARTIST DIES AT TUNIS, MOROCCO

Montreal, Jan. 28.—James W. Morrice, noted Canadian artist, died suddenly at Tunis, Morocco, on Thursday, according to word received here by relatives. The artist, who was 58 years old, was born in Montreal, and was a member of one of Montreal's best-known families.

Shorter Hours for Women

Every Woman ought to be interested in this Crusade for Shorter Hours and Easier Work

Why do you have an egg beater, lemon squeezer, can opener, flour sifter and the dozens of other handy kitchen utensils? Simply because they are convenient—they save time and trouble—they enable you to get better results.

Why not look for the easy way of cooking? Why not have a

greater variety of dishes for lunch, dinner and supper—and, at the same time, keep down the cost?

OXO BEEF CUBES are step-savers, trouble-savers, money-savers. They are among the handiest conveniences of the modern kitchen.

Being the concentrated goodness

of prime Beef, they lend their strength, tastiness and food value to every dish that requires or would be the better for the beef flavour.

OXO CUBES make cooking easy for you because they are always ready to use. No preparing—no measuring—no guesswork—no trouble.

The Easy Way



to make Soup is NOT to boil meat and vegetables for four or five hours—but to boil the vegetables for perhaps half an hour, then drop in a few OXO CUBES, and the soup is ready to serve. OXO CUBES give the rich nutriment, the strength-giving qualities, the fine flavour of fresh prime beef.

The Easy Way

to make Beef Tea for the sick is NOT to boil fresh meat for hours—but merely to drop an OXO CUBE or two in a cup of hot water.

The Easy Way

to make Sandwiches, is NOT to bother with meat choppers or slicing knives, but to spread the bread thinly with OXO CUBES shredded. They will look inviting and taste delicious.

The Easy Way

to make Clear Broth, Consomme and Bouillon, is NOT to boil meat for half a day and then strain out the shreds—but merely to add OXO CUBES to boiling water and serve.

The Easy Way

to make Sauces, Gravies, Stews, Hash, Meat Pies—the easy and delightful way to make Croquettes and Cold Meats more appetizing—is to add OXO CUBES to restore the rich beef flavour.

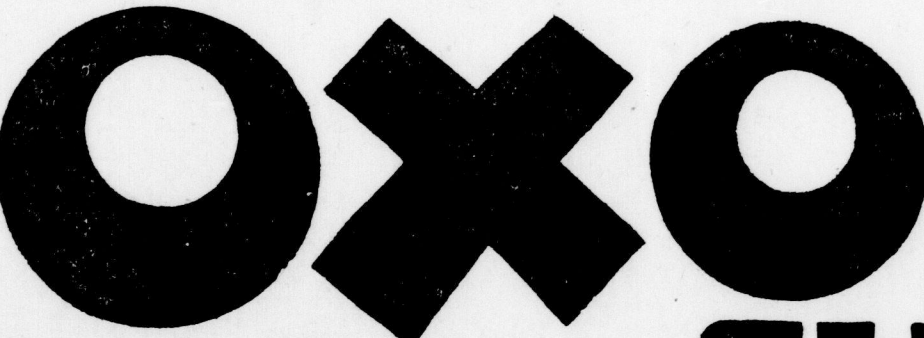
The Easy Way

to make a Hot Drink on a Cold Day is to use OXO CUBES, dropping one or two in a cup of hot water. A cup of steaming OXO after a hard day's work will brace you as nothing else will.



OXO CUBES are invaluable to every woman who cooks or who has a cook and your own knowledge of preparing tempting, appetizing meals will guide you in using them.

Do it the Easy Way with



In tins of 4, 10, 50 and 100 cubes.

At Grocers and Druggists from Coast to Coast



Old Father Cubist wants to amuse the children. Send four OXO CUBE wrappers for this Big Saw Puzzle to OXO LIMITED, 232 Lemoine Street, Montreal.