

CANADIAN FLAX INDUSTRY SOON TO LEAD WORLD

S. Frank Glass Believes Existing Drawbacks Will Be Overcome.

NEW MACHINERY TO AID

More Labor-Saving Devices Will Combat European Cheaper Production.

Canada possesses not only ideal climatic conditions, but the proper soil as well, for successful flax cultivation on a real extensive basis. Why, then, should she not in the course of time assume her place among the leaders in this respect?

So questions S. Frank Glass, ex-M.P., whose strenuous efforts in the House of Commons at Ottawa asking more attention to this important but seemingly almost forgotten industry are well known to interested persons, not only in Western Ontario, but throughout the Dominion.

"There is absolutely no valid reason," continues Mr. Glass, "why Canada should accept any inferior position with the other flax producing countries of the world. Canada has been exporting flax fibre of excellent quality for years, and Canadians, in turn, have been purchasing the product of Irish and other European flax mills in the form of sewing thread, cords, weaving yarns, towelling and other linen articles, to the value of several million dollars a year, without realizing, no doubt, that a large proportion of the same had its origin in flax from Ontario's fields."

Drawbacks Exist.

There are two rather important drawbacks, Mr. Glass points out, however, in the flax industry in this country. First, the Canadian producer to date appears to have been unable to handle his product to such an appreciable degree as is done in Europe, and, secondly, the labor problem figures to a large extent in the local situation. The Canadian flax growers cannot compete with the Russian growers, for example. The cultivation of flax for fibre is not a brand-new venture in Canada by means, Mr. Glass points out. Authoritative records reveal the fact that the earliest French settlers on this continent brought with them the seed of the flax plant as early as the year A.D. 1617, and some years later, a few miles below the present city of Quebec, was established the first experimental farm. From that time until the present, farmers in that district have been continually growing flax for fibre, but in a small way.

Southwest Leads.

To the southwest corner of Ontario, however, goes the credit for flax production for fibre on an extensive scale, and the product (scutched fibre) has found its market largely in the thread and twine mills of the Eastern States. The limitations of the American markets and competition with coarser Russian fibre did not lend sufficient encouragement for any extensive increase in production, however, and the industry during the first half century preceding the outbreak of the war did not give promise to growers of attaining an importance that would justify extending production.

At the outbreak of the war there were only nine flax scutching mills in operation, and the total acreage under cultivation had shrunk to less than 1,400 acres, all of which was grown in two or three counties of Western Ontario, Middlesex, Huron, Perth, Waterloo and London.

Organize Association.

From an early appreciation by Canadian growers after 1914 of the fast-diminishing supplies from Russia, France, Belgium and Germany, they developed among themselves a spirit for co-operation and organization, and in the early summer of 1915 the Canadian Flax Growers' Association came into existence. This body still functions, and only last week met in London to view the latest model of machinery that may be used for the handling of the flax.

It is interesting to note that, as a result of the stimulus rendered the industry by the Dominion government during the war, coupled with the rising values for the product in the world markets, the acreage under cultivation increased from 1,400 to more than 10,000, while the number of flax mills

Meighen To Continue in Office "For a Period."

OTTAWA, Dec. 18.—(By Canadian Press.)—No announcement is yet forthcoming as to the date of resignation of the present government. Premier Meighen's resignation was placed in the hands of the governor-general some days ago, but has not been accepted yet. A statement issued today reads:

"Mr. Meighen has been asked when his resignation as prime minister was to be expected. He stated this afternoon that some days ago the same had been tendered to his excellency the governor-general, but that his excellency, after consultation with the Hon. Mackenzie King, had requested the present government to continue in office for a limited period."

had likewise grown in number from 5 to 54.

Reaction Feared.

The termination of the war naturally caused some anxiety among the growers lest a reaction in European markets might seriously impair the continuity of the new markets which hostilities had developed and also cause a serious slump in prices. Experience has shown that these fears were greatly overestimated. The depletion of stocks throughout the world has reduced supplies throughout the world to a point, that is generally conceded, it will take some years to catch up with the demand for flax fibre. Although the high prices that were reached were abnormal and cannot reasonably remain as they are, the fact remains that the exigencies of war have to some extent forced upon the Canadian growers the immense possibilities that lie directly ahead in the development of this industry.

We must not content ourselves," says Mr. Glass, "with merely producing fibre, but rather extend our operations, so that the spinning of yarns and the weaving of linens may be embraced in our industrial activities, and not until we do this can we hope to obtain to the full the economic benefits that will accrue."

Government To Aid.

The Dominion government expects, Mr. Glass says, to be able to materially aid the flax growers in their methods of handling their product. At this moment experts are in Europe visiting the various flax-producing countries, noting the different processes and viewing the machines that are in use. Returning to Canada, it is the intention of the government to compare the European methods and machinery with the Canadian and between the two arrive at some definite conclusion as to what will be really the most applicable here.

That more suitable machinery will solve the great labor problem in Canada as it affects the flax enterprise is Mr. Glass' contention. In normal times, he says, it is practically impossible to compete with any degree of satisfaction with the European grower by reason of the cheaper help. As an instance, before the war Russia produced exactly 92 per cent of the world's supply. With the introduction of modern machinery, however, Mr. Glass as well as the flaxgrowers, is confident that this can be overcome to an appreciable degree.

Plan Export Trade.

In the meanwhile, it is explained, while the Canadian mills have temporarily suspended their weaving and spinning plans, the growing and developing of the better grades of flax fibre by means of careful seed selection, modern scientific methods of retting, improved scutching and careful grading is being carried persistently forward. This is a sure foundation upon which, in due time, all other things being equal, a great export business to the leading flax centres of Great Britain, Ireland, Belgium, France and the United States will be developed.

While it may be accepted that Russia will never revert to the old system of forced flax cultivation and low prices that cannot possibly be met here under the old standards, it is equally true, experts declare, that Canada must necessarily pit brain against brawn, chemistry against crudity and science and machinery against hand labor.

In no other way, they assert frankly, is it possible to neutralize the abnormally cheap product of Russia or build up the great flax growing and manufacturing industry which is Canada's unappropriated birthright.

WHO'LL TAKE THE JOB?

Maids and Emigrants. The village of Sandwich wants a town crier at a salary of \$5 a year. The village will furnish the cap and bell.

ROSS WINS IN N. OXFORD BY BIG PLURALITY

Former Strong Grit Constituency Swings Over To Progressive Ranks.

LIBERALS DISORGANIZED

[Special to The Advertiser.]

WOODSTOCK, Dec. 19.—The good old Liberal constituency of North Oxford today broke away from a string of Liberal victories dating back 50 years and elected a supporter of Premier Drury in the person of David M. Ross, who carried the riding by a majority of 1,302. It was a sweeping victory, and the victor led the poll in every township in the riding, also the village of Embro. Mr. Day's only victory came in Woodstock and Tavistock. In the riding led by 1,272 and in Tavistock had 229 majority. But this was soon wiped out by the returns from a few of the outside points.

The disaster to the Liberal candidate today can be attributed to many causes. First of all the Liberals were up against a hard proposition in not having an organization, while there is no disputing the fact that Mr. Ross had a splendid organization, polling his cabinet for nearly a whole week, and few districts were missed where the premier and his colleague not only spoke but worked a systematic canvass.

The U. F. O. clubs and the women's clubs added their bit, and in every district where there was a club the returns show a vote of perhaps 90 per cent of the total for Ross.

Liberals Disorganized.

Then again the Liberals were in a disorganized condition. For some reason or other they did not seem to carry Mr. Day with anything like the energy they displayed in their methods of handling the federal election, and in fact, really little or no effort was made to organize either in the city or county. Mr. Day evidently depended on the Liberal executive and the latter did not respond, not at least in the way it was expected they would with so much at stake. In some of the polling divisions in the city it was hard to secure scrutineers and other workers, probably because it was left until the last minute.

The fact that W. W. Day kept out of the federal election fight for Dr. Sinclair, and remained neutral during the campaign, worked to his disadvantage. There was a persistent rumor that Mr. Day was a supporter of E. W. Nesbitt, the federal Conservative candidate, and this no doubt lost him votes, for many who worked hard for the election of Dr. Sinclair were today found idle, simply casting their votes. The independent Conservative candidate, Homer H. Neely, who helped along the work of the U. F. O. for the 954 votes he polled, 50 per cent would have undoubtedly gone for Day. In his campaign Neely accused the Catholic vote of swinging for Ross, and this only tended to secure for Ross many sympathy votes on this score.

Celebrate Victory.

Tonight the farmers of the country and their city friends celebrated the victory in good style and with their candidate in an auto paraded the streets in autos and sleighs.

As an evidence of the strength of the U. F. O. in the county a review of some polling sub-division results might be interesting. Out in East Zorra, the township adjoining the city, Mr. Ross polled in No. 1 division no less than 211 votes to Mr. Day's 38. Then back in Mr. Ross' own township, West Zorra, No. 3 division gave its native son 234 votes to the Liberal's 20. In Mr. Day's own township, East Nissouri, Mr. Ross triumphed by a good majority in no less than seven out of the eight polling divisions. Mr. Neely's vote outside of Woodstock amounted to only 230.

Poll by Township			
Woodstock	Day	Neely	Ross
1991	724	718	
East Nissouri	379	24	703
West Zorra	121	11	851
Blainford	89	9	872
Embro	291	76	960
Tavistock	65	1	165
East Zorra	265	28	45
	173	59	873
Totals	3384	954	4687

UGLIEST INDIAN GETS SCORES OF PROPOSALS

MEXICO CITY, Dec. 19.—Beauty contests are held frequently, but students at the national university recently held a contest to discover the ugliest Indian in Mexico. Jesus Menije won without a struggle. Despite his handicap, he is said to have received countless dozens of proposals of marriage from "adoring readers" ever since his photograph was published in the Mexico City newspapers.

MEXICO COTTON CROP NOW BELOW NORMAL

MEXICO CITY, Dec. 20.—Mexico's cotton crop this year will not be more than 80,000 bales as compared to a normal, annual crop of 125,000 bales, according to recent estimates. The decrease is said to be the result of the determination of growers in the Laguna district, where the bulk of the crop is produced, not to cultivate their fields until market prices are higher.

DIED AFTER LONG ILLNESS.

SEAFORTH, Dec. 19.—The death took place after a protracted illness at her residence, Centre street, Saturday, of Catharine McMillan, relict of the late Simon McKenzie of Tuckersmith, in her 91st year. Mrs. McKenzie was born near New Glasgow, Nova Scotia, in 1831, and taught school for three years in Brucefield, afterward residing in London. In 1862 she was married to the late Simon McKenzie, and came to reside on the second concession of Tuckersmith, where she lived until retiring to Seaforth with her daughter, about four years ago. She is survived by two sons, A. W. McKenzie of Winnipeg, S. McKenzie of Edmonton, and two daughters, Mrs. J. M. Thompson of Elgin, Illinois, and Mary E., at home. The funeral will take place on Tuesday. Interment will be made in Baird's Cemetery, Brucefield.

Judge J. A. Jackson of Lethbridge, Alberta, is a Yuletide guest at his home here. While in Toronto on his way to Seaforth he was made president of the Canadian Athletic Association.

A Remedy For Piles.

PAZO OINTMENT is a guaranteed remedy for Itching, Blind, Bleeding or Protruding Piles. Instantly relieves Itching Piles; etc. Made in Canada. Adv.

Days of Increased Efficiency

In ---
Store Service

SHOP IN THE MORNING.

Is everything being done at this store to help our people?—Is our daily inquiry. Our greatest concern these days is for promptness, courtesy and intelligence of our helpers, for the better service of our people.

Everyone is doing their best, working at higher speed, but with the perfection of a well-cared-for machine—endeavoring to do their task right, and at the right time. All ready at our posts to assist you in your Christmas shopping.

STORE CLOSING TODAY AT 5:30.

The Christmas Furs



As far as women are concerned we cannot think of a gift that is so sure to meet with unbounded enthusiasm as, for instance, a fur coat. We will be glad to guide you, Mr. Husband or Father, in the selection of this gift. The furs offered at this store are known furs; they are fully guaranteed and give satisfactory wear, and to be the furs represented.

Your Choice of These---

Electric Seal (French-Dyed Belgian Hare), trimmed with squirrel, Alaska, sable, beaver, Australian opossum, ringtail opossum with large self collars, belted, slashed pockets, lined with good quality poplins or radium and pussy willow silks. Prices.....\$155.00, \$165.00, \$175.00, \$195.00 and \$210.00

Muskrat Coats, with large seal collars and cuffs, with or without banding, poplin lined\$135.00, \$142.00 to \$200.00

Hudson Seal Coats (dyed and sheared muskrat), lined with Swiss pussy willows, or rich brocade, trimmed with Alaska sable, beaver, grey squirrel or self collars, lengths 36 to 40 inches. Prices....\$365.00, \$385.00, \$400.00 to \$500.00

Also Coats in beaver, beaverne and M. ermot.

If Puzzled Give This A Merchandise Certificate

Merchandise Certificate
No. This Certifies that there has been deposited to the credit of Dollars \$.....
said sum to be used for the purpose of merchandise in any section of the store.
Not Subject to Refund. For
SMALLMAN & INGRAM

For the busy office man or employer who has no time for gift-hunting, fill in for any amount, and the recipient will do the choosing. If not convenient to come in, phone your order.

New Chenille Sport Hats

Very new and different are these becoming little hats, made of chenille braid on soft flexible foundations, and the colors are so bright and pretty, with furs or woolen sports togs.

Colors of old rose, black with orange, scarab blue, bright orange, red, sand and henna. Only one of each style to choose from. Moderately priced \$12.00

These are new. See them.

SWEETENS THE ATMOSPHERE

Vantine's Incense Burners produce a delightful fragrance which is diffused throughout the home. Prices ranging from 75c to \$12.50

Incense, in powder or pyramid form. Odors, sandalwood, wis-

taria, rose and violet. Prices, package 35c and 75c

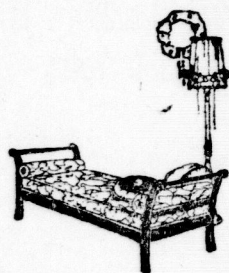
At the Toilet Counter.

List Received—

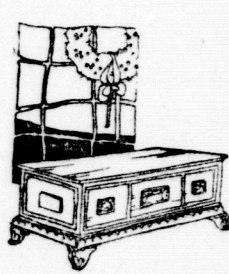
Lias de Rigaud Perfumes. \$4 oz.

Rigaud Un Air Embaume. \$4 oz.

For the Home



A useful list of gifts for the home which may be selected from stock or made to your order.



Chesterfield Cushions, in colors of rose, blue, green, brown, terra, mulberry or taupe, at \$6.50 and \$8.00 each

Hassocks, in plain colors or tapestry, 16 inches in diameter, at \$4.50 to \$10.50 each

Table Runners, in velour, with tapestry borders or centers, for the living-room table..... \$6.00 to \$7.50 each

Bedroom Boxes, chintz covered, 42 inches long, 21 inches wide and 14 inches high, at \$13.50 and \$14.50 each

Bedroom Boxes, with arms, same size as above; covered in chintz \$16.00 and \$17.00 each

Heavy Tapestry Runners and Mats \$3.75 to \$6.00 each

Silk Tapestry Runners, in handsome color combinations at \$6.50 and \$8.50 each

Bedroom Box Chairs, just the thing for the small bedroom; seat lifts, and you have a place for all shoes, handy and out of the way; this is a new idea, and will be a popular one. \$11.00 each up

Side Curtains and Valances, made to your order, for any style room, in chintz, poplin, casement cloth, madras, velour or shadow cloth \$5.75 set upwards

Velour Portieres made to your order, lined with velour, poplin, shadow cloth, chintz, repp, casement cloth, at \$32.50 pair upwards

HANDKERCHIEF LINEN

Just received in white and range of colors. At Linen Counter—Main Aisle.

SMALLMAN & INGRAM LIMITED

Fashion Talks Over the Tea Cups

AND now Velvet and Fur disport themselves as the most luxurious thing in Negligees!

A Duveltyne Bag will court good company with the Duveltyne Coat.

"FELT," says the newest bedroom sandal, and immediately lets its comfort be felt.

PARSIAN Perfumes have come down from their "you-can't-buy-me" pedestal, and now suggest themselves as inexpensive Christmas gifts.

EACH costume must have its necklace, a s a y a Parla, but for new Jet Necklaces goes with all costumes, and so makes an all-round gift.

WHEN costumes become very much tailored, the Vestee abandons lace and plays its part in Kid-Colors Kid, too.

FOR the Christmas House—the color of a Japanese Bowl and the fragrance of the Hyacinth blossom.

PETTICOATS are in again, in Satin and Silk, with elastic tops that slip over the head.

WHAT could be more, smarter, or more useful than a snug, brushed wool scarf with a clannish colors?

A WHISP of a colored, sporty handkerchief completes sports frock, with a many-striped border.

LAMPS that give the color to old corners—What could be more acceptable to the woman who loves her home?

NEW Silk Stockings are the "color of nothing at all," but we'll add there is nothing at all which will better please the heart of the fashionably-shod woman.

THE Chinese sleeve has a turned the unromantic overhouse into a decidedly festive affair.

TO show that it can be just as becoming in smaller pieces. Fur has turned itself into high, snug collars and round, warm muffs, that fit in Christmas purses.

"HIS MASTER'S VOICE" Christmas Records now on sale. Hear them on a Victor.—Third Floor.

MAVIS

Does Your Face Powder Do This?

MAVIS face powder does two remarkable things. IT PROTECTS THE SKIN AND AT THE SAME TIME GIVES IT BEAUTY. MAVIS users are not troubled with clogged pores and coarsened texture. MAVIS clings because it is fine and carefully prepared. Lastingly fragrant with MAVIS perfume. White, flesh, rose and rachel and the new duo tint.

FACE POWDER 75c

MAVIS TOILETRIES

Talcum Powder 4.35	Extract 75
Face Powder . . . 75	Extract 1.75
Cold Cream 75	Toilet Water 1.75
Lotion 1.75	Sachet 1.75
Manicure Sets . . . 2.50	Toilet Sets 2.50, 5.00 and 8.50

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