

London Advertiser

Published by
THE LONDON ADVERTISER
COMPANY, LIMITED,
London, Ontario.

MORNING. EVENING.

TELEPHONE NUMBERS.
3670. PRIVATE BRANCH 3670.

From 9 p.m. to 2:30 a.m. and holidays
call 16, Business Department; 17, Editors
and Reporters; 174, Composing Room;
16, Circulation Department.

London, Ont., Saturday, October 14.

Helpless Austria.

AFTER spending some time in various European centers, BISHOP FALLON of London comes home impressed that Austria is paying the price for her participation in the world war, and paying it to the hilt. This view is also held by J. VERNON MCKENZIE, editor of MacLean's Magazine, Toronto, who has covered much the same ground in recent weeks. Mr. McKenzie said the condition of the people of Austria begged description.

BISHOP FALLON holds that of all the nations of Europe, Austria has the most cheerless outlook, and intimates that it is his intention to interest his people in their behalf. No prouder, haughtier people dwell upon the earth than the Austrians before the war. Austrian officers were the straightest, most beautifully uniformed figures in military life. Austria was proud of her people, proud of her music, proud of her palaces, confident in her own power. Her people asked no favors, least of all charity or pity. She spent four years of disastrous fighting, four years of slow starvation which destroyed her kingdom, ruined her credit and, most significant of all, broke her national spirit.

It is not an easy matter for these people to find themselves in the position where they must pass the hat to the world, and yet the gifts of the world have been necessary to keep Austria alive. Napoleon reduced the stature of the French people two inches by his wars. The world war has left the Austrian child twenty pounds underweight and three inches under normal height, a generation of consumptive, rachitic children. One may well ask what of the generation that follows them?

A Fearless Preacher.

SUNDAY SCHOOL lessons just now are being taken from the New Testament. For the first nine months of the year the Old Testament was the ground from which most of the lesson material was drawn. The average scholar and teacher feels more at home in the New Testament, and for that reason it is perhaps well that so long a time was spent in the Old.

This week the schools, many of them at least, study John the Baptist. In some cases his is a parallel case to that of Elijah. It is easy to picture the two as being somewhat of the same school, of the same rugged seriousness, and of that firm, deep-rooted faith in their ministry and in the divinity that sanctioned and approved the utterances and actions of each. The parallel can be taken a step farther, in that we know very little of the early life or training of either of these great men of the Bible. When the time was ready for the work of Elijah to begin, he is simply produced from the wilderness, and introduced as "Elijah the Tishbite." From then he was commissioned to defy kings and disturb nations. When, as was told years before by the prophets, the years were ripe for the forerunner of Christ to make his appearance, he comes, schooled and ready for action, as a "voice crying in the wilderness." We have little in the gospels about the early years of Christ—we have still less about the same period in the life of John the Baptist.

Yet we do have the great central fact that when the time was ready for his work to start, the man was there, prepared, determined and qualified. Nor was his style of popular preaching—neither can it be said that he went forth to tickle the ears of the people. There is in the preaching of John the Baptist the dynamics that either convict or drive into open opposition—he cuts with a straight sword. He addresses those who doctored to hear him, "O generation of vipers," and he preached fairness, honesty and the gospel of a Deliverer yet to come.

It is well when going over such a lesson to get the setting correct. It is the summer of A. D. 26, and the region along the west side of the Dead Sea and the Jordan, east of Jerusalem. In the year from August, A. D. 28 to 29, the Roman Empire lay under some of its darkest years of the tyranny of Tiberius Caesar, now in his 71st year. Among those living at that time, and who afterward became memorable was the elder Pliny, afterwards as a Roman admiral, killed at the first eruption, in historical times, of Mount Vesuvius. Vespasian, who with his son, Titus, was to crush Jerusalem, was an ambitious youth of 19; Caligula, one day to horrify the world by the spectacle of an insane despot at the head of an empire, was a lad of 16; Claudius, one day to be emperor, was an apparent wreck at 38. Among the marriages of that eventful year was that of the daughter of the ill-fated Germanicus, from which nine years later, was born Nero. Pontius Pilate had for two years been procurator of Samaria, Judea, and Idumea; Herod Antipas had been reigning for about 32 years over Galilee and Samaria, and was a man of about 50.

Into such times as are indicated

by the names mentioned above comes John the Baptist, a man of the desert, clothed in sackcloth, the cheapest and coarsest of garments, living on the food of the great outdoors, bearing a torch for the one to come after, "the latchet of whose shoe I am not worthy to untie."

The Moor Case.

SINCE the DISSDALE trial in London, where insanity was the plea that won a life sentence in an asylum instead of hanging, a number of papers have been commenting on other cases somewhat similar. The Woodstock Sentinel-Review says:

"The Hamilton Herald tells a story which is interesting as a story and may have a moral. In 1908 a non-commissioned officer was shot and killed in Wolsely Barracks, London. GUNNER MOIR, the man who was charged with doing the shooting, was declared insane and was committed to the Hamilton asylum for the criminal insane. In 1910 he made his escape, but was soon recaptured. Since then, according to the Herald, nothing more was heard of him until a few days ago, and most people who thought about him at all believed he was still in the asylum."

"It appears now, however, that he is not in the asylum, but that he died in action in France in the early days of the war. The story of how a man accused of murder and committed to an asylum for the criminal insane managed to get out, to find his way overseas, to be accepted for service and to die in action ought to be worth telling. Was he insane when he was sent to the asylum? Was he insane when he was found both physically and mentally fit for military service?"

The case of GUNNER MOIR was not known definitely until a correspondent who was in touch with him during his service in France wrote to The Advertiser and told the entire story of his enlistment and service overseas. To the average reader the main point is not whether he was insane, although that has some bearing on the case. In the light of subsequent developments the fact that he did enlist and gave his life for his country rather than overshadows all the lesser features of the case.

LITTLE 'TISERS

This country needs more people, and a few better ones wouldn't do any harm.

It's a wise woman who makes her husband eat raw onions for supper every night.

What's the idea of putting an underpaid man in a position where he has a chance to steal?

The more we see women running around the country in those hiking suits the harder we laugh.

A quick trial often means that one of the parties hasn't got enough money to stand for law very long.

When a woman is smarter than her husband, she generally gets along better with him if she doesn't show it.

When you are bent on taking a lot of exercise, don't forget that some of your mental muscles may need a little training.

They used to sell things in the drug stores called breath scents, but now the officials of the O. T. A. department attend to that.

A man generally gets well fed in a house where the floor is as much worn in front of the kitchen stove as it is in front of the mirror.

One of our expectant friends dropped in to remark that rich relatives seem to live an awful long time when you happen to be mentioned in their will.

Harover, Ont., has decided not to give any more bonuses to secure factories. And that does not necessarily mean that Harover will not secure any more factories.

Court cases seem to indicate that some women are afraid other women will steal their husbands, while quite a lot of other women, who never see the inside of a court, wish such a thing would happen.

Toronto publicity committee offers prizes for the best slogan telling most about Toronto in the fewest words. Now, we're scared green that some person will get up and yell out "—"

A correspondent in the country not far from here tells of the number of tomatoes rotting on the vines. Still that should be insurance against medicine shows and poor actors appearing in the district.

A case is being carried to the supreme court by Montreal people because a house was closed that was being used for immoral purposes. The claim is that the province had no power to pass such a law. Well, if it hasn't, the best thing would be for the Dominion government to pass such a measure and settle it.

Wingham Times: The London Advertiser says that the Standard

Oil Company has made so much money that it is about to cut another lemon. THE TISER has got the letters mixed; what it means is "melon." Still, one can hardly blame the editor. He's evidently looking at it from the consumer's point of view. There will be some sympathy with the conductor of the Chicago Symphony Orchestra in his protest, on returning from Berlin, that he heard an orchestra there playing Chopin's "Funeral March" as ragtime, while the crowds were doing the fox trot to it. We may next hear of passages of "Messiah," "Creation" or "Elijah" being played for a one-step or a barn dance.

Are the professions of law and medicine becoming overcrowded? La Press of Montreal has been discussing the matter several times, and is firmly of the opinion that too many young men in Canada are entering these vocations. The French paper considers there is a duty incumbent upon professors in colleges to point out to students that there are opportunities in other lines of equal or greater opportunity.

An unusual case is cited by the publication, Canadian Grocer, of a U. S. store suing a newspaper for \$1,000 damages because the paper left the store's advertisement out of its day's issue. In other words, the store figured that publicity would bring \$1,000 in business which was lost. People who study advertising and its value find out that it means real dollars and cents in the way of actual sales that can be secured in no other way.

Certainly when Canadian cattle gain admission to the British market it must be the ambition of every exporter and every official to show the British consumer that Canada will send only her finest. The way in which our bacon trade has slumped in Britain ought to be an object-lesson that the British buyer knows exactly what he wants, and will take nothing inferior. He will not buy lard for bacon, nor culis for beef cattle.

TO THE EDITOR

ATTRACTS NEW LAW

Editor London Advertiser:

Sir,—Kindly allow me to voice my opinion in view of a provincial election in the near future. We have heard such a lot about immigration falling off, which is a very serious thing for the country. My opinion is the laws of Ontario need to be amended somewhat or entirely abolished before we can ever hope to get the cream of immigration from the British Isles we so badly need. Any immigrants that do straggle in now either get west or stay in the lower provinces. Take the Ontario temperance act; the biggest farce, and one that has caused more trouble to the people than any other law ever made in Canada. Its enforcement has been a costly affair, and the most disreputable men have been hired by the government as spotters, etc. This in itself has lowered our esteem in the eyes of other countries. On principle, this act has caused thousands of our most respectable citizens to leave the country, and you can bet they advertise their objections to their friends. Then again, the latest and most idiotic law that is now being put in operation. I refer to the adolescent act. Suppose a British immigrant has several children (which he usually has), and desires to come here, and the said family desire to make a beginning on the land. What a knocker is the act to his ever getting a start. I will say right here, any public school boy or girl has a more sound and lasting education if they have reached the fourth standard in British schools than any same child has here in Ontario. The act is a disgrace. One thing, add in the act to do things for themselves. The problems are so arranged that it gives the child the proper initiative to make his way in the world.

This latest blunder is going to be a costly one to the country. Untold hardships are placed on the worker's family, and in these times, just as we are making a little headway after the war, one wonders if after all that war was fought in vain in regards to the liberty we possess. Business in general has been a sore trial this past two years, and place on the people this act is a step in the wrong direction. The present government will need to watch its step, because the people as a whole are in an angry mood, and will need to do so something quick, or else their bacon is cooked for them. I predict myself that labor will have a very poor showing, because it has largely played into the hands of the farmers, and the workers of Ontario know that certain elements of the labor party have advocated for years the groundwork of the adolescent act for private reasons. During many years I had worked in the interests of organized labor. During a convention I attended as a delegate to the Ontario Labor Education Association, a question arose on public schools, and the consensus of opinion was that many delegates believed in the best interests of the people a child should be given an education up to the seventh or eighth grade, one year in high school optional, and if the parent desired any future education the said parent should pay for it, not to saddle and burden the country with costly schools, from which the average worker's child would in no wise benefit.

If the child of parents who are in poor circumstances has a talent such that further education would benefit him, he should be assisted by the government through the parents. I think until something is done along these lines I have mentioned the best of immigrants will be making tracks for other countries, along with thousands of people already here, who are disgusted with present conditions.

Thanking you, Mr. Editor, for your kindness in publishing this letter. Yours truly, ARTHUR JACKSON, 157 Wilson avenue.



H. G. WELLS' FAMOUS OUTLINE OF HISTORY

The Romance of Mother Earth

Men of Many Shades and Tints.

TODAY'S INSTALLMENT—30.

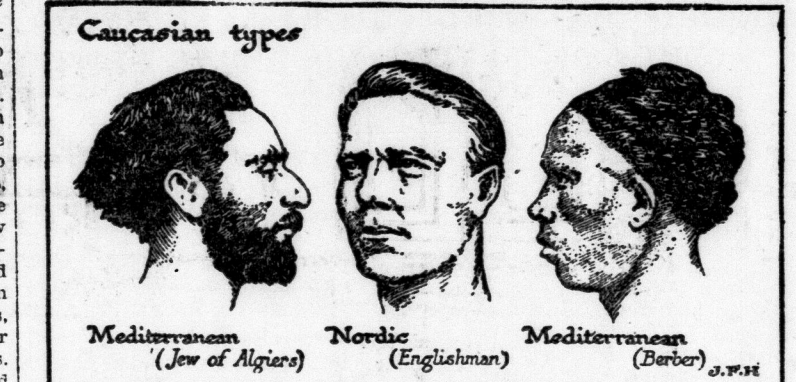
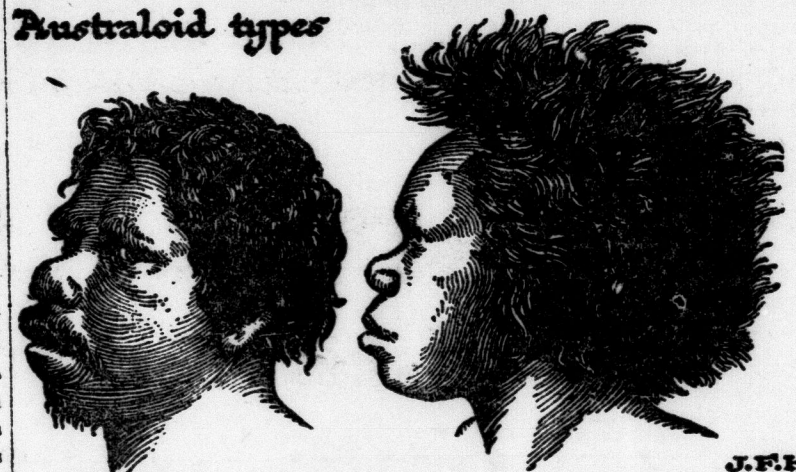
BUT among the numerous obstacles and interruptions to intermixture of the races of men there have been certain main barriers, such as the Atlantic Ocean, the highlands, once higher, and the now vanished seas of Central Asia and the like, which have cut off great groups of varieties from other great groups of varieties over long periods of time. These separated groups of varieties developed very early certain broad resemblances and differences.

Most of the varieties of men in eastern Asia and America, but not all, have now this in common, that they have yellowish buff skins, straight black hair, and often high cheek-bones. Most of the native peoples of Africa south of the Sahara, but not all, have black or

mean not simple and pure races, but groups of races, then they have a certain convenience in discussion. Over the European and Mediterranean area and western Asia there are, and have been for many thousands of years, white peoples, usually called the Caucasians, subdivided into two or three subdivisions, the

A colored map of the world to show the races would not present just four great areas of color. It would have to be dabbed over with a multitude of tints and intermediate shades, simple here, mixed and overlapping there.

In the early Neolithic Period in Europe—it may be 10,000 or 12,000 years ago or so—man was differentiating all over the world; and he had already differentiated into a number of varieties, but he has never differentiated into different species.



blackish skins, flat noses, thick lips and frizzy hair.

Differences of Color and Hair.

In north and western Europe a great number of peoples have fair hair, blue eyes and ruddy complexions; and about the Mediterranean there is a prevalence of white-skinned peoples with dark eyes and black hair. The black hair of many of these dark whites is straight, but never so strong and waveless as the hair of the yellow peoples. It is straighter in the east than in the west.

In Southern India we find brownish and darker peoples with straight black hair, and these as we pass eastward give place to more distinctly yellow peoples. In scattered islands and in Papua and New Guinea we find another series of black and brownish peoples of a more lowly type with frizzy hair.

But it must be borne in mind that these are very loose-fitting generalizations. Some of the areas and isolated pockets of mankind in the Asiatic area may have been under conditions more like those in the European area; some of the African areas are of a more Asiatic and less distinctive African type.

We find a wavy-haired, fair-skinned race, the Ainu, in Japan. They are more like the Europeans in their facial type than the surrounding yellow Japanese. They may be a drifted patch of the whites, or they may be a quite distinct people. We find primitive black people in the Andaman Islands, far away from Australia, and far away from Africa. There is a streak of very negroid blood traceable in South Persia and some parts of India. These are the "Asiatic" negroes.

Like Condition. Like People. There is little or no proof that all black people, the Australians, the Asiatic negroes, and the negroes, derive from one origin, but only that they have lived for vast periods under similar conditions.

We must assume that human beings in the Eastern Asiatic area were

A "species," we must remember in biological language, is distinguished from a "variety" by the fact that varieties can interbreed, while species either do not do so or produce offspring which, like mules, are sterile. All mankind can interbreed freely, can learn to understand the same speech, can adapt itself to co-operation.

And in the present age, man is probably no longer undergoing differentiation at all. Readmixture is now a far stronger force. Men mingle more and more. Mankind from the view of a biologist is an animal species in a state of arrested differentiation and possible readmixture.

It is only in the last 50 or 60 years that the varieties of men came to be regarded in this light, as a tangle of differentiations recently arrested or still in progress. Before that time students of mankind influenced, consciously or unconsciously, by the story of Noah and the Ark and his three sons, Shem, Ham and Japheth, were inclined to classify men into three or four great races, and they were disposed to regard these races as having always been separate things, descended from originally separate ancestors. They ignored the great possibilities of blended races and of special local isolations and variations.

Blended Races.

The classification has varied considerably, but there has been rather too much readiness to assume that mankind must be completely divisible into three or four main groups. Ethnologists (students of race) have fallen into grievous disputes about a multitude of minor peoples, as to whether they were of this or that primary race or "mixed," or strayed early forms, or what not. But all races are more or less mixed. There are, no doubt, four main groups, but each is a miscellany, and there are little groups that will not go into any of the four main divisions.

Subject to these reservations, when it is clearly understood that when we speak of these main divisions we

BULL DOG SIZE

LA

PREFERENCIA
THE FINEST QUALITY
CIGAR

2
FOR
25¢

GENERAL CIGAR CO. LIMITED
CONTROLLED & OPERATED BY IMPERIAL TOBACCO CO. OF CANADA LIMITED

VICTROLAS

VICTOR RECORD

HEINTZMAN & CO., Limited

242 DUNDAS STREET

QUALITY

SERVICE

4 Special



"His Master's Voice"
Victor Records
Out To-day

18946 [Chicago—Fox Trot
Early in the Morning (Blues)—Fox Trot
Paul Whiteman and His Orchestra
I'll Build a Stairway to Paradise—Fox Trot (Featured by Paul
Whiteman and His Orchestra in George White's "Scandals")
Paul Whiteman and His Orchestra
18949 You Remind Me of My Mother—Fox Trot (From the Musical
Comedy "Little Nellie Kelly") Paul Whiteman and His Orchestra

18947 Suez—Fox Trot
Clyde Doerr and His Orchestra
I Wish I Knew—Fox Trot
Clyde Doerr and His Orchestra
All Over Nothing at All (From "Spice
of 1922") (Duet with Orchestra)
Aileen Stanley-Billy Murray
18943 I'll Stand Beneath Your Windy To-
Night and Whistle
Aileen Stanley-Billy Murray



All on 10-inch Double-Sided
Records 85¢.

Hear them played on the

Victrola

at any

His Master's Voice

dealers

Manufactured by
Berliner Gram-o-phone Co.,
Limited, Montreal

MASON & RISCH, Limited

THE HOME OF THE VICTROLA 7 SOUND-PROOF RECORD
DEMONSTRATING ROOMS.

248 DUNDAS STREET :: LONDON

63 FOURTH STREET, CHATHAM.

333 TALBOT STREET, ST. THOMAS

GET YOUR NEW VICTOR RECORD AT THE NEW

Gerhard Heintzman, Limited

Unexcelled Record Service.

222 DUNDAS STREET.

STORE