

London Advertiser

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

MORNING. EVENING. 3670 TELEPHONE 3670

Private Branch Exchange. From 9 p.m. to 8:30 a.m., and holidays, call 76. Business Department: 76, Editors: 78, Reporters: 117, Advertising: 76, Circulation Department: 1.

ADVERTISING BRANCH OFFICES. Toronto Office—F. W. Thompson, 100 King Street West, Room 20. U. S. Representatives—New York: Charles H. Eddy Company, Fifth Avenue Building, Chicago: Charles H. Eddy Company, People's Gas Building, Second Street, Chicago. Old South Building.

SUBSCRIPTION RATES. City—Delivered. 15 cents per week; \$3.00 for six months; 65 cents per month; \$7.50 for one year. By Mail—Outside City: 15 per year. \$2.75 for six months, or 50 cents per month for short term subscriptions. To the United States, \$5 per year. \$2.50 for six months, or 50 cents a month. Foreign subscriptions, \$12.50 per year.

SUBSCRIBERS, PLEASE NOTE. All subscriptions are payable in advance and full price. Insurance safety of your remittance by using postal note, money order, or registered letter. Subscriptions must be paid for in full. To make change of address. Be sure to give both old and new address. Renewal promptly, and sign your name plainly. Subscription remittances are not acknowledged unless requested. Receipts of remittance are shown by your label being changed inside of six days.

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

London, Ont., Friday, May 13, 1921.

THE TRUE POLICY. "The true policy is to cultivate only those industries which are based upon the natural resources of the Dominion."

In these words did the Hon. W. S. Fielding, former minister of finance in the Laurier Government, expound the Liberal doctrine on fiscal questions. Mr. Fielding made it clear that he would not have any industry which is established in Canada unfairly dealt with, but, having regard to the future, the only logical course was the creation of enterprises which had as their foundation the country's natural capabilities.

This clear-cut statement from the former minister of finance comes at a most opportune time, at a time when some sane policy in regard to the raising of revenue and the assembling of the resources of the country after the years of war are absolute necessities. But the theory of building up a country, not by the bolstering up of exotic enterprises, but by the fostering of those rooted in its soil, is no new one, and it loses none of its value through having stood the test of time. Every country on the face of the earth which has risen to prominence in the roll of nations, has done so through the development of its natural resources. Great Britain's rise and subsequent prosperity as an industrial country is mainly due to her coal and iron deposits, and we read that even before the first Roman invasion the merchants of distant Tyre came to her for tin. France has for centuries been famous for her vineyards, Italy for her marble, Germany for her timber products, and countries such as Denmark and Holland, while lacking in the products of the mine and forest enjoyed by other nations, have turned to the best advantage their fine pasture lands and have thereby attained the greatest eminence in their dairying industries. The same story may be told of every country which is prominent on the map today.

It must also be kept in view that what one country lacks she procures from another and gives of her own resources in exchange.

In this way a spirit of interdependence becomes universal, which is undoubtedly an excellent thing in many ways; but blessed is the country which possesses within her own borders almost all that modern mankind can desire. In this respect Canada is singularly fortunate. Her natural resources are unequalled by any country in the world, and in cultivating the industries founded on these resources she would only be following the course which centuries have proved to be the only one which is safe and sound. As Mr. Fielding has pointed out, a tariff built upon the protective principle, a tariff designed to protect industries merely because they are industries, and without regard to economic conditions of the country, cannot and should not succeed. If any line of business has to be coddled and nursed in this manner it is not a sound proposition, and will never be conducive to general prosperity.

The course steered by Sir Wilfrid Laurier, that which gave fifteen years of unparalleled prosperity to the Dominion, was one which regarded protection and free trade as principles to be applied for the welfare of the people at large, each in its place, not for the aggrandizement of any particular interest or class. There is no reason why the Dominion, with all its heaven-sent blessings, should not provide a home for many millions more than are now contained within its bounds, but selfish legislation must be banished and the reform of the tariff on liberal lines is the only logical way that

this can be done. This reform can only be effected if, as Mr. Fielding has declared, false values are eliminated and the industries of the Dominion placed upon a firm foundation. This will never be accomplished under the muddling methods of the Meighen administration.

FALLING PRICES.

Canadian farmers are becoming alarmed at the fall in prices which is affecting practically all kinds of produce, and are beginning to ask themselves the question "Does farming pay?" It is a bad day for any country when the farmer feels that he is not getting a square deal and begins to decrease production. Fortunately for Ontario the farmers in the past have not adopted this drastic policy as an antidote to falling prices. They have on the contrary, loyally endeavored to carry out the time-honored precept of making two blades of grass grow where one grew before. This of course is an excellent thing, and ought to be, under proper conditions, altogether to the advantage of the country where it is adopted, but now and then the enthusiastic agriculturist receives a rude shock when he discovers that in striving to raise all he can in the way of food for the people his zeal has produced a state of affairs highly detrimental to his own interests. Now, dairying is one of the most important branches of the farming industry and the farmers have devoted much time and attention to carrying it on with a view to the best results, sparing no expense in the purchase of the best dairy cattle, and following the most up-to-date methods of production. But what do we find? Creamery butter has dropped to 35 cents a pound in London and it is quoted at 32 cents in Ottawa. This represents a reduction of 28 cents per pound in about ten days. The April price, as quoted at Ottawa, was 60 cents per pound. Cheese has also dropped from 30 cents per pound to 15 or 16 cents. It is stated by a leader in the dairy industry that the reason for the reduction in prices is over-production. But there should be no such thing as over-production in the food of the people if conditions are right. Governments are continually urging upon agriculturists to produce all they can, and as a rule they have nobly responded, but the trend of things is now calculated to make them pause and think.

For the past quarter of a century or so, but more especially during the past decade, the Canadian departments of agriculture, both federal and provincial, have done splendid work in encouraging farmers to pursue scientific methods, and by the establishment of agricultural colleges and experimental farms have shown them how to do so. That these improved methods have led to increased production there is not the slightest doubt, but if this increased production is to continue something more seems to be required; the farmer must be assisted and encouraged in finding remunerative markets for the result of his labors, otherwise the industry will be retarded and the people will suffer. A fair proportion of the time and money that is now spent in teaching the farmer how to grow good crops might very well be devoted to finding markets in which to sell to some advantage these crops when they are grown.

TOO MANY AMATEURS.

The average Canadian has, of course, noticed the contrast between the operating of the Canadian Pacific Railway and the operating of those belonging to the nation. Lord Shaughnessy's system has been brought to a splendid state of efficiency, while the systems run under public ownership have fallen to their present deplorable condition. The explanation is simple enough. The C. P. R. is a business enterprise, started as such, carried on as such. Never has it been without the most skilled executives and operating systems. Its affairs, big and little, have been under control of carefully trained specialists, professional railwaymen. The national roads, on the other hand, have suffered from being placed at the mercy of a lot of amateurs, who have tinkered unsuccessfully, and passed them on to others equally as incapable. As with so many other public ownership enterprises, there has been too little expert help called in. What is required to solve the country's railway muddle is the services of some such an expert in railway development and management as Lord Shaughnessy. In that way only can we be rescued from the present serious situation.

EVERYTHING

A GIVEAWAY. Judge Pennington was talking at a Washington banquet about the war investigations. "It is true that one magnate recently got a complete white-washing from the investigating committee," he said, "but that magnate is a very clever man. The others accused had better look out, for they are apt to give themselves away. Like the prisoner, you know." Smiling, Judge Pennington continued: "A new guard was on duty at a New

Cork prison and was conducting a prisoner to the cells. "Look out," he said as they came to a dark corner, "there's a trap there." "G'wan, partner," muttered the prisoner. "I knew that step before you was born."

THE SHORT SKIRT AGAIN.

Representative Mudd of Maryland was asked at a Baltimore luncheon if he didn't think the 1921 skirt was immodest, indignantly demanded. "I wouldn't say that," Mr. Mudd answered, in his usual cautious way. "What would you say, then?" his interrogator, a leader of the anti-tobacco movement, indignantly demanded. "I'd say," Mr. Mudd said, "that this skirt is all right, as far as it goes."

KAISER'S PEACE TERMS.

A document is said to have been found in the German archives in which the former Kaiser outlined the peace terms that he intended to impose if he had won the war in 1917. They included an indemnity of \$400,000,000 from the United States. And the Germans expect American sympathy in their resistance to reparations!

OLD LADY SCIENCE.

Orville Wright was talking at a Dayton dinner about the new Caproni airplane which carries 100 passengers. "What will the scientists say now?" he laughed. "When my brother and I were trying to fly, the scientists proved time after time that flight was impossible to man. Afterwards, when flying was actually accomplished, they proved that aeroplanes would never be more than dangerous toys—big, stable balloons that he made—they'd be too heavy to rise. "Those scientists were like the old lady who was taken to see the first trolley car to start in her village. She asked the driver, 'What's that?' and he said, 'It'll never go.' "But the car did go. It went beautifully. Then the old lady, staring after it, shrieked: "It'll never stop!"

THE REASON.

Seumas O'Neill Mulligan, the Boston poet, was deploring the condition of Ireland when he said, "When it is not for the paid agitators—the 'patriots,' as they are called. "Amongst all the assassinations and burnings and what-not, there is one part of Ireland which still remains happy and contented. I refer to Connemara." Mr. Mulligan smiled and shrugged his shoulders. "In Connemara," he said, "the natives don't speak English, and the 'patriots' can't speak Irish."

VERY FREQUENTLY.

A beautiful young lady got out of a magnificent limousine the other night and entered the Metropolitan Opera House. The young lady had recently been the heroine of a terrible scandal, and as she settled herself gracefully in her box, her gorgeous pearls sent a murmur of admiration throughout the auditorium. In the midst of this murmur Major James de Rothschild, Baron Edmond de Rothschild's heir, said in a sarcastic voice: "The woman says—yes, but she frequently manages to get a great deal of change."

WHEN TIMES WERE BAD.

President Charles S. Barrett of the National Farmers' Union said at a Washington luncheon: "We have been passing through bad times, but I believe the worst is over. Yes, I believe we are on the way back to normalcy now. "But times were bad for a while. An immigrant farmer out my way got a letter from his parents some months ago. The letter said if he didn't send them help his parents would have to go to the poorhouse. "The immigrant farmer wrote back: "Dear parents—wait a couple of weeks and I'll come home and go with you."

HER DIARY, 1931.

(Minnie Irving.) Indigo Sunday: We went for walk. Since motoring now is taboo. Blue Monday: I made up a party of friends. And spent all the morn at the zoo. Turquoise Tuesday: I finished a new woolen gown. High-nooned and the darkest of grey. Sapphire Wednesday: I visited Midge in the Bronx. Remaining the most of the day. Cobalt Thursday: In need of amusement. I read. De Quincey's Confessions a-while, And learned a new song hit, quite popular, too. "Remember, You Never Must Smile." Azure Friday: Downtown in the subway. I fared. A bargain in flannels to seek. Cerulean Saturday: Darned all the socks, Which ended a rather gay week.

CONTRACT AWARDED

FOR NEW HIGHWAY. SARNIA, May 12.—According to information received today, work on the Government highway to be constructed on the London road from East street to the Purdie Bridge, will commence in about a week's time. The Caldwell Company of Windsor has the contract for the construction of this section of the highway. Work will be started at Western end and carried on towards this city.

COUNT SPORZA TO RETIRE.

Rome, May 12.—Count Sporza, Italian foreign minister, has indicated to Premier Giolitti his desire to retire from that post, according to newspapers here. It is expected that he may be appointed Italian ambassador to France.

CASTORIA

For Infants and Children In Use For Over 30 Years Always bears the Signature of *Dr. H. H. Hitt*

for sprains

aching muscles or stiffness which soothen follow the exertion of outdoor sports, prompt relief may be had by applying Absorbine, Jr. Stimulating to overtaxed muscles, soothing to aching joints, healing to sprains. Antiseptic, too, eliminating possible infection from cuts or scratches. \$1.25 a bottle "at most drugists" W. F. YOUNG, Inc., 344 St. Paul St., Montreal Absorbine Jr.

ROYAL CANADIANS RECEIVE STANDARD

Presentation Made by Major-General Sir Archibald MacDonnell.

IMPRESSIVE CEREMONY.

Consecration Services Conducted At Carling's Heights by Bishop Williams.

As a distinctive token of recognition of the regiment's admirable participation in the late struggle overseas, the silken Union Jack awarded by the British Government to the Royal Canadian Regiment, Lieut.-Col. C. Hill, D.S.O., officer commanding, was formally presented to that unit on Thursday afternoon at Carling Heights by Major-General Sir Archibald C. MacDonnell, K.C.B., C.M.G., D.S.O., commandant of the Royal Military College, Kingston. Previous to assuming command of the First Division of Canadiana, Gen. MacDonnell, already decorated by his late Majesty King George V. for his gallant services in the South African campaign, was in charge for no little period of the seventh brigade, Third Canadian Division, of which body the R. C. R. was a notable unit.

Rt. Rev. David Williams, LL.D., lord bishop of Huron, conducted the sacred consecration services preceding the presentation of the flag. He was assisted by Rev. J. Q. Warner. The full choir from the Crown Memorial Church attended, and the two old favorite hymns familiar to every veteran who has served in the military church service, "Onward Christian Soldiers" and "Fight the Good Fight," were sung to the accompaniment of the regimental brass band directed by Capt. M. Ryan.

With all the impressiveness and dignity so characteristic and becoming to affairs military, the new standard was unveiled and carried to the R. C. R. by Major Eaton, second in command of the battalion. The honor then fell to Major Landon to receive the flag on behalf of the unit.

In a brief address Gen. MacDonnell expressed in an unmistakable tone his high regard for the members of the Royal Canadian Regiment, past and present. He traced the history of the body from the date of its inception in 1883. Two years later the regiment saw service, and subsequently during the South African war some ten general engagements were participated in, not including several minor events. The casualties suffered in the course of the campaign reached a total far in excess of any Canadian force in the field.

Reminiscent mood the general reviewed the more recent battles of the great war and recalled several incidents, some humorous, others less so, still fresh in the memory of the survivors of Sanctuary Wood, Hooge, Regina trench, Vimy Ridge—the time when Col. Hill, always a veritable tower of strength, won his D.S.O.—the occasion when the R. C. R. captured three enemy trenches before they themselves were aware of it; and the times when the stubborn R. C. R. and their equally tenacious comrades of the old seventh brigade held on and won even after all apparently was lost.

Special emphasis was placed on the record of the transport columns of both the R. C. R. and the Princess Pats (also of the seventh), elevating them to a premier position in the entire British army. The bands also received their full share of commendation from the

general, who recognized and personally greeted Capt. M. Ryan and Quarter-Master Sergt. W. R. Roberts, in charge of the regimental brass and bugle bands respectively.

A splendid Review. With their three banners proudly carried aloft, the regimental colors, the king's colors and the new Union Jack,

the battalion to conclude to ceremony passed in review before the general and the district staff officers. The swiftness and snap of every man in line easily denoted to even an untrained eye that a body of veteran regular troops was on the move and bespeaks untold patience, willingness and devotion to duty on the part of every officer, non-

com and man on the strength. Attending the distinguished visitor yesterday on his tour of inspection were: Brig.-Gen. H. A. Panet, D.S.O., the G.O.C. of Military District No. 1; Major D. J. Corrigan, D.S.O., G.S.O.; Lt.-Col. F. B. Ware, D.S.O., A.A.Q.G., and Major W. T. Lawless, D.S.O., D.A.A.Q.G.

R. J. YOUNG & CO.

NEW RIBBONS

Beautiful Dresden Ribbons 50c
6 1/2 - inch Dresden Ribbons, special quality 65c
Camisole Ribbons, bluebird, 8 inches \$1.25
Sash Ribbons, in stripes, nile, rose and blue, 8 inches. \$1.25

Silk Specials

Black Duchess, good heavy quality, that will not cut or crush, full 36 inches wide, makes an excellent dress or separate skirt. Extra special. \$2.49 per yard
Jersey Silk for skirts and blouses, washes splendidly and gives the best of wear, full 36 inches wide, in pink and white \$2.50
Natural Shantung Silk, good heavy quality, clear of filling, 34 inches wide, just the silk for a cool, washable dress 75c

PURSES

Strapped Purses, good quality, black only 89c
Black Leather Purses, special quality \$1.50
Leather Purses, grey, brown and blue, fine quality \$2.00
Novelty Purses, new designs \$5.00, \$6.50, \$7.50

24 Only Sample Silk Jersey Sweater Coats

Pullover and Open-Front styles, with girdle, in colors of rose, reseda, Pekin blue and sand, some slightly damaged; regular \$10.00. For \$3.95
New Tricotee Blouses, in overblouse style, fronts embroidered in wool floss; colors of navy, sand, taupe, copen, rose, reseda, green and grey; all sizes. \$5.50
Only \$3.95
Special sale of Poreh and Afternoon Dresses, made of best quality striped gingham, button trimmed; regular \$6.50. For \$3.95
Gingham Dresses for girls 8 to 14 years, a splendid quality of gingham, made with pockets, trimmed collar and belt; in pink, blue, tan and green. Very special, for \$1.98



Beautiful Voiles

for everybody, in light, medium and dark. Our stock is most complete of new, up-to-date designs. Our leaders are, per yard 75c, \$1, \$1.25, \$1.50
Plain Swiss Organdy, full range of colors \$1.00, \$1.25, \$1.35

Beach Suits, in pink, sand copen and navy. Per yard 65c

Nurses' Cloth, in plain and stripe, extra quality. Per yard 45c
Five pieces Extra-Quality Fancy Stripe Flannelette, 55c quality, for 35c
Five pieces Stripe Flannelette, special quality, 32 inches wide, for 25c
Repeat shipment of Voile and Marquisette Curtains specially priced.



A splendid showing of Children's Misses' and Women's Hats up-to-date millinery VERY SPECIALLY PRICED.

R. J. YOUNG & CO.

Extra! Extra!

\$228

For Suits Worth To \$45

Fine Pure Wool Blue Serges.—Pure Wool English Worsteds in Greys and Browns.—Pure Wool Canadian and English Tweeds and Cheviots.

Swagger Overplaid and Checks, Smart New Stripes and Pencil Stripes in Blue and White and Grey and White.—Handsome Mixtures and Smart Donegal Effects in Greys and Greens.

Fine tailoring on attractive new single and double-breasted models for young men and splendid standard models for conservative men.

BIG SALE OF BOYS' SUITS

Wonderful chance to get Boys' Smartest Clothes at a fraction of the regular price.

\$5.00 FOR SUITS WORTH UP TO \$10.00.
\$10.35 FOR SUITS WORTH UP TO \$16.50.
\$7.95 FOR SUITS WORTH UP TO \$12.50.
\$12.90 FOR SUITS WORTH UP TO \$20.00.
Sizes 26 to 36 in Practically All Lines



Special Trousers \$5

Men's Fine Dark Worsted Trousers, splendid qualities with best tailoring. Sizes 31 to 44. Regular to \$8.95. On sale at \$5.00

R. J. YOUNG & CO.

LONDON LONDON EAST



EXPANSION AND Reorganization SALE

of \$35,000.00 stock of Men's Clothing, Furnishings, Hats, Caps, etc.

All Summer Goods must be sold before September.

Sale Starts At Once

Ten thousand dollars worth of Pants from the Tolton Manufacturing Company and Crown Pant Company will be sold during this sale at less than factory cost. Come and see them piled high on the tables.

FREE BRACES

A pair of 75c Braces given with every purchase of Pants valued at \$3.50 and over.

GET \$1 FREE

Every fifth purchaser of a pair of Pants valued at \$3.50 or over will be presented with \$1.00 in cash. HUNDREDS OF ITEMS in this sale which are not advertised today.

LOT NO. ONE
Pants worth up to \$4.50 for \$2.50
LOT NO. TWO
Pants worth up to \$6.50 for \$3.50
LOT NO. THREE
Pants worth up to \$8.00 for \$5.00
LOT NO. FOUR
Pants worth up to \$10.50 for \$5.95
LOT NO. FIVE
Pants worth up to \$12.50 for \$6.95
LOT NO. SIX
Pants worth up to \$14.50 for \$7.95

HUNDREDS OF PAIRS OF BOYS' KNICKERS

A manufacturers' clean-up, including all their samples, to be sold at half and less regular price. Mothers, bring your boys in quick. \$2.25 values for 98c
\$3.25 values for \$1.49
\$3.75 values for \$1.95
\$4.25 values, for \$2.39

2,672 WORK SHIRTS

Divided into two lots. Values, \$2.00 to \$3.25. Sale price \$1.45 and \$1.95

200 Dozen ENGLISH-MADE SOCKS

65c value, for, pair ... 29c

350 RAINCOATS

DUXTEX, best English make. Regular \$9.25 \$18 Coats for. \$9.25 Others up to \$45 at the same reductions. Come quick!

TONS OF OVERALLS

Has got them all coming. None sold to dealers at these prices. OVER 200 DOZEN You save 50c on every pair of Overalls you buy here. MAIL ORDERS FILLED SAME DAY AS RECEIVED.

Wegner Clothing Co.

The Heart of London Famous For Their Little Prices. 37 1/2 Talbot Street, Opposite Market.