olmes

E YOUR ORT FOR

Vard 2

nfluence

ited for

Ward 1

V OF



VOL. VII, NO. 11

NATIONAL NEGRO WEEKLY TO THE INTERESTS OF THE DARKER RACES

LONDON, ONT., DEC. 17, 1936

# The Message Of Christmas

By the Rev. W. Constantine Perry, Chatham, Ontario

As the gracious and hallowed season of Christmas approaches, I accept it as a pleasure at the request of the Editor of the Dawn of Tomorrow, to send you its readers, this brief Christmas message. I doubt if there has ever been a time in the history of the world when the application of the Christmas message justifies its adoption as it does now.

It is regretable that the Christmas of 1936 will again appear finding the world in a more critical and fearful state than it was a year ago, due to the continued economic condition, plus the anxiety and fear of an impending world war. In a recent broadcast of mine, I spoke on the subject-"Are Christians justified in Praying for Universal Peace?" Or are they justified in expecting from God who is the One to whom prayers are made, an answer in the affirmative. I contended that while we all would like to have this universal peace, such an experience will never be the outcome until the causes of war are destroyed. "Wars," I said, "are effects of causes, and if the causes are not rooted out, the effect will forever remain. The message of Christmas is that of 'peace and good-will to all men' which will eventually extend to 'an universal brotherhood' without which, there can be no universal peace.

Prior to the birth of our Lord two thousand years ago the world experienced a most complex situation as it is now experiencing. "That whole period was an hour and power of darkness" said Archbishop Trench. "We will wait," said Plato, in words almost herds of Bethlehem, "Behold I bring be realized now universally but in the practice of the following bit of history. Hence it was like a bolt from the blue to all men."



prophetic "till one shall come, he be- you good tidings of great joy which experience of the individual echoed in In 1428 during the war of the Rose ing a god or an inspired man, to teach shall be to all people, for unto to you the following words—"Peace like a while Orleans was under seige, the us in holy things and take the dark- is born this day in the city of David, river is flooding my soul, Since Christ English lords, history tells us, requestness from our eyes." Men were a Saviour which is Christ the Lord," my Saviour maketh me whole." blightly feeling out into the darkness with the musical accompaniment of If these causes of war are not re- hostilities, and let the usual celebration for some solution to solve the grave the heavenly choir "Glory to God in moved, I am afraid that the universal of Christmas Eve take place. This

announcement was made to the shep- anthem of the heavenly host, will not Lord Jesus Christ.

problems with which they were faced. highest and on earth, Peace, good-will peace for which so many are praying was agreed upon, filling the air with will never come till the kingdoms of the song of the minstrel and the sky bringing unprecedented joy when This peace which characterises the this world become the kingdoms of our music of the trumpets, instead of the

# ATLANTA GIRL GETS WELFARE POSITION

Atlanta, Ga., December - Miss Maudlea Norris, 1936 graduate of the Atlanta School of Social Work and well-known member of Atlanta's younger social and civic group, has been appointed visitor for the Child Welfare Association of Fulton and De Kalb counties. Miss Norris is the daughter of Mrs. N. T. Norris, who for a number of years was secretary of the First Congregational church of this city. She received the appointment on the recommendation of Forrester B. Washington, director of the Atlanta School of Social Work and on the basis of her training for and experience in the field of social work.

# Killers Given Life Sentences

Detroit, Mich.-Five member of the infamous Black Legion, a white organization, who slew Silas Coleman for a thrill, got life sentences from Judge Zile of Recorder's Court on Friday. Judge Zile commenting on the case, said: "It is hard to understand why you kill this man, who never had done anything to you and whom you did not even know."

While nations are talking and preparing for the outbreak of war, let us endeavour to remove from our individual hearts everything that would mar our own peace and happiness and the peace and happiness of others by the ed the French commanders to suspend discordant note of battle.

Published weekly in the interests of and for the Advancement of the having contentment of a good wife solored people of Canada.

J. F. JENKINS-56 Glenwood Ave., London Phone Fair. 1931-W

F. O. Stewart, Business Manager E. C. Jenkins, Advertising Manager. Subscription Rates

One year .....\$2.06 Six months ...... 1.25 Entered in the post office at London, Ont., as second class matter,

#### EDITORIAL

London, Out.

#### THE KING HAS GONE - GOD SAVE THE KING

Our beloved Edward, King of England has made his choice between Day was known to be made back in love and royal pomp and for the preent has gone into seclusion. He would andra; in he latter part of the 4th rather live as you and I and marry century Chrysostom a celebrated the one who seemingly all these years Greek father of the Church, born in he has scoured the countries looking Antioch about A.D. 344, speakes of for. While some would condemn him it as of great antiquity. At one time for turning his back on the throne. They must respect and honor him as different communions, but in the 4th a man who has courage to follow his century the Western Church fixed the convictions.

King Edward is bound to have an af- Christ's birth. The Eastern Church fect on the Empire's future. I think generally favored the sixth of Janas others, that under any other regime uary, but they gradually adopted the the English Crown will not be able to same date. hold as successfully the colonies under its allegiance for long. Particularly, held about this time, the Roman festiwe must be interested in the fate of val Brumalia—when it was believed the colored people of the British the sun to be born anew-have had a Empire especially in the acse of the West Indies.

they might be ceded to America in ex- Churches, special religous services change for War debts. United States are held for Christmas Day. has always had its eye on Bermuda | A Roman Catholic Priest may celeanl Jamaica as strategic points that brate three masses on Christmas Day. should be in American hands—as naval bases, rather than under a foreign power. Particularly is this es- vor its service, and devotion to others sential in view of the current Pan American Peace Conference and President Roosevelt's aim to keep war out of the Western Hemisphere.

tion of the West Indies is a very ser- us a Son is born, unto us a Child is ious one and people in the both Unit- given-His name shall be called Jesus ed States and in the Tropical Zone for He shall save His people from are divided in opinion as to whether their sins. Not only does this day fit or detriment of the people of those be born of a woman; but Heaven itself Colonies. America hitherto has not bowed to earth and its choir sang been too successful in her attempts at the first Glory Song. Instead of turncolonization—the histories of Cuba, ing the sacred day into a Feast Day— Haiti, Porto Rico and the Virgin Islands are not altogether compliment- Church to keep the feast a Holy Day

Edward, the Duke of Windsor, the new title bestowed on him, has visit- would be no God-man, so Mediator, no ed amongg the humblest of homes Sacrificial Lamb, no Vicarious Death, during hs reign as Prince of Wales no Redemption, no Regeneration, no and King of England and has won the Salvation, no Intercession, no hope of heart of the people, and will be wel- Heaven but a fearful looking for Judgcome wherever he choses to go. To ment to come. the Queen Mother Mary, we feel for All hail the spirit of Christmas time, her in her disappointment, having with its hearty co-operation of goodbuilt so much on her son. Along with will and cheer to all mankind. here other sadness we do, as every other mother, sympathize with her.

Baon of Tomorrow However, we feel that in time the wound will heal as King George VI carries on in his father's footsteps, and happy family and respect of the Empire. Let us wish for Edward, Duke of Windsor, happiness in his new sphere of life.

#### CHRISTMAS NOW AND THEN

A festival of the Christian Church, observed annually on Dec. 25th, in memory of the Birth of Christ, and The Dawn of Tome row Publishing Co celebrated by a particularly fitting Church Service.

Christmas carols, songs, descriptive of the birth of the Promised Child. (The Babe of Bethlehem), and incidents connected with it, are sung specially at Christmas.

The time when the festival was first observed is shrouded in mystery, but reference to this festival or Holy the 3rd century by Clement of Alexa diversity of days were observed by date as Dec. 25th, yet with on certain The unprecendented abdication of knowledge of the actual day of

Many belive that festivals already strong bearing on the question, however in the Roman Catholic, Greek, The probability again looms, that Anglican, Lutheran anl all Protestant

> Christendom through the world makes itself felt by its spiritual feron this Holy Day.

Our modern method of feasting sporting and wordly endeavor-do not strike the high note that so solemn The question of American assimila- and holy a day should vibrate. Unto such a move would be for the bene- portray the condescension of Jesus to a holiday-it is the business of the unto the Lord.

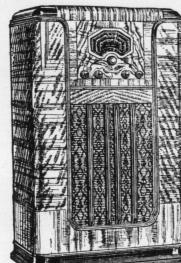
Without the birth of Jesus, there

Respectively, REV. T. H. JACKSON

# NO FUMBLING FOR FOREIGN STATIONS



# Vestinghouse



#### TUNES THEM INSTANTLY!

THE thrill of short-wave be-L comes very real when you can get the stations you want any time they're on the air . . . That's why the Westinghouse Air-Pilot is the most important contribution to radio in years. With the Westinghouse Air-Pilot a whole world of radio entertainment is permanently charted . . . and always at your fingertips. Just glance at the tuning log . . . set the controls . . . and there's your station accurately tuned in for perfect reception! No fumbling . . . No guesswork . . . No tedious

We'll gladly arrange a demonstration at your convenience.

\$89.50 up

Your trade-in accepted as \$54 down payment. 1st payment in January. As low as \$4.00 monthly



# LANGFORD'S

OPP. HOTEL LONDON

OPEN EVENINGS

See our Used Radio Dept. — Prices \$15, up 

The Men's and Boys' Store

LIMITED

156 Dundas St.

Metcalf 582

COMPLIMENTS OF

Artistic Ladies' Wear Limited

158 DUNDAS ST.

LONDON, ONT.

THURSDAY DE

LONE The Busy W he'd their elec irg Mrs. Jean dent.

A delightful h en for Olive Master Calvin home of Mrs. F ant ouse tant Airntly the





LONDON NOTES

he'd their election of officers elect- ill, very slight improvements have irg Mrs. Jean Meyers as new presi-been shown. dent.

home of Mrs. Fountaine.

We are sorry to report that Mr. F. | Mr. H. Turner was the guest of Brantford spent a delightful evening The Busy Workers Sewing Guild Harris of Trafalgar St. is critically Miss E. Jenkins over the week-end.

A delightful brthday party was giv- A re-organization of the B.M.E. en for Olive Fountaine age 1, and choir has been made with Mrs. L. Master Calvin Corsey age 11, at the Jones, choirmaster and pianist; Mrs. Jenkins, secretary-treasurer.

A delightful card party was given derson on Monday evening.

visiting friends on Tuesday.

Mr. J. Moxley of this city has acat the home of Mr. and Mrs. G. An-cepted a position in Toronto on the C.P.R. Co.

Logan McCurtis, Mr. L. Miller of Toronto over the week-end.

Mr. K. Moxley and W. Smith were Mr. and Mrs. B. Wilson, Jr., Mr. the guests of friends while visiting in

INGS

ONT.

#### ingenenen in der Angelen eine A CHRISTMAS NEARING

Once again the time is nearing When all Christians wish to sing, Noel songs and Christmas carols With a bright and happy ring. King and courtier, peer and peasant, Wealthy laird and weary wight, In the singing of the season Deem it pleasure to unite: Nor dare one say to another: "This sweet song is wholly mine!" Ranks are largely all forgotten When we come to Christmas Time What a unifying factor Is that Child's far-reaching birth, For it sets all Christians singing,

Near and far o'er all the earth!

Songs about the Babe called Jesus, To the world a new-born King The unnamed, yet famous shepherds Heard the holy angels sing, As their fleecy flocks they guarded In the open fields at night, When the moon, in charming splendor, Shed on them her mellow light, And the stars were beaming brightly In the arches of the sky, To those yeomen, doing duty, Heaven's songsters deigned to fly, With their songs of matchless beauty To those watchers, waiting long For the birth that then inspired Earth to an undying song.

Thus the world was started singing In that cherished night of old, When, in song, the humble shepherds Of the new-born Babe was told. Then they trudged off to the stable, By some inward guiding led, Where they found the world's Messiah, In His lowly manger bed. There they paid Him fitting homage, Being first the King to own, Who, though born in that lone stable, Came from heaven's peerless throne He our hearts hath won supremely, And delightedly we sing Songs of joy and admiration To our loved and wondrous King.

## HALE ELECTRIC

and the state of t

ELECTRICAL FIXTURES, APPLIANCES

Radios, Refigerators, Washing Machines — Ranges WIRING AND REPAIRS

See our Display of Modern Fixtures Floor, Table and Vanity Lamps

318 DUNDAS ST.

MET. 4422

### GIDDINGS LTD.

MANUFACTURING FURRIERS

EXTEND TO YOU

THE SEASON'S GREETINGS

196 Dundas St.

London

# **Evans Funeral Service**

2 Funeral Homes



"PUBLIC PREFERENCE

IS OUR

BEST REFERENCE"

EAST END BRANCH

NORTH END BRANCH

648 Hamilton Rd.

Central and Richmond

FAIR. 325

FOR BABY, DAUGHTER, SON, MOTHER. FATHER

GRANDMA and GRANDPA

AT THE DOWN TOWN

# Metropolitan

136 DUNDAS STREET

LONDON, ONT.

### Wall Paper Clearance

LIVING ROOM PAPERS is Floral Designs—REG. 20 and 25c SALE PRICE — 14c ROLL

ALL SUNWORTHY — OF COURSE

#### Chi-Namel, 4-Hour Enamel

May be brushed easily on Funriture, Wood Work, etc. -

1/2 PT. 60c — PT. 95c — QT. \$1.65

### London Paint Service

A Christmas Workers Guil-December 17th The children toys, and a joll ce

ANCH

6684

ER

ONT.

**9** 

el

**9** 

etc. -

nd 25c

और को मुंकी को मुंकी को मुंकी मो मुंकी मो मुंकी मो मुंकी मो मो मुंकी मो मुंकी मो मुंकी मो मुंकी मो मुंकी मो मु he Store of Thrift Gifts....

THURSDAY DECEMBER 17, 1936



# dift Shopping Days Are Here Again!

Practical Solution To Your Gift Problems Is: Shop at Zellers, Where Selections Are Greater and You Buy More Gifts for Your Money! Check These Special Gift Values for Tomorrow, Friday and Saturday.

GREETING CARDS, WRAPPING SUPPLIES,

Vance ZELLERS Sets IT

WOMEN'S PANTIES Rayon satin with wide lace and white ..... 49c trim. Tea rose

**PAJAMAS** 



**GOWNS** 

quality. Lace trim \$1.00 and faggoted .....

我院我院我院我院我院

A strong miniature bowling game .... 39c

Unbreakable

TEA SETS

Gifts for Her

**PURSES** 

Calfette and morocco - Top handle, pouch or under-arm styles. Four \$1.59

**SCARFS** 

Silk crepes, Ascot or straight styles ..... 490

**GLOVES** Lined capeskins, fur trims, dome and pull-ons in black or brown.

S1.19

Muffs and Muff Purses

Handkerch'fs

HOSIERY

First quality, 4-thread chif-fon or service-weight. Pair ..... 69C

EXTRA SHEER First quality, 3-thread chif-fon or 8-thread heavy serv-ice weight.

#### LONDON NOTES

children of London by the Busy tives in this city on Sunday. Workers Guild Thursday evening, December 17th at the B.M.E. church. Messrs. Alvin and George McKurdy for all services on Sunday, Dec. 13th.

Mr. and Mrs. Wilson, Jr., Miss of Mr. and Mrs. McKurdy of this the city were guests in Detroit during Muriel Johnson and Mr. Williams all city over the A Christmas tree was given for of Brantford visited friends and rele-

The children received candies and of Amerstburg and Messrs. O. Smith

guest soloist of Central Baptist church tion is reported fair.

her bed on Chesley Ave. Her condi-

The Jubilee Singers entertained at Mrs. King and Mrs. Clayborne of Knox United Church on Monday eventoys, and a jolly time was had by all. G. Harris of Detroit were the guests Marquette, daughter of Mrs. Irons of ing to a well filled house.

化复杂表 医异性氏征 医乳性后性 医角性性 医红斑性 医食物性 医食物性 医食物性 医食物 TREE DECORATIONS GREETING CARDS SHOP A lovely assortment of scenic and figure designs. French folds each with envelope ..... 3 for 5°C PAYS GREETING CARDS Fancy pearline or moire finish - - Raised and cut-out designs. French folds, each with envelope WRAPPING SUPPLIES White, red and green tissue; seals, tags and cord. Zellers usual Thrift Price TREE ORNAMENTS DECORATIONS See our grand array of tree lights, reflectors, tinsel, snow and ornaments galor at Zellers Thrift Prices. 0 "SUNNIE" DOLLS You'll Just cuddly these dolls. \$1.00

Toyland News! MUSICAL TOPS 3 sizes in bright lithographed colors - - - Just the thing Bollo Ball

BOOKS

Floor Croquet Sets

A good size



**KRIS** 

KRINGLE

Assorted satin finish hard candies, lb. .. 10c

Assorted Cream - - Gums -15c

Log Cabin

Chocolates

KANDIES

Madame Jonesof Toronto was the

Miss Edith Moxley is confined to

Plumbing and Heating

General Jobbing

#### COX & BOSLEY

HOT WATER, STEAM AND VACUUM HEATING

Phone Met. 538

London, Ont.

#### KEN SMITH

FOR FRUIT AND VEGETABLES

LET US HAVE YOUR XMAS ORDERS

253 DUNDAS ST.

FREE DELIVERY

(Successor to Mossman's)

#### WISHING YOU A MERRY XMAS AND A HAPPY NEW YEAR

Be usre and get you Xmas Hat at Sylvia's, as we specialize in individual Modes at reasonable prices, in Felt, Velvet,

We Appreciate your Patronage.

#### Sylvia Hat Shoppe Ltd. 177B DUNDAS ST.

#### Wilsons Booth

HOT DOGS, HAMBERGERS, CANDIES CIGARS, CIGARETTES, TOBACCOS

Cor. Hume St. and Hamilton Rd.

MET. 5585



#### Something she will treasure

Give her a Traub ring, set with a perfect diamond. Distinguished by fine workmanship and executed in exquisite design. Come in and see them and get a copy of our interesting booklet "Bridal Etiquette."

TRADE TO SEANGE MARK

#### C. R. Sumner Sons Ltd.

The Reliable Jeweller

COMPLIMENTS OF

#### The F. B. Wood Printing Co

PHONE MET. 4998

COMMERCIAL PRINTERS

100 York Street (west Talbot) London, Ontario

#### London Curiosity Shop

"IS YOUR SHOP"

STOVES, FURNITURE

Bought and Sold

COME — PAY US A VISIT

W. Wallace

392 RICHMOND ST. 517 Richmond St.

London





#### GENERAL ELECTRIC Refrigerator

YOU can easily cut down your food bills with a G-E Refrigerator because you save on milk, butter, eggs, meats, vegetables and other perishables. And the new General Electric, with its Stor-A-Dor and other features, is low in price and available on easy terms.

### Hydro Shop

Dundas at Wellington

Met. 7000

### Gift Suggestions

#### Leather Goods

AEROPACK CASES

GLADSTONE BAGS

CLUB BAGS

FITTED TOILET SETS

MILITARY BRUSHES

LADIES HAND BAGS

BILL FOLDS

MUSIC CASES

Initials Free of Charge

James Mc Cormick

395 TALBOT ST., LONDON

#### Merry Christmas

It is our sincere wish that friends will have a very Merry

We hope you will not forget us when you are buying the wreathes and plants which help to make the season one of the most beautiful and joyous of the year.

And again we extend to you our besit wishes for a very Happy Christmas Day and a

THE ORIGINAL

### Gammage's

Only One Retail Location 380 RICHMOND ST. MET. 636

#### Christmas Gifts

That are Different

LAMPS

FURNITURE

SILVER

CHINA

Christmas Cards-etc.

#### Willow Hall

247 Dundas Street

#### Fine's Bargain Store

XMAS SALE Men's Suits and Overcoats Men's Furnishings Boys Suits and Coats

Ladies House Dresses Ladies Lingerie and Hose

AT SALE PRICES

#### FINE'S

12 MARKET SQUARE Next to Smith's Grocery

XMAS GIFTS

TOBACCOS

CHINA

### W. White

725 Hamilton Road Fair. 2038 XMAS CARDS Gift Wrappings

COMPLIMENTS

# London Silk Shoppe

193 Dundas St. Phone Met. 1123

THURSDAY

FRANK

Granulated St Granulated Su 10 lbs. Prunes

10 lb. box Prunes, 3 lbs. Oatmeal 51/2 lbs. Pastry Flour

24-lb. bag Pure Lard 2 lbs Shortening 2 lbs.

Shortening 4 lbs. Cornstarch 2 lbs. Maple Leaf

1-lb. tin Silver River S Salmon, 1-lb. t Maple Leaf Sockeye Salmo

1/2-1b. tin Desperation of the party of the

PRE-JAI

COL

ALLE

BAR DRES FOR QUI

OUR A MERI

HAPPY Advan

Hamilton Ro

# mas

ish that of our ry Merry

ot forget ying the nich help ne of the us of the

d to you a very and a

nas

Hall

Store rcoats

ats sses

CHINA ite Fair. 2038

Wrappings

Met. 1123

Hamilton Road East

### FRANK C. SMITH

GROCERIES AND FRUITS London's Original Cash and Carry Store.

Carry Store.	
Granulated Sugar	\$1.00
20 lbs	Ψ1.00
Granulated Sugar	50c
10 lbs	300
Prunes	75c
10 lb. box	100
Prunes,	25c
3 lbs	230
Oatmeal	25c
5½ lbs	200
Pastry Flour	65c
24-lb. bag	036
Pure Lard	23c
2 lbs	230
Shortening	25c
2 lbs:	200
Shortening	47c
4 lbs,	TIC
Cornstarch	15c
2 lbs	130
Maple Leaf	
Sockeye Salmon	3, 89c
	for OJC
Silver River Sockeye	25c
Salmon, 1-lb. tin	230
Maple Leaf	

Sockeye Salmon

SEASON'S COMPLIMENTS

# PRE-JANUARY SALE WegnerClothing

**ALLEN STORES** 

COATS AT BARGAIN PRICES DRESSES REDUCED FOR QUICK CLEARANCE CHILDREN'S WEAR



168 Dundas St., London 346 Yonge St., Toronto 2000 Dundas St. W., Toronto 121 Kings St. E., Hamilton VISIT OUR MEN'S STORES

WE WISH OUR PATRONS A MERRY CHRISTMAS AND A

# Advance Hardware

HAPPY NEW YEAR

London

### Your Eyes Are Your Best triends

DON'T WAIT maf be too late then.

The finest Optical Service awaits

# Tait Optical Co.

Occulist's Prescriptions Filled 252 Dundas St. LONDON Met. 2722 Sarnia, Windsor, Stratford

COMPLIMENTS

Pop - Eye's FISH AND CHIPS

3<sub>for</sub> 50c 742 HAMILTON RD. LONDON

B. WHITTAKER

COMPLIMENTS OF THE

SEASON

From the

# Company

371 Talbot St. — Met. 1849

#### Herman Silverman

SUCCESSORS TO T. FOX MUSICAL GOODS, DIAMONDS WATCHES, ETC. Now at 211 KING ST. LONDON, GNT.

FOR GOOD SERVICE AND NICELY PREPARED MEALS AT A REASONABLE PRICE.

434 RICHMOND ST.

COMPLIMENTS OF MR. J. JEFFERY BOARD OF EDUCATION

COMPLIMENTS OF MR. J. C. DOIDGE PUBLIC UTILITIES COMMISSIONER

COMPLIMENTS OF ALD, SKEGGS WARD 3

MISS BLACK AND THE LION (Copyrighted)

By Miss Helena James (Continued from November Issue) (The Story thus far)

Miss Black, at trim young woman one of the nicest homes of the city, in until you are compelled by failing the neighborhood of St. Judas Church. with a pitch fork to torment? Somevision to check up on your eyes, it Miss Black, unlike many of her thing is either wrong with you or your wealthy neighbors is not a member philosophy, Mike." See a TAIT OPTOMETRIST im- of the church and on Sunday morning mediately and know their true condi- she takes her little dog Ming for a

Before she goes very far, she meets Mrs. Simple, wife of Judge Simple, who thinks that she may neglect going have watched her developement into because Judge Simple gives a yearly devil is going to pitchfork my little subscription of \$1000 to the church.

Mrs. Simple whose only reason for too." joining the church is because of "the respectably" feeling it gives her is does not care for the way Mrs. Simple fork on him." talks about everyone she says very who are allowed to join the church. CONCLUSION

Black.

"You must have been about six year He was a recluse, you know."

manservant told my maid, both his parent died in an insane asylum when he was thirteen year old, and at twenty-one a Viennese surgeon removed a tumour from his brain."

"That is exceedingly sad, Mrs. Simple, no wonder he is queer."

"Although he cannot boast of a cultural background, nevertheless he has amassed great wealth. Ilearned from a reliable source that he is the big boss behind the wine racket."

"How interesting! I must hurry home, Mrs. Simple. Ming and I have immensely enjoyed the time spent in your company. Haven't you, Ming Well sav so."

"Yap, yap, yap," barked Ming. As a matter of fact Miss Black had been out much longer that was her custom. Meanwhile, three of her domestic employees (her own term for servants) found time to make her the subject of discussion.

Said the Greek houseman "What a pity madame no go to church. She no Christian, she heathen. I pray God every night, for Christ's sake, make madame Chrstian that she no go to

Asked the Japanese butler, "What say you she is then? She live good, she do goodto you, me, everybody, and you say she no Christian lady, why?"

Then spoke Mary the Irish cook. "Mike, is it possible I understand you clearly? To kill, steal, covet and rape

other people's properties, lie and go to church you are Christian and go to heaven, but to love, in fact to do to the other fellow as you would like him do to you, but fail to become a member of a church, you are a condemned heathlives in the wealthy section, and in en whom God will throw into a furnace of blazing fire for the horned devil

> "Yes, you no go to church you no Christian, I say" was Mike's reaffirmation.

"Ah Mike, laughed Fraulein, I attended madame since her birth, and to Church to go walking for her figure lovely womanhood, and I tell you if the mistress, he will have to pitchfork me

"And Fraulein, said Ioto, "If you once get there you will be bossing the quite a gossip. Although Miss Black devil himself, and usuing his pitch-

"By the way," said Fraulein, "last little, and wonlers about the people night I had a very vivid dream which has deeply affected me in some strange way. I found myself in hell." "I don't remember the day when the "How terrible, Fraulein" said Mike. place was ever tenanted," replied Miss "You must had bad thoughts before sleep, eh?"

"It was a hell entirely unlike that of of age when that house was closed, my your imagination, Mike, and oh, so dear. Something sinister about that much more awful. There was a gate place which has only housed queer of admission, but no means of exit. tenants. The last person who lived As I stood at an inner gate far from there was found lead-mauled, bruised the entrance, the gate keeper, who was and crushed, and no clue ever found. a leper with mouth swollen to bursting point, said to some one on the other "That sounds like the Rue Morgue side of the fence, "She wants to go." Murder case. Have you learnt the I looked over and saw the man to name of the present tenant, Mrs. whom he spoke sitting on a dais. The left hand was crossed and the right "Mr. Madman, and he lives in that hand supporter his chin while the haunted place with an old manservant elbow restel on the knee. The togo anl his English bull dog, Vicious. His of slightly darker shade than the tunic

(Continued Next Issue)

#### COMPLIMENTS OF ALD. KILLINGSWORTH WARD 3

COMPLIMENTS OF MRS. J. ROSE BOARD OF EDUCATION

> COMPLIMENTS OF ALD. W. E. DYER WARD 1

COMPLIMENTS OF DR. HOLMES WARD 2

COMPLIMENTS OF ALD. CARSWELL WARD 3

COMPLIMENTS OF MR. CURRAN WARD 4

COMPLIMENTS OF MR. A. M. TOWE WARD 4

COMPLIMENTS OF DR. STEVENSON PUBLIC UTILITIES COMMISSIONER

#### J. M. CHIVAS

The Store of Quality Confectionery

CHOICE CHRISTMAS CAKES

SHORT BREAD

FRENCH PASTRY PLUM PUDDING

117 DUNDAS STREET

MET. 443

LONDON

# ELECTRICAL

Are Greatly Appreciated

SEE YOUR ELECTRICAL DEALER TODAY WHILE STOCKS ARE COMPLETE TOMORROW MAY BE TOO LATE

ELECTRIC IRONS—ELECTRIC TOASTERS

ELECTRIC PERCOLATORS—ELECTRIC GRILLS ELECTRIC WARMING PADS — TABLE LAMPS

HEALTH-RAY LAMPS

THERAPEUTIC LAMPS

Benson-Wilcox Electric

WHOLESALE ONLY

LONDON

Merry Xmas Greetings

AND BEST WISHES TO THE

Dawn of Tomorrow Readers



The London Life

INSURANCE COMPANY

WISHING OUR CUSTOMERS AND READERS OF THIS

To the Readers of the Dawn Heintzman & Company

THE SECRETARIES SECRETARISES SECRETARIAS S

EXTEND TO YCU

The Season's Greetings



242 DUNDAS ST.

PHONE MET. 1039

Has Your Home Modern Conveniences?

HOT WATER FOR EVERY MEMBER OF THE FAMILY

Ruud GAS WATER HEATER

SOLD ON SMALL MONTHLY PAYMENTS WITH YOUR GAS BILL \$25.00 CONNECTED

CITY GAS CO. of LONDON

Commercial Department

213-215 DUNDAS ST.

PHONE METCALF 2400

Mitchell Plumbing Supplies Co.

RESERVED RE

Wholesale Factory and Plumbers' Supplies

85 DUNDAS STREET

LEECE THE CERCEPORTER

LONDON

METCALF 307



Art Wilkes Tires, Tubes, Accessories Authorized Goodyear Service 354 Wellington St.

SMEL

BAT



MET. 648 THE STO

Ec

116 DUN

COMPLE

17, 1936

У

1039

5 ?

2400

0.

163

### GIFTS for the Family Tree



You don't have to slight any branch of your family tree when you do your Christmas Shopping here. Our prices are bound-to-please; gifts start very low and are graduated to fit the need of every purse. Shop here. Easily and merrily fill your list from our scores of gift suggestions.

MOTHER

SMELLING SALTS
35c up

BATH SALTS 49c up

50c up

Softens Water \$1.10

THERMOSTAT HEAT PAD

\$1.25

**FATHER** 

shaving brushes 60c up

shaving bowls 79c up

FOUNTAIN PENS or PENCIL

AFTER-SHAVE LOION

RAZORS ELECTRIC or ROLLS

Bath Powders. Colognes, Thermos Bottles, Fancy Soaps, Hair Brushes, Manicure Sets, Imported Perfumes, Compacts Electric Heat Pads, etc.





THE IDEAL GIFT

Basket of Fruit

75 cents and Up
See our wonderful assortment. They're Different.
Persimmons, Alligator
Pears, Grapes, Tangerines
Figs, Dates, Raisins etc.
Holly and Mistletoe

**London Fruit Store** 

MET. 6483 FREE DELIVERY 415 RICHMOND ST. THE STORE WITH THE LARGEST VARIETY FRUITS & VEGETABLES

GIVE PRACTICAL AND USEFUL GIFTS

Eckert's Hardwareteria

116 DUNDAS MET. 109 TWO MODERN STORES

298 DUNDAS MET. 616

COMPLETE STOCKS

FINEST VALUES

WITH COMPLIMENTS OF

#### Milton Stein

OF THE

Royal Millinery & Dross Shop

246 DUNDAS ST.

ET. 5801

"Satisfy the Man"

BUY HIS CHRISTMAS THINGS FROM

#### BOUGHNER'S

TWO STORES

Richmond St. and Hotel London

COMPLIMENTS OF

#### Jackson's Ladies Wear

250 DUNDAS ST.

METCALF 2486

LONDON, ONTARIO

### C. Rumble's Garage

596 HAMILTON RD

FAIR. 1020

EXPERT REPAIRS ON CARS AND TRUCKS

Wire, Disk and Wood Wheels, Straightened and repaired; Front and Rear Axles Straightened; all Work Guaranteed.

(SEE) RUMBLE

### George Wainwright

RADIO SERVICE TUBES TESTED FREE ELECTRICAL REPAIRS
ELECTRICAL APPLIANCES

Assorted Christmas Tree Bulbs Westinghouse Mazda Lamps

 $436\frac{1}{2}$  HAMILTON RD.

PHONE FAIR, 2040

## Economy Dry Goods Store

717 HAMILTON ROAD

#### CHRISTMAS GIFTS

AT REASONABLE PRICES

Something for Everyone in the Family

# A Merry Christmas and a Happy New Year To All Who Read This

# The Dawn of To-morrow

TO-MORROW WILL BE ANOTHER DAY - 1937 WILL BE ANOTHER YEAR WITH NEW OPPORTUNITIES

Is a City of Opportunities Is weathering the storm better than most places Is the right size to live in Is the headquarters of learning, financial and religious institutions and Industries that started in a small way

# Get Acquainted with LONDON

A SMALL INDUSTRY STARTED HERE WILL CONTINUE TO GROW IF THE PRODUCT IS WORTH WHILE. THE PEOPLE OF LONDON ARE LOYAL TO THEIR EMPLOYERS, AND TO THEIR CITY. THEY WILL LOYAL TO YOU IF YOU DECIDE TO LOCATE HERE.

Progress and Prosper with London in 1937

AUTHORIZED BY THE MUNICIPAL COUNCIL OF THE CITY OF LONDON.

And lastly Bal

THURSDAY D

Stepped forwar ing,

The tragic sym An ivory jar, fe King.

With prized s A preceious oir

For sores, as dead.

Glimpsed Mary

bent his he In lowly revere The sleeping J

The treasured

Balthazar turn the skies

A chill north w He swung into Swearing escap

Holding light hands.

Bent his lone lands.

Tuskegee In

at Tuskegee Ir

Contribution

niversary, Tu famous Negro appealing in the hardships child, the pr

ments of the MARY EL As 1936 ta owy column

and finally,

R 17, 1936

#### ETHIOPIAN WISEMAN

THURSDAY DECEMBER 17, 1936

face

Stepped forward to present his offer-

The tragic symbol of a shadowed race, An ivory jar, for Christ the new-born

With prized secretion of the tropic palm.

A preceious ointment used as healing

dead.

He laid his ominous gift upon the

Glimpsed Mary's clouded eyes, and bent his head

In lowly reverence, then rose and saw The sleeping Jesus smile, oblivous to the problems of humanity was condi-

Balthazar turned and left the door; the skies

to fall;

A chill north wind nudged at his tight- our cities. drawn cloak:

He swung into his camel's-seat,

Swearing escape from Rome's imper- Commissioner of Public Welfare in ial voke:

hands,

#### BUST OF DR. CARVER

Tuskegee Institute-A life size bust accomplish. of Prof. George W. Carver, Negro director of research and experiment Addams, at whose Hull House she at Tuskegee Institute, to be presented first became acquainted with the probto this Institute is being done by the lems of the poor, serves to remind us distinguishel sculptor Steffen Thomas. of an oft-repeated but seldom realized This bust is to be an expression of truth that they alone who serve their appreciation of the great service fellow-men achieve that deathlessness which Prof. Carver has rendered dur-- which is in very truth immortality. ing the past forty years to the South and to the nation. It is to be presented in February, 1937.

Pres. Patterson of Tuskegee Institute stated that it would cost about \$2000 to have this bust made and presented. He is of the opinion that Prof. Carver's many friends would want to share in the honor of preserving in bronze his likness for posterity.

Because his friends are so numercus it is suggested that modest contribution of not more than \$1.00 from each will be ample to cover all costs connected with the making and presentation of the bust. If there is any surplus it will be devoted to the pro motion of Prof. Carver's work.

Contributions may be sent to the Chairman of the Carver Fortieth An niversary, Tuskegee Institute, Ala.

Stranger than fiction, more romantic that a novel, the life story of this famous Negro chemist is gripping and appealing in its beautiful realism. \$t reveals the trials and tribulations, the hardships and sufferings of a slave child, the privations of the student and finally, the crowning achievements of the master chemist.

#### MARY ELIZEBETH McDOWELL

As 1936 takes it place in the shadowy column of the years, social work in America will be without the wholesome influence of one of the noble women of this generation. And yet it may be truthfully said that those

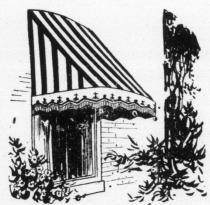
who seek through social effort to And lastly Balthazar of the swarthy bring into actual being a better world will face problems that lie ahead more resolutely because of the abiding faith which Mary Elizabeth McDowell brought to the whole social work movement during her long and active lifetime.

The Urban League was one of the numerous social movements to which Mary McDowell gave unsparingly of her time and thought. Her interest For sores, as bitter myrrh to lave the in the Negro was more than a casual interest in another social problem. She knew that the measure of fundamental social change was and would be the extent to which social rehabilitation reached this segment of the population. Her dynamic interest in tioned neither by fear of consequence The treasured tokens of the great and nor hope of reward. She had the soul of the crusader and the vision of the seer. But above all Mary McDowell had the capacity to understand the Had lost their stars; the snow began needs of those countless millions of the socially disinherited who live in

Founder and head of the University Settlemeent House in Chicago, former that city, champion of living wages Holding light reins within his dusky and decent working conditions for labor, ardent and enthusiastic defend-Bent his lone way toward Abyssinian er of the rights of Negroes, Mary Elizebeth McDowell fulfilled in her life the noblest ideals of her age. And more than that no one may hope to

Heer passing so soon after Jane

A. J. Carter



Awning Mfg. Co.

# W. H. WARING

Successor to J. L. S. Anderson

Watchmaker, Jeweler and Optician

372 Queen Sreet West TORONTO

# Christmas Gifts

THAT ARE SUITABLE; AND SENSIBLE; AND PRICES WERE NEVER MORE REASONABLE

#### A COMPLETE STOCK OF

Community Silverplate and Wm. Rogers Silverware in all the newer Patterns

Vases; Sugar and Cream Sets; Candlesticks; etc. Cutlery-English; European and Canadian Carvers; Table Cutlery; Bread and Kitchen Knives; Pocket Knives; Scissors;

#### ELECTRICAL APPLIANCES

Imported and Canadian Silver Plated Hollowware—Tea Sets; Irons; Toasters; Grills; Hot Plates; Heating Pads; Heaters; Curlers; Waffle Irons; Percolators; Flashlights; Etc.

#### TOYLAND

We have the finest Toyland in Western Ontario-Mechanical Toys; Stuffed Toys; Dolls and Doll Furniture; Electric Trains and Motors; Meccanno; Chemistry Sets; Games and Books Tools; Houseware; Glassware; Sleighs; Toboggans; C.C.M. Skates and Shoes

SHOP HERE-YOUR NEIGHBORS DO

# Cowan's Hardware

The Store with the Stock

# hy Worry

Let one of our Bright Sanitary Stores Relieve you of the Worry of Xmas Buying. Buy one of our Special Baskets Delivered to any Home for Xmas. It makes and Ideal Xmas



MAY WE WISH YOU ALL THE SEASONS GREETINGS

# CLIFF ROBINSON

(Four Stores in London)

202 DUNDAS ST.

MET. 7110

LONDON, ONT.

# Empire Shoe Rebuilders

205 Dundas St.

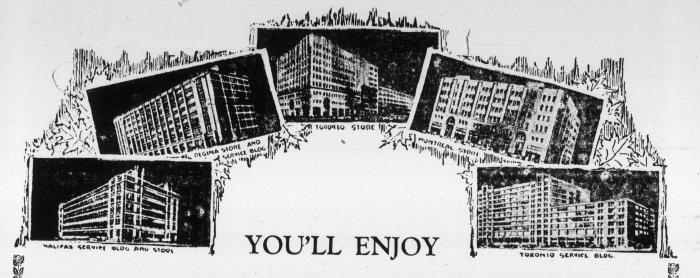
Phone Metcalf 2174

#### FREE DELIVERY

We are craftsmen when it comes to Shoe Repair! Let us do your work and enjoy the best at low prices. Every job is a satisfactory job here!

Full Sole and Ruk	ber	Hee	els			 	 		 	 	. \$	1.50
Rubber Heels												
Half Soles												
Ladies' Top Lifts												
Your Hat Cleaned	an	d R	ebl	ock	ed	 						.25

BRANCHES IN ALL MAIN CANADIAN CITIES



# Christmas Shopping

TORONTO

MONTREAL



REGINA HALIFAX

All across Canada thousands of people enjoy Simpson's courteous service and high quality. If they cannot come in person, the Mail Order organizations in Toronto, Halifax and Regina, and Simpson's Out-of-Town Shopping Service in Toronto and Montreal fill their orders with careful attention to individual requirements. Simpson's is proud of its reputation for serving you with merchandise for every purpose and occasion quickly and satisfactorily.

Write SHOPPING SERVICE, TORONTO, or write for Mail Order Catalogue to Robert Simpson Eastern Limited, Toronto.

<u>errecterrecterrecterrecterrecters establishmenter establishme</u>

VOL. VII

# WILL

Memphis,
the Univer
admit Willi
its school o
down proba
cellor L. D.

Argument mond was he court Marc resented by ial counsel York; Z. A ville; and hington. Cowas Edwin assistant as

Redmond his rights a Amendmen State of To professiona ends in pha etc., and fa ing for Ne fn reply, versity co was being educationa

widing the suited to the suite

ral South broadcast the activit given by I March 23 phis, throu Funeral H donation w

ends have
Nashville
way by the
support to
new case
tracked or

The sta