

CREDIT BUYING HELPS YOU GET THINGS YOU WANT

NEED MORE FICTION WRITERS IN CANADA

Editor of McLean's Tells the Kiwanians of Efforts To Develop Canadian Literature.

"A Canadian national magazine can do several things of national import," J. Vernon McLean, editor of McLean's, told the Kiwanians club today in a talk on "Editorial Ups and Downs."

"A Canadian magazine can develop a Canadian literature by giving encouragement to and furnishing a market for the works of Canadian writers of ability. McLean's Magazine accepts no contributions except those dealing with Canadian or written by Canadian writers. This may seem like provincialism, but we have plenty of other publications devoted to the interests of other countries than our own, and not enough information being disseminated about our own country."

"There are two things I demand of writers," said Mr. McLean. "First, that they should have a national perspective, so that readers in British Columbia will be as interested as those in Prince Edward Island; and in the second place, that their stories have a maximum of human interest. Without human interest a story or article is no good."

"Information is not enough for a story to possess. It must be interesting or people will not read it. Someone has asked me if all the stories we use have been voluntarily contributed. There are only two classes of writers, those who pursue editors and those whom editors pursue. We can only use about one in a hundred voluntary contributions. In Canada we have plenty of things to write about and not enough writers to tell about them."

"We have many splendid news writers in this country but not enough who write fiction. For one thing, Canada's population is not large enough to furnish sufficient circulation to enable a magazine to pay a writer what he deserves for a story or an article. In Canada we can pay only \$100 for articles for which an author would receive possibly \$1,000 in the United States. As a result, many of our best writers drift to the States."

Mr. McLean told the Kiwanians of many humorous contributions he had received and mentioned the pathetic

Nursing Staff Has Trebled, Accommodation Needed

Ald. Frank McKay Makes Logical Appeal on Behalf of Nurses' Home Bylaw, Stressing Saving That Will Be Effected.

Ald. Frank McKay, feeling that the citizens of London should pass the by-law for a new nurses' home for Victoria hospital by an overwhelming majority, is speaking in favor of it at the various municipal meetings.

"There are a number of reasons why the city should build a new home for the nurses," said Ald. McKay. "During the past five years the number of patients per year at the hospital has more than doubled, while the nursing staff has been trebled since 1904. There is accommodation for but 60 of the 180 nurses."

"These other nurses are housed in seven different buildings, and twenty are using rooms that could be occupied by patients. The hospital is losing \$5,000 a year by being forced to do this, and it costs \$3,500 to rent and heat the old Colborne street school and

the McClary home. The total cost is \$11,500, which is almost enough to take care of the debt issue and interest for a new home.

"Right now there are some of the nurses housed over the contagious wards and others are shut away in a dismal attic. The nurses see enough misery and suffering while on duty, and should come back to bright, cheerful quarters when their work is over for the day."

"It is under these conditions that they do their work. They get \$5 a month for their services the first two years, and hardly enough to keep them in shoe leather."

"These girls come out of homes where it is not necessary for them to work and earn their living. They feel it is their duty to lead a useful rather than an entirely social life. It is the duty of the citizens to see that the first two years they are housed at least, and that is the reason I am asking the people of London to support the bylaw and vote yes for the nurses' home."

MIDDLESEX IS SEEN AS DOHERTY'S AIM

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when the next battle of the polls comes it will be largely a case of the two old parties fighting it out.

Since the legislature met the Progressives have lost three members, Col. Carmichael and G. D. Sewell, who ran in the federal election and were beaten.

He told a letter he had from a minister in a little village in the West: "Dear Sir—The financial page of your magazine is well worth reading. I am sorry that I am not in a position to use it."

One of the thrills that comes to a magazine editor, Mr. McKenzie said, was the thought that some day he might say of a famous writer: "Hat I discovered him."

and Mr. Doherty, who has just resigned. With Beniah Bowman and Leslie Oke, who last session took a stand independent of the Progressive party, excluded, the Progressive party in the legislature is now reduced to a dozen.

Mr. Doherty led the Progressives the first session after the provincial election in 1923, but he afterwards relinquished the position, and Hon. W. F. Raney led the party last session.

The expectation of many political observers is that before next election there will be a realignment of parties in provincial politics.

Hon. J. F. Thompson, speaker of the legislature, this morning received Mr. Doherty's letter of resignation, this being of a formal nature.

ALWAYS CONSERVATIVE.
Special To The Advertiser.
By Staff Reporter.

Toronto, Nov. 27.—Hon. Manning Doherty, minister of agriculture under the Drury regime, and former Progressive leader in the provincial house in 1924, has resigned from his seat at Queen's Park, where he represented East Kent as a Progressive in order that he may support the Conservatives in federal politics.

In a long statement issued to his electors, Hon. Mr. Doherty says his favoring of co-operative marketing of farm products and of protection, leads him to support Hon. Arthur Meighen, who also favors these points.

In connection with Mr. Doherty's change of political party, it must be remembered that he was originally a supporter of the Conservative party, and even under the Progressives, he always favored protection.

Drury Not Surprised.
"The action of Mr. Doherty at the present time comes as no very great surprise," says Hon. E. C. Drury, former premier of Ontario, in which province Mr. Doherty was minister of agriculture.

"It is well-known that he never supported the anti-protectionist policy of the Progressive party, and it is only natural that that question becoming acute in federal politics, that he should assert himself as he has done on this point."

"In doing so I have no doubt of his absolute sincerity. It is well to remember, however, that whatever are his private views in this question, he is the platform of the Progressive party and of the farmers' organizations from which this party originated, has for many years been uncompromisingly hostile to the principle of protection. Mr. Doherty's action in no way affects the attitude of the Progressive party, nor of the farmers' organizations."

Hon. W. E. Raney, former attorney-general when Mr. Doherty was in the provincial cabinet and leader of the provincial Progressives since Mr. Doherty relinquished the reins after the 1924 session, said: "Mr. Doherty's resignation is not a complete surprise to me, because he told me about it yesterday. I had no inkling of it before that."

He adds: "I have no doubt of Mr. Doherty's absolute sincerity and that with his views he shows a high sense of his responsibilities to his electors by declining to sit as their representative when his views on federal questions may differ from theirs."

FARRAR SERIOUSLY ILL.
Associated Press Despatch.
Hartford, Conn., Nov. 27.—Miss Geraldine Farrar, star of the opera, Romany Love Spell, who on Wednesday was forced to cancel her engagements for the next four weeks at least because of a breakdown in her health, was still seriously ill at her hotel here last night.

With London's Travellers

News of Interest About Salesmen and Their City Organization.



FRED S. OAKDEN.

One of the prime factors in the development and the success of the local council of the U. C. T. is the outstanding work which has been accomplished by the senior councillor, Fred S. Oakden. With the inception of the local organization, which is affiliated with the U. C. T. of America, in 1921, Mr. Oakden was one of the sixteen charter members. During the four years which have passed since that time, his greatest interest has been in the promotion of the council activities, and he is today one of the prime movers in the campaign for a new travellers' home in London.

Realizing the benefit to be derived from residing in the "hub" of his field of business, Mr. Oakden, formerly of Toronto, and Western Ontario representative of the J. & P. Coates Company, thread manufacturers, took up his residence in London some six years ago.

If more travellers could only experience the advantages of living in this city while working the Western Ontario territory, our drummer population would be considerably increased, stated Mr. Oakden, who is a splendid example of a commercial center, and in his opinion this district cannot produce an equal.

Served in Artillery.
During the great war Mr. Oakden served for four years with the Canadian Field Artillery in England and France, after joining the 48th Battery of Toronto. He has for many years been a member of the Commercial Travellers Association, and is known throughout his territory as a "go-getter," with abundance of ability and initiative.

According to Mr. Oakden any success which he may have attained as a commercial traveller is due to the story which he keeps continually before him, that of the pawbroker and the fur coat, which he received by close contact with a skunk, the owner was successful in selling it to a pawbroker of some repute. Shortly afterward a proper, speculative customer, on looking the coat over, was favorably impressed with the appearance, price and fit, and was on the point of purchasing it when he detected the disagreeable odor. On mentioning this fact to the pawbroker, the pawbroker, visioning a lost sale, excitedly offered the following: "No, no, the coat's all right, the coat's all right. It's not the coat that smells—it's me!"

Ballots are now being distributed among the Ontario commercial travellers for the election of the new executive. A record vote is expected to be polled, and an interesting election is anticipated.

Every traveller has the privilege of using the advance poll for municipal elections if necessary, and the local officials are anxious that as many as possible make use of it, and prove that it is a necessity.

W. Bendie, a popular young traveller, had the misfortune to break his wrist while cranking his car recently.

The ladies auxiliary, which was recently organized in connection with the London Council of the U. C. T., is holding its first meeting on Saturday, Dec. 5.

(This column will be devoted each Friday to activities of the Commercial Travellers Association.)

GLEANNERS CLUB.
The first meeting of the Gleaners club of Centennial United church was held recently, when the following officers were elected: Honorary president, Mrs. Dowdell; president, Miss Leona Patton; secretary-treasurer, Miss Anna Dean; press reporter, Miss Margaret Thompson. It was decided to hold the regular meetings of the club on the first Monday of each month. There was a large attendance.

PUPILS PITFULLY WEAK IN ENGLISH

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attention on the problem in hand; that the pupil of today does not know how to study, and that the pupil of today is not efficient in the use of the English language.

"One of the difficulties in preventing the pupils from devoting their whole attention to the problem in hand," declared Mr. Littleproud, "is the spirit of the age, the daze of the movies, the whirl of the automobile, the clamor of the dance hall, and the thrill of constant pleasure."

"I am not condemning the movie, the automobile, the pleasure-seeking on 'block,'" pursued Mr. Littleproud, "but I would bespeak temperance in all things. With an imagination constantly tickled by the unreal, stimulated with excitement, and too often unhampered by parental control, such a child finds it rather disagreeable to tune in on a different wave length in the school room."

Hard to Adjust.
"Division of decimals, the conjugation of a Latin verb, or the one hundred years' war, become equally unwelcome. And, if the aim of education is the adjustment of the individual to the life in which he must participate, then our problem is certainly no light one."

"Our pupils do not know how to speak the English language fluently, nor to write it accurately, nor always to interpret it accurately. It is given place in our elementary school classes in speaking, reading, grammar, composition, and literature, and this is enlarged upon in the secondary schools, and yet we find the primary school lamentably decrepit in the king's English, and from the secondary schools with results that are pitiful in the extreme."

The world today is looking to the English-speaking part of the world not only for leadership, but for a solution of its pressing economic, social, and industrial problems. The culture, refinement, genius, ideals and aspirations of the English-speaking world form a constraining appeal and a hopeful vision for the rest of mankind.

"Yet these can spread among our own people and reach our neighbors only through the English language, and that well spoken, and well understood, to appeal to the teachers to increase our efforts, to multiply our earnestness, and to intensify our activities, that the pupils of today may be able to do so. They will bid adieu to books of learning, they will close their doors to the processes of investigation, and they will drift into the mercantile, industrial, and the social, world, never to rise above the mediocre."

Big Advance.
"As the limousine has surpassed the buckboard in vehicular progression," concluded Mr. Littleproud, "so the educational process of today is a wonderful advancement over that in vogue in the little red schoolhouse 40 years ago. Yet we must not be deceived by the splendor of a clover suit. There is a brighter meridian ahead, a non-tide of achievement, to which we must advance, because the present, as I have outlined, is so marred by weaknesses and serious limitations."

E. E. Gibbs, Chesley avenue school, and Edward Wyatt, St. George's school, proposed A. O'Neill, B.A., principal of the east collegiate and the new Sir Adam Beck collegiate institute, as the president of the institute, but Mr. O'Neill asked to have his name withdrawn, and the institute finally acquiesced in his request.

The executive committee will name an advisory committee to consist of four members to assist in the conduct of the institute's affairs during the coming year.

The institute adopted by a standing vote a resolution proposed by Miss Sarah Lawrence, Empress avenue school, of condolence with the families of three teachers who had died during the past year.

The institute then resolved itself into departments for primary schools, secondary schools and for primary and kindergarten, and discussed problems peculiar to their own departments.

ELMWOOD THANKOFFERING.
The thankoffering meeting of the W. M. S. and Kilmour girls' auxiliary of Elmwood avenue Presbyterian church was held this week in the church home, with Mrs. W. E. Kelly presiding. The scripture was read by Mrs. M. J. Maitland, and Miss Gladys Stewart was in charge of the music. Mrs. Soutar contributed a very pleasing vocal solo, accompanied by Miss Margaret McLeish. Rev. F. W. Gilmore gave an address on "The Untended Mission Fields." The speaker emphasized the fact that the Presbyterian church is a missionary church, and enlarged upon the work of evangelists waiting to be done and that the church of today has a great cause for preaching the gospel. Mrs. Gilmore gave a missionary story in answer to an appeal from northern Ontario, the last service in the church home, and warm clothing to be sent there. The thankoffering amounted to \$50 for the mission fund of the London presbytery.

Planets Venus and Jupiter Coincide Tonight In Vision of Londoners

With a clear sky tonight Londoners will have the opportunity of seeing a very interesting and somewhat unusual sight. Venus and Jupiter, two of the brightest planets, will come into such positions in their respective orbits around the sun that they will appear to be on a direct line in the heavens. Venus, which is far the more rapid in the covering of its course around the

sun, while Jupiter takes twelve years to revolve around that same orb. Tonight Venus is between earth and the sun and Jupiter is far on the other side, and their alignment as seen by man is such as to put them on the same line in the southwestern part of the sky. To astronomer this peculiarity is known as the conjunction of Venus and Jupiter, and although it is not classed as a phenomenon it is sufficiently rare and interesting to cause a remark in astronomical circles.

QUALITY JEWELRY ON CREDIT!

At Christmas time we all try to make our money go a long way, yet we do not want to give a cheap gift. That is where our dignified credit terms play a big part. Here you can select the finest gift and pay only a small deposit down and then make arrangements to take care of the balance next year. A visit to our store will prove to your satisfaction that we do not charge one cent more when we sell on credit.

WATCHES

Ladies'
14-Jewel, in white or green gold-filled case... \$7.95
A dandy Wrist Watch at a low price... \$10.00
In white or green gold-filled case... \$12.50
Various shapes, with dependable movement... \$15.00
White gold, guaranteed movement... \$18.00
14k white and green gold in all the new shapes... \$22.50
An Elgin Ribbon Strap Watch... \$28.00
Elgin in white or green cases... \$35.00
Elgin or Gruen... \$40.00 Up

WATCHES

Gents'
15-Jewel, in white or green gold-filled case... \$12.95
A dandy Wrist Watch at a low price... \$15.00
In white or green gold-filled case... \$20.00
A high-grade Elgin... \$25.00
Watch... \$35.00
Gruen... \$45.00
The famous Gruen pentagon... \$75.00

GENTS' CUFF LINKS

Gold-filled, pair... \$1.00 to \$5.00
10k Gold Links, pair... \$5.00 to \$10.00
Diamond Set Links, pair... \$25.00 to \$35.00

GENTS' WATCH CHAINS

Gold-filled... \$2.00 to \$7.00
10k... \$8.00 to \$15.00
14k... \$12.00 to \$25.00

WALDEMAR KNIVES

\$1.50, \$2.00, \$3.00, \$5.00, \$8.00

TIEPINS

14k gold... \$3.00 to \$10.00
Diamond Set... \$10.00 Up

DIAMONDS

Perfect, set in 14k white or green gold... \$25.00
Blue white, in a very pretty green gold setting... \$30.00
Three stones, ruby and sapphire... \$35.00
Perfect Diamond mounting in white or green setting... \$40.00
Perfect Diamond in 18k Tiffany or box setting... \$50.00
Blue white in white or green gold genuine orange blossom setting... \$75.00
A nice variety of styles of settings... \$85.00
Perfect settings at... \$100.00
Blue white in green... \$150.00
18k Genuine Orange Blossom... \$200.00
Perfect gem in a lovely setting... \$275.00
Blue white in green... \$400.00

FRENCH IVORY SETS

Three-Piece Ivory Sets... \$8.75, \$12.50, \$13.50, \$15.00, \$17.00, \$22.00, \$28.00

FRENCH IVORY CLOCKS

\$3.00, \$4.00, \$4.90, \$6.00, \$8.00

GENTS' Military Brushes, in leather case

\$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$12.00 each

Delta Pearls

\$7.50, \$9.00, \$10.00, \$15.00 to \$35.00

Cigarette Cases

\$1.50, \$3.00, \$4.00, \$5.00, \$10.00

Mesh Bags, Whiting & Davis

\$3.00, \$4.00, \$5.00, \$6.00, \$8.00, \$10.00, \$12.00, \$15.00, \$18.00

CHINA

Dinner Sets... \$30.00 to \$75.00
China Gifts at prices... 50c Up

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JOHNSTON BROS.

214 Dundas Street CASH OR CREDIT Opp. City Gas Office

Quality Clothing Sold on Terms By J. M. Fink

The day of worrying and fretting about not having quality clothing is gone. When the need for a new suit or dress or coat arises and when capital on hand is at low ebb, often distressing circumstances and conditions arise which make the days dull and uninteresting, provided you do not know of the deferred payment plan of J. M. Fink, 751 Dundas street, opposite English street.

Mr. Fink says for you to forget your worries and see him when you want clothing. His stock is exceptionally fine, the styles are always up to the minute and, in addition, any article of merchandise may be obtained on the credit plan.

Make a small deposit and arrange with Mr. Fink for convenient weekly payments. That is all that is necessary. You may take the clothing home with you and wear it while you pay for it. That is a convenience that in no way places any great burden on the purchaser. Capital is protected, for the payments are made out of income.

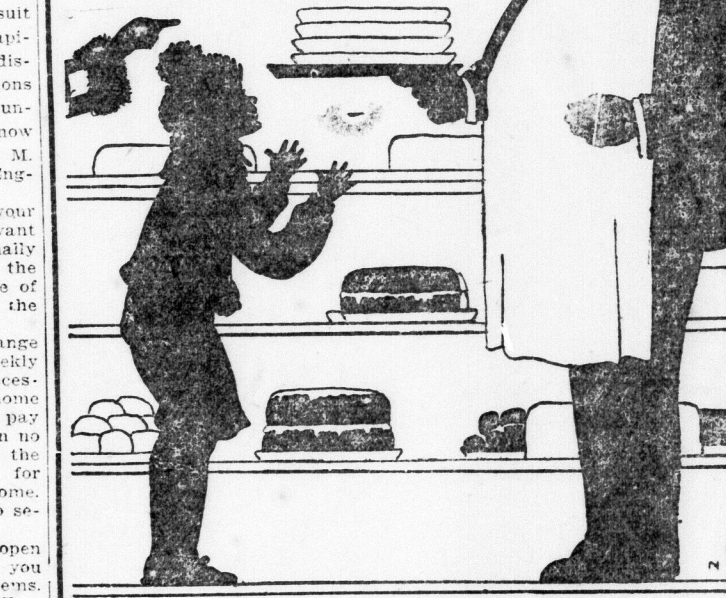
Right now is an excellent time to secure a new outfit for the winter. J. M. Fink, who keeps his shop open evenings, will be pleased to meet you and discuss your clothing problems. This shop, one of the nearest in East London, is in no way connected with any other enterprise.

Real Service Is Given At Shops Of Wolf Bros., Ltd.

Wolfs Ladies' Shop, at 372 Dundas street, and Wolfs Men's Shop, at 346 Dundas street, the business of which is carried on under the firm name Wolf Bros., Limited, sell only quality merchandise, paying particular attention to good taste and exceptionally fine fit. J. Wolf, who has charge of the men's shop, and T. Wolf, who looks after the business of the ladies' shop, are both well known to residents of London and district. They have a reputation of fair dealing and providing a most efficient and reliable service.

In a statement made public by T. Wolf it is pointed out that the "same policies as have prevailed at the ladies' store will prevail also at the men's store. We will also sell quality merchandise, charging a fair price only, extending time payments to our customers, if desired, at no extra cost and

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CITY GAS CO. OF LONDON

Commercial Department PHONE 835 213 DUNDAS STREET.

treat everyone with the utmost consideration. Everyone appreciates wearing good clothing, but often the situation arises that it is inconvenient to pay out from \$35 to \$65 at one time. This condition can be circumvented by using the "payment out of income" plan which is in effect at Wolf Bros., Limited, stores. Investigate the service which these brothers place at your disposal. You will find the plan well worth entertaining.

CASH or CREDIT The Price is the Same

Charge your clothes at J. M. Fink's, the Family Clothier. No interest, no extra charge. Easy terms of payment. We feature Ladies' and Gents' Clothing of very best materials and up-to-the-minute styles, yet very reasonable prices. Come to our store and convince yourself.

J. M. FINK

The Family Clothier. 751 Dundas Street. Phone 1429. Open Evenings.

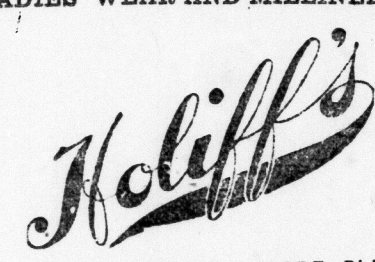


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Don't use your bank account to dress on—use ours. Select your garment and pay a little each week and you will always dress well. Coats, Dresses and Millinery at lowest prices, in the latest styles.

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Success Breeds Imitation

Our dignified Credit Plan has been so successful that others are trying to imitate us. But they cannot imitate our service, the individual attention that we give to each customer, the quality of merchandise that we carry, and positively will not imitate our fair and honest prices.

Deal with the leaders and be sure of satisfaction.

WOLFS two shops for men and women enable everyone to wear and enjoy good clothes.

OPEN AN ACCOUNT TODAY AT EITHER STORE. Ladies' Coats, Dresses and Fur Coats—Men's and Young Men's Suits and Overcoats—Boys' Suits and Overcoats. "Styles that are a little different."

WOLFS Men's Shop

346 DUNDAS STREET. 372 DUNDAS STREET. Between Waterloo and Colborne Streets. Open Evenings.

WOLFS Ladies' Shop

346 DUNDAS STREET. 372 DUNDAS STREET. Between Waterloo and Colborne Streets. Open Evenings.