## London Advertiser

MORNING EDITION. Outside By Mail. City \$4.00 per year

NOON EDITION. \$4.00 per year by mail.

EVENING EDITION. Outside By Mail. 12c per week. City \$4.00 per year

TELEPHONE NUMBERS. 3670 Private Branch Exchange.
From 10:00 p.m. to 9:00 a.m., and holidays, call 3670 iness Department, 3671, Editors; 3672, Reporters;

Toronto Representative-F. W. Thompson, Mail Building. U. S. Representatives-New York: Charles H. Eddy Company, Fifth Avenue Building, Chicago: Charles H. Eddy Company, People's Gas Building. Boston: Chas. H. Eddy Company, Old South Build-

THE LONDON ADVERTISER COMPANY,

London, Ont., Thursday, Dec. 5.

## SWAT THE PESSIMIST.

LIES, the "flu," imperial rogues and Bolshe viki are not the only pests. For instance, there is the professional pessimist, the rty who "glooms" under the happiest circumnces. To him the most glorious of sunrises or nsets are hiding places for storms. He always s black or "blue," no matter how cheeringly vid-colored the outlook may be. He is the grand tle dampener of hopefulness. He can always scern old man adversity in the offing and is nvinced that the community, of which he is discreditable member, and the nation generally, walking on the edge of an abyss. He is a noxious, ischievous, destructive nuisance who spreads mean infection with the same rapidity and squashed and swatted with the same ruthless-

ess with which we attack those pests. eatures as the conclusion of the war furnishes em with material on which to base their lamentions and blue ruin predictions. Their two ne way to a purosperity that will make all progess of the past appear lilliputian. Canadian trade, gricultural and industrial, is in for a mighty exs back it is much more likely to strain our great audiences night after night. apacity to keep up with the demand of the orld for the made-in-Canada and grown-in-Canda essentials and necessities. Factory, mill, shop hare in its rewards.

he foreign markets are attended to, yet the can only be moderately successful inited States is preparing for a stupendous overeas trade. Canada with but a small population vill be able to send abroad for the best prices wo-thirds of what she can produce. Ottawa anfounces that the British Government has just arranged to spend \$200,000,000 in Canada for ex- of-all-trades. And he seems to be a master of sentimental cradle song, and the lure ort trade, and credits equally as vast will present- them, too. be forthcoming from continental governments.

The outlook for Canada is distinctly and big ones too, to be tackled, problems of reconstruction and readjustment, but Canadian courage, faith and tenacity can be depended upon to Currie's boys cleaned out the Boche from his Union Jack? if we all pull together, cheerfully co-operating to Without a spring offensive to argue about keep tracks clear. Cultivate a sane, healty a lot of people are booked for a dreary, monotptimism. Optimism is a builder, while pessimism onous winter. retards and destroys. Be an optimist in your own ffairs and those of the nation. Swat the pessimist, or better still convert him.

### A RESIDENCE FOR HOUSEHOLD ASSISTANTS.

have generous attention and provision, enemy. The mothers of families are an army always in action, always in the front trench of life's warspect to our heroes of France, even the most self- ciphers to express it. sacrificing and unflinching of the soldiers of the king. The proposal is gaining the public ear that unending toils. How most of them ever struggle through their work is a question that no one answers. But where is domestic help to be found?

Perhaps, now that women have the vote, representation of them ever struggle to the war lord would have taken all the announced to the weary-looking the announced to the weary-looking the announced to the weary-looking the announced to the announced to the weary-looking the head not taken the announced to the weary-looking the a

something may be expected to be done towards relieving the situation. But women are traditionally unselfish and may still leave the solution of their difficulties to the consideration of their men Like Albert of Belgium he was no quitter. folks. Still, if there is to be any encouragement left to the raising of families in this country, there will have to be endowments, a revised system of taxation, and besides that, the provision By the foulest fowl that grubbed and scratched of dependable sources of household help.

Would not a municipal residence for household assistants be of some use in the solution of the problem? They might live at reasonable charges in some such building, having thus a home in the proper sense, parlor, music and recreation rooms, and pleasant social relations. Some few of the larger homes in a Canadian city provide domestic workers with a sitting-room or parlor; the workers in such homes may perhaps not need the accommodation of a residence. But that is not the case in nine houses out of ten. The kitchen is the domestic's reception-room, dining-room and prison cell. Her status is just a peg better in some cases, in more cases possibly a peg or two lower than that of the house-dog, who lies on the rug before the grate-fire, or goes out in the motor with the family. Fine inducements to the energetic, capable young woman! Some of the ki\_dlier mistresses talk of giving their "maids" a "good home." In the same way a stray cat may get a good home.

What is wanted is a residence, a home of not only comfort, but dignity. The household assisant should be intelligent, trained, resourceful, energetic and ambitious. The only way to secure this class of help for the mothers of families is o bring about the right inducements. Such girls should be privileged, and extra well provided for.

As the city pays for the education of children, it may logically assist the mother of the children. Why not a residence? It would, in part at least, pay for itself, and the young women, going forth from it in the morning to their regular hours in their places of household employment, would be one of the most respected classes of the great host of labor. Domestic assistance would be both more plentiful and more efficient. A community owes its mothers of families all and more than all it can do for them.

WHAT SOME MINISTERS LACK.

LEADING CANADIAN clergyman deplores the growing absence of men from church services, and is at a loss to explain it. Perhaps it may be partially accounted for by the fact that the average preacher doesn't understand men and the world. He is unable to attract and hold the attention of those who nine times out of ten have more intimate knowledge of his subjects than he possesses himself. Rhetoric that glitters seldom interests or convinces if it be not backed up by first hand knowledge and information. Sonorous phrasing merely bores if the listener knows the speaker is talking by the book instead of experience. It is a regrettable fact that the average minister gets most of his facts as to life second hand. Traditions that cling to the "cloth" prevent his coming into immediate contact with the many sided, rough and tumble existence that is the daily experience of other men. Most clergymen are converted while boys, and from that time onward they are in the atmosphere of Sunday school, church, theological university and pastorates. All the activities associated with these dropped off the moving van last week. phases of his life tend to protect him from the temptations, trials and tests of the world, and which must be engaged by others. It may be protested that slum and city missions work meets adliness as the "flu," or the fly, and he should the case. This is true only in a limited superficial sense, for the reason that men and women are instantly on guard when the clergyman appears, Just now you will run across some of the whatever the circumstance may be. And because he is frequently fails to penetrate to the real conditions and the real men and women, his pulpit addresses lack the fire of knowledge and symrongest "glooms" are prophecies of slump and pathy, no matter how eloquent they may be. The pression. Under the most distressing conditions main reason why Billy Sunday can grip and hold ich wailings are tactless and altogether out of and influence vast audiences of men is that one lace, but at the present time there is nothing in instinctively knows that beneath his rampings e financial, industrial or commercial situation of and vulgarity he appeals from first hand experihis country to justify them. Canada is already on ence with the sin and sorrow from which few escape. Many a reformed rake who could not com- even too lazy to work on the sympathy pose two sentences correctly and who probably thought the Song of Solomon a race horse has by ansion. Instead of the coming of peace setting the recital of his past kept the tense interest of

The sincerity of the pulpit is unquestioned, but until its occupants get nearer to men they will continue to face large areas of vacant pews. nd farm will all contribute to this demand and Just as in any other profession or trade men are His actions often make me frown calling for the preacher who "knows" and to He is a careless pup; It is clear that for years Europe will have to him only will they listen in any considerable And if you don't make him pay down raw vast supplies of foodstuffs, machinery, tim- numbers. Our theological schools call for many er and minerals from the north and south months of delving into dead languages. Perhaps merican continents, and no country is in so ex- it, for a part of this time the student was tossed This Mrs. Naybor makes me laugh. ellent a position as the Dominion to take ad- into the swirl of life he would acquire a keen, rantage of this rich opportunity. Our big neigh- broad and accurate knowledge of men, without since she bought that new phonograph por's hundred millions must be supplied before which his subsequent preachings and teachings She's putting on all kinds of airs.

## EDITORIAL NOTES

Bon vovage, Woodrow!

The Detroit Free Press calls McAdoo a jack-

Dutch reports say the ex-kaiser remains very pulently optimistic. There will be problems, "blue." That's what comes from painting the

London Russians are howling for the red olve them quite as cleverly and promptly as flag.—Headline. Isn't there enough red in the

Toronto policemen threaten to strike. They to slumber. Grandpaw Hamilton is 72 have shown themselves husky strikers on sev-eral notorious occasions.

The standard radiation of samples of s

Foch has sent a new ultimatum to Berlin HERE IS another section of the community, demanding the surrender of all locomotives. That besides the returned soldiers, that should will help further take the steam out of the

The value of the advertising Canada has fare, getting no decorations for merit, uncom- received through its boys overseas is too great plaining and unclamant. They are, with all re- to be computed in figures. There are not enough

W. Hohenzollern says Bethmann-Hollweg mothers should have endowments. That is not is to blame for the war. But, if Germany had enough. They need assistance in their manifold, won would Hollweg have shared in the glory?

> been deposed. We are glad to hear that. Nick was one of those who stood up against the entire Teuton strength until he was snowed under.

INew York Herald. 1 Our god is the littlest god ever hatched, And dropped its egg in an egotist's brain, Filled as it was with pride and disdain, And cackled a paean with this refrain-By my mailed fist I've done it.

We built a machine, did my Gott and I, With goose stepping manikins, trim and spry And drill the manikins clad in steel. Like well trained hounds that come to heel-With my mailed fist I've done it.

And we builded a fleet of Vaterlands That ferried my spies to the friendliest lands Who spread my fame and my nets and wiles As we ate their feasts with nods and smiles, And figured some days we'd own those isles-When our mailed fists had won it.

Dreaming of Attila, god of the Huns, My monkey wrench sword I seized and hurled Into the pulsing heart of the world, Where brave little Belgium fought and skirled-With my mailed fist I've done it.

But France and England blocked my game Till Uncle Sam with eyes aflame, Jumped the Atlantic and called my bluff, For he had been mauled till he cried "Enough And me and my Gott? He's treating us rough, With my mailed fist I've done it.

And now I'm the hunted and not the Hun. My people in rags and my race is run, And long ages hence the hist'ries will tell How me and my Gott, down our own polsoned we Have goose stepped our way to the nethermost hell, And my mailed fist has done it!



Jones discovers the whereabouts of their tea-cart which

BY LUKE McLUKE (Copyright, 1918.)

Tuff Luck! He sure is an unlucky lout, Things will not break for Oswald

When Fortune knocks he's always out, When Trouble calls he's always

'Smith certainly is a lazy cuss, isn't

"One's a Republican."

of his friends."

said the Indiana man. "Are they all Feds in the Club. living?" "Naw." replied the Texas man

You Know Him.

You'll find he won't pay up. Putting on Airs.

She thinks she's great, but no on

An Old Timer The Literary Digest gives us some examples of the ability of Carolyn Wells in the gentle art of parody Among other examples we find the following, with this preface: "Here is a neat 'take off' of the

of the lullaby lies in its lilting re-

Says I: "Old man, your horse will die," Says I. says I. 'And if he dies, I'll tan his skin,' Says he, says he.

'And, if he lives, I'll ride him agin,' Says he, says he.

sands of Maryland and Virginia babies support He sang it to Luke's wife some 45 tells her. years old, and his mother sang it to The less hair a girl has on her head oldest Luke, jun., 20 years ago. The the more hair she has on her dresser.

## The Advertiser's Daily Short Story (Copyright, 1918, by the McClure Newspaper Syndicate.)

PREPAREDNESS. By Gerald St. Etienne.

Jack Marlboro ran his fingers over the twelve shirts placed on the counter before him and then produced a edness. roll of bills. "I'll take the whole dozen,"

sensible to purchase now. You are the only person in town who agrees with me. though, I'll venture to say."

"Then we are the only sensible people in town," she said, decidedly. "They think at home that I am foolish to invest so much of my little fortune on things to put away, but time will tell. Father thinks I have lost to their curative powers.

Price 25c a vial at all dealers, or mailed direct on receipt of price by The think they are the same time he says that diamonds will double in price before this time next year." "Is that so?" Jack exclaimed. "Good-ress knows how soon I might need a Ont.

original will be remembered by a Virginian. Here it is:

'As I was passing New Git road, Ri-too-ri-too-ri-nay-do! There came an old man a-riding by, Ri-too-ri-too-ri-nay-do! Said I: "Old man, your horse will die," Ri-too-ri-too-ri-nay-do! Said he: "Ef he does, I'll tan his skin," Ri-too-ri-too-ri-nay-do! "Lazy!" replied Jones. "Why, he's An' ef he don't die I'll ride him agin, Ri-too-ri-too-ri-nav-do!

Nothing Doing! C. Aul of Wheeling, W. Va., wants "So you are the father of six boys," to know if he can inspect the Corn

> Jack-Are U-boat sailors healthy? Mack-Well, they sometimes have sinking spells.-El-Jay-El. Names Is Names

Ima Mare lives at Maniton, Wash. Our Daily Special. Lend and You Lend a Loan.

Luke McLuke Says

Isn't it funny that a man will trus with \$10 of his money? What has become of the old-fash-ioned man who had to part his coat tails east and west, when he sat down? And this would be a happy world men could only get out of trouble easily as they can get out of work. Why is it that when a man is making an ass of himself he insists on going around braying about it?

We know a meek young man who wore his loudest shirt when he told the girl's father that they were going to be married. He thought it just as well to put on a bold front. sure bet is that it is easi

A fur-lined coat isn't always as warm as an ordinary coat. The man with the fur-lined coat leaves it open so you can see the lining.

And the fact is that a whole lot o men are no better than the police and the newspapers compel them to be. We have known many a high-flie

The reason why Mother believes that

diamond. I had better see your father right away."

"Let me sell you one, I am helping in the store during my holidays. I can tell you the setting she will like best."

Jack blushed to the roots of his hair but Jessie laughed gayly. He didn't make his choice the first day, but called often to discuss it with the make his choice the first day, but called often to discuss it with the eager young saleslady. He did not tell her, of course, that he had not met the young lady who was to wear the ring, but was just buying it in the expectation of being engaged sometime. It was following out his idea of preparechess.

Once the purchase had been made

was too surprised to answer, but as to surprised to surgest the purchase of something to surgest the purchase of something of the class.

"No, thanks," Jack smiled, "Tve got "No, thanks," Jack smiled, "Tve got to last me for six years and underclothes for just as long—to say nothing of the ties and suits of clothes. There is not a milled for years to come that I haven't got stored away. In the purchased and packed away. In two years' time we poor beggars who have to stay home won't be able to buy stris like these I have just bought for \$10 apiece."

The dress goods counter was on the way out. As Jack was hurrying past it a light hand was placed on his shoulder. He looked up to meet the smilling gaze of Jessie Evidge, the witchingly, "but I see you have plenty of your own. Have you been laying in a stock of things to last you until the end of the war?

"I have just bought more silk than I can use in years, but I believe in preparedness. The way everything is going up silk will be out of reach with in a year or two. I have got the granders white crepte de chine for my wedding dress. How do you like it?" She held up a fold of the goods for his inspection.

"You will look splendid in a dress of that." Jack enthused. "You are very sensible to purchase now. You are very sensible to purchase now you like it?" She held up a fold of the godd for the godd fo

her wedding dress.

How lucky the other man was, he thought. It was hard to give her up just as he had found it, as it were.

After he had purchased the ring Jack did not make any more purchases of things to lay aside. When he viewed the things in his wardrobe and every other conceivable place to store things the saspicion that he had made a mistake came over him. There were more things than he would be able to wear before they became too far out of style to be presentable. How much better it would have been if he had saved his money.

However, there was still a substantial credit balance to his account in the bank, but just the same he would like to have unburdened some of the things he had. There were enough clothes and toggery in his possession to start a haberdashery. His last purchase was the worst white clephant of alk.

Most likely he was doomed to bachelorhood, now that the only girl who could make him happy was engaged to someone else. Perhaps it would be best to give everything he had stored away to the Red Cross for a rummage sale. They would think he was crazy to have accumulated so many things. Jessie would advise him what to do, he thought, as he resolved to call on her again.

That was Jessie's night to be in the store. Jack arrived just before closing time. There was no one at the front of the shop, and he waited impatiently for a few minutes.

A stifled sob sounded from the rear

ly for a few minutes.

A stifled sob sounded from the rear of the store. Jack was on the alert in an instant. Jessle was crying; he could recognize her voice even in a sob. He was by her side in an instant.

"What's the matter, Jessie?" he asked sympathetically.

Jessle dried her tears instantly. "I have just been thinking what an idiot I am," she said mournfully. "I have bought more things than I know what to do with, and I'm just as foolish as they've all said I am. Why. I have a complete green trunk, and there isn't even a prospect of me ever being married! I haven't got a boy friend who cares anything for me."

"Haven't you?" Jack cried out in delight. "Aren't you engaged?"

"No." she answered looking at him

A Packet of—

Tea. will go further on infusion and give better satisfaction than any other fea obtainable....

Not a shadow of doubt about this. TRY IT!

Vallenar, Place of 5,000 People, Destroyed-Copiapo Badly Shaken.

seven a prospect of me ever being married! I haven't got a boy friend who cares anything for me."

"Haven't you?" Jack cried out in delight. "Aren't you engaged?"

"No." she answered looking at him in surprise. "I haven't had a chance, cooped in like I have been in a stupid colege. All the nice boys at home have become engaged while I was away."

"Then you don't include me among the nice boys," he said disappointedly. "You are engaged," she flashed. "I picked out the ring for you."

"But that was only part of my preparedness plan," he smiled as he reached out for her hand. "I bought it to have handy when I found, the girl of my dreams, and I have found her. You are my dream girl—the only one who can make me happy as my wife."

The humor of it struck Jessie. "I had better take you while husba?'s lation of about 12,000. It is the principal attinct of the province of Atacama and has a population of about 12,000. It is the principal attinct the principal attinct of the care and has a population, and better take you while husba?'s lation of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is the principal attinct the care and has a population of about 12,000. It is

last," she said roguishly. "This war is making them scarce, so I had better have one to go with my wedding gown."

"I'm not much of a bargain," he smiled as he drew her closer.

"You are the dearest bargain in the world, and I love you." The smile was replaced with a look of sincerity, and when their lips met he knew she meant it.

"All mining city and district of Chile, and is 50 miles inland from the port of Capiapo also is a mercantile centre. It ships much silver, copper and ores. To the east of the town is the volcano of Copiapo, which reaches an elevation of 19,585 feet.

Vallenar is in the province of Atacama and is about 80 miles southwest of Copiapo. The population of Vallenar is upwards of 5,000.

"BACK TO MUFT!" MAGAZINE OTTAWA, Dec. 4. - "Back to Mufti" is the mane of a magazine to be published by the department of soldiers' re-establishment. It succeeds "Reconstruction," the monthly bulletin which has been issped by the department for some time past. The magazine will be devoted exclusively to the problems of the returned soldiers.

TELEGRAPH AMALGAMATION WASHINGTON, Dec. 4 .- Amalgamas tion of the marine cable system of the Western Union Telegraph Company and Commercial Cable Company, under the direction of George G. Ward, vice-president of the Commercial Company, was authorized today by Postmaster-General Burleson.

# Gift-Choosing for Men Is Easy Here---

Hard to buy for men, you say. Well, here is a stock of real useful and likeable things for men that will make this year's choosing easy. Come as early as you can, it means more comfort for you, better choice in all lines, and helps the salespeople. We reserve your choice on payment of a small deposit.

DRESSING GOWNS AND BATH ROBES.

Handsome and exclusive designs in splendid qualities and weights, novelty and conservative patterns and colors; sizes 36 to 44 ...... \$6.75, \$8.75 and \$9.75

ATTRACTIVE NECKWEAR.

A wonderful showing that includes a specially fine lot of heavy Swiss silks and satins, big variety and many unusual 

## HANDSOME MUFFLERS. A splendid range of the popular fringed-end silks, in stripes

and figured patterns, new brushed silks and fine knitted styles, every wanted color in hundreds of patterns . . . . ..... \$1.00, \$1.50, \$2.00, \$2.75, \$3.50, \$5.00 RAINCOATS FOR GIFTS

We sell many Raincoats for gifts because they are

an all-year-round garment that every man should have; tweed and Paramattas in regular and belted models, in smart colors and patterns . . . . . . . .....\$10, \$15, \$18, \$20 and \$25

Umbrellas \$1.50 to \$5.00 Armbands, Garters, 25c to \$1

Fine Shirts ...\$1.00 to \$5.00

Fine Hosiery .... 50c to \$1.00

Silk

Camisoles

In a splendid quality

Jap silk, with deep

lace yoke and sleeves,

in colors of pink,

maize and white.

Special ..... \$1.25

Camisoles in silk

crepe de chine, beau-

tiful fine lace yoke

and sleeves, in colors

of pink, maize, peach,

rose, white and

black. Very special

Handkerchiefs . . 15c to \$1.00 Men's Gloves . . \$1.00 to \$5.00 Suspender Sets 50c to \$1.50 Boys' Gloves....75c to \$1.50 AN OVERCOAT FOR DAD OR HUBBY. What would be finer for him than a splendid warm overcoat, maybe one that he has been do-

## very style he would choose, and we can give you some very special values. We put any coat away, send it at Christmas, if you say so, and cheerfully change it after Christmas for any reason. Wonderful coat values at \$20, \$22, \$25, \$28, \$30 and \$35. AN INTERESTING



LIST For lively Christmas business. Come early to make your selection.

ing without when it really was needed? We have a wonderful stock now, that includes the

washable habutai silk, in colors of maize, peach, rose, pink, coral and white, with square collar, embroidered fronts .... \$2.98 Crepe de Chine Waists, handsomely embroidered, with square and high-buttoning collars. in rose, maize, pink, peach, grey, taupe, sand

and white. Two specials...\$4.95 and \$5.50 Children's Plain Black Ribbed Hose, splendid quality, good dye; sizes 7, 71/2, 81/2, 9, 91/2. This splendid hose, per pair ..... 35c An elegant range of fine Silk Hose, in plain

fine quality of yarn; sizes 7, 81/2, 9, 91/2. Per pair ......50c and 65c

.... \$1.49 and \$1.98 and fancy. From ...... \$1.50 to \$2.50 pair Women's Black Cashmere Hose, made from Women's Black Cashmere Hose, made from

specially fine-finished yarns, special quality and scarce goods; sizes 81/2 and 9.....\$1.00

WHITE BATH TOWELING. LINEN TOWELS. 18, 20, 22 inches, best quality, 40c, 50c, 60c Everyone knows how scarce these goods

BATH TOWELS TO PLEASE EVERYONE finest quality. Each 75c, 85c, \$1, \$1.25, \$1.50

Plain white, white with colored borders. hemmed ends ... 35c, 50c, 65c, 75c, 85c each

LONDON EAST

are. We show a magnificent range of Pure

Linen Huck Towels, beautiful designs and

Huck Toweling by the yard, choice designs.

Per yard ......50c, 60c, 89c, 98c

R. J. YOUNG & CO.