

London Advertiser

MORNING, NOON, EVENING.
Morning Edition. Outside City. 10c per week. By Mail. \$2.00 per year.
Noon Edition. Outside City. 10c per week. By Mail. \$2.00 per year.
Evening Edition. Outside City. 10c per week. By Mail. \$2.00 per year.

TELEPHONE NUMBERS.
3670 Private Branch Exchange.
3671 Connecting All Departments.
3672 Business Department.
3673 Editors.
3674 Reporters.
3675 Job Printing.

TORONTO REPRESENTATIVE.
E. W. Thompson, 211 Mail Building.
U. S. REPRESENTATIVES.
New York.
Chas. H. Eddy Co., Fifth Ave. Bldg.
Chicago.
Chas. H. Eddy Co., Peoples Gas Bldg.
Boston.
Chas. H. Eddy Co., Old South Bldg.
The London Advertiser Company, Limited.

LONDON, WEDNESDAY, FEB. 24.

A GOOD SIGN.

THAT the allied commanders should openly announce the retirement from Belgium of the French forces which have been operating there since the opening of the war is an excellent sign. In some respects the campaign in Flanders is the most important of all the struggles being waged at the various points of both east and west zones of the conflict. It is through Belgium that Germany must reach the French channel ports which she so badly needs, and to prevent which the Allies have fought so heroically for many months. Germany once in control of Calais or Dunkirk, the difficulties for the transportation of British troops and war supplies to the continent would be greatly increased. That this hope of the Germans has dwindled to the size of a remote possibility is evidenced by the announcement that hereafter the British and Belgian forces will operate in Belgium without the assistance of the French. It indicates that a large portion of the French army is on the "wonder road" for business. Kitchener is too careful, too thorough an organizer and strategist to take any chances at this stage of the conflict. If the British and Belgian forces in Flanders were not of sufficient strength to cope with the enemy we may be sure there would be no withdrawal of Joffre's troops. Kitchener promised that the real fighting of the war would begin in the spring, and it looks as if he were on time with a vast and fresh army.

The strength of the French troops in Belgium has not been definitely stated, but it is estimated at 150,000, a powerful force of veterans, which, thrown into the Alsace-Lorraine link of the battle line, will help to make still more difficult for the Kaiser the task of reaching Paris. Kitchener's big army concentrated in Flanders alongside the brave Belgians, the French troops better able than ever to increase the pressure along the Aisne and in the Vosges, and Russia rallying finely, throwing off the grip of the Germans, all indicate that there is coming soon a turning of the tide permanently against the Germans. Wonderfully organized for war as she has shown herself to be, resourceful, skilful, ruthless, Germany is far from beaten, but against the unlimited resources in men, money and material of her enemies she cannot hope to prevail. Seven months of the war, which she had expected to end triumphantly in six weeks, finds her checkmated, and it looks as if very soon now she will be fighting with her back to the wall.

A PERICLES WANTED.

ONE OF THE greatest orations ever delivered was that of Pericles, the great Athenian statesman, at the close of the first year of the Peloponnesian War. In that war Athens, the home of freedom, culture and democracy, had to struggle against a combination of oligarchies, a conspiracy of reaction. For many years she fought on against heavy odds, and with her defeat began the decline of Greek civilization.

It was Pericles' duty to pronounce a funeral oration for those fallen in the first year of the war. He was a great man of a great city at the zenith of its glory. One reason for the peculiar fascination of the speech, as reported by Thucydides, who probably heard it and made notes, is the reflection of an amazing personality, himself then on the brink of death. There is a grand pathos in his dignified reference to the men who had died for their city, and in the thought that he too was so soon to be a victim of the plague that ensued upon the siege. But perhaps the greatest splendor of this world oration is the undying expression given in it to the spirit of Athens, the light of freedom, Minerva's shining citadel, the eternal arbitress of philosophy, art and poetry. "We pursue culture without enervation," cried Pericles, who had himself played the leading part for forty years in securing the democratic polity and adorning his native city. "Our enemies boast their physical drill and prowess, their universal military service, their machine-like discipline, the obliteration of the individual in the state. We have our music, our drama and our city beautiful, but we have not neglected our bodies; we educate the individual man, to be also a patriotic citizen. We are slaves of no tyrant or oligarchy, but we can die for our free constitution and our civilization." Such was the burden of Pericles' oration over the slain. It was no dirge, but a praise and thanksgiving for such a city and such men.

We are in the same fight as Athens waged against a similar foe. Our advantage is that our allies are strong and firm, while the enemy, the forces of reaction and darkness, are for once on history outnumbered, outweighed and hemmed in to a certain doom. Shall we not also have our Pericles to speak for our warriors dead, their cause and our whole British scheme of life? Our best speakers and writers should seize upon some occasion for a public testimony. Would not Empire be a suitable time for a commem-

oration of this dark year's heroism and an expression of our country's spirit? The school children at least should receive a message from our greatest statesman or prophet who shall rise to so great an argument and tell us where we stand. Is not old Sir Wilfrid the man? Empire Day would be a good time for a memorial service, not only in Canada, but in all the dominions of Britannia.

RECORD SLAUGHTER.

APPALLING will be the figures of death by the war during the years 1914-15. When the historians sum up the campaigns and battles of the great world conflict it will be found that all former casualty records will have been wiped out. The casualty list of the Russians, that is the list officially published, shows their losses at the grand total of 871,000 in the operations on land and sea. When to this is added the casualties of Wurtemberg, Bavaria and the other minor states of the German Empire it will be found that close to a million and a half men have been put out of service by death or wounds. As the losses of Russia can hardly be much below these figures, those of France in the neighborhood of a million, and those of Great Britain 150,000, the total casualties in seven months of fighting approximates four and a half millions. If, as Lord Kitchener asserts, the real fighting will not begin until May, the total is staggered by the possibilities for slaughter before the year runs out.

THE FRENCH FLEET.

SOME days ago it was announced by way of Paris that the French cruiser Jean Bart had been torpedoed by the Austrians in the Adriatic. Fortunately she was able to reach port, and will shortly be ready for fresh service. About the same time as the cable from Paris, telling of the Bart mishap, came one from the Straits Settlements saying that French marines had helped curb a mutiny of British native troops. These incidents have drawn attention to the fact that the French fleet is in the thick of things. Its operations in the war to date, while less spectacular than those of the British navy, are little less important. When the war broke out, the French fleet was in the Mediterranean with the great navy yard of Toulon as its base. Within a few hours it had the Austrian navy bottled up in Adriatic ports, where it has been held helpless ever since. In the early stages of the war it successfully conveyed large bodies of troops from Algeria to the continent, and assisted the British warships to insure safe passage for the British-Indian troops. It is helping to keep open the trade routes in both the Atlantic and Pacific, is assisting in the bombardment of the Dardanelles forts, and, according to recent cables from London, is co-operating with the British North Sea fleet against the enemy in that quarter. The fleet of France, third in strength of the navies of the world, completely up to date in equipment and splendidly manned is proving a most effective ally to Great Britain and Russia.

EDITORIAL NOTES.

How do you like getting the weather by the pint?

A pathetic incident of the war is German children pledging themselves to eat less.

When the Dardanelles Straits fall to the Allies, it will cause severe straits to the Turk.

From the way the Germans juggle those figures of Russian captures, it is evident that the German general staff carries an expert accountant.

The American ship Evelyn torpedoed by the Germans in the North Sea was carrying supplies intended for the fatherland. Same old dunderheadedness!

A prominent American who has just returned from Germany says that the German nation is losing its nerve. Proposing that Great Britain call her navy into port as a trade against the German "blockade" doesn't sound like a lack of nerve.

The report that told of the sinking of the Norwegian ship Belridge says it either struck a mine or was torpedoed. But it seems that no one can give positive evidence as to which it was. To place the responsibility on the German submarines for destroying neutral craft is going to be difficult.

The Detroit Free Press calls silly the report from Paris that the Germans intend to sink an American vessel and then charge the sinking up to "accident." In order to intimidate the captains of merchantmen sailing between the United States and Great Britain. Not so silly when one recalls that it was the Germans who tore up a treaty and with warship and Zeppelin murdered women and babies.

HEREDITY.

"How did your son get that stay-up-late habit?"
"Acquired it in babyhood."

GOODNIGHT KISS.

[Alonso L. Rice in Indianapolis Star.]
Just a little girl, tired out with romp and play.
My last as the evening shades began to creep.
"Ere she could well compose herself
Asked for her doll to love the oldtime way.
To kiss "Good-night," and could I answer
wer say
Then gave my promise I would safely keep
Her doll for her till dawn began to peep.
And she could have it back with coming day.

Last night, with care, I stole beside her bed
(Needless precaution; not the rude alarm
Could waken her) for just another kiss;
And then there came to mind the words I said.
I knew that he would fold her in his arms
Till breaks that morning of supernatural bliss!

DAILY WAR PUZZLE



Belgian refugees in Holland. Find two Dutchmen.
ANSWER TO YESTERDAY'S PUZZLE.—Left side down head in coat.
Upside down among trees.

OUR POETS OF WESTERN ONTARIO

The Message In the Bottle.

It hadn't been tossed by the sea waves, it hadn't been cast on the shore,
Nor did it contain the last message from one who had gone evermore;
It hadn't been pressed to the bosom of him who had sent it afloat,
With a prayer on his lips for the loved ones, a sob swelling up in his throat.

Ah, no! it was only a bottle like these you may see every day,
As you walk through the streets of the city or cast on the high-road away;
It wasn't a message to loved ones from one who had kindness of heart,
But a stab in the dark for the wee ones, a curse for the wife as her part.

And tho' the cursed bottle was empty a message inside it I read:
Dear wife—hi! I ain't got a nickel—hi! you'll have to go borrow some bread.
I knew someone waited in sorrow, some wan worn poor mortal,
In tears,
The wee wraiths now clinging about her, too old, yes, by far for their years.

I could read, O, could read in that message, a sermon as long as the day,
And I tossed the cruel thing in my anguish far as my strength could away.
O ye, who reel staggering and drunken, each bottle you empty must be
A message more dire to the loved ones than any that comes from the sea.

The little ones waiting to greet you, the wife who's been tender and true,
Longing and hoping thro' ages, some day all the wrong you'd undo;
You've bared all your soul to God's curse, you've dared Him to strike at your breast,
You've blighted the hopes of your fellows and those who had loved you the best.

A message in every bottle, a shipwreck of lives on the shore,
A wasting of all that God gave you with nothing but sorrow in store!
A message in every bottle as if it were written in fire,
A reading of homes, and the heartaches that build for the drunkard a pyre!

Ingersoll, Ont.

DR. JAMES HENDERSON.

PICTURES OF THE KAISER

A special correspondent of The London Times at Amsterdam writes as follows about the Kaiser: The Berlin correspondent of the Nieuwe Rotterdamse Courant devotes an article to the Kaiser arising out of His Majesty's birthday. He says that the Kaiser has become like a mythical person living behind the walls of mystery created by the headquarters. Quite recently, however, the correspondent visited a cinema, where a picture was shown of the Kaiser visiting the troops in the east.

The day before yesterday, however, I spoke to someone who had been able to observe the Kaiser several times at headquarters. He said: "The Kaiser's appearance shocked me. The Emperor is old and grey and has fallen away. He is visibly affected by circumstances. I have seen him saw wood (his daily amusement, in which he indulges here and also at Potsdam), and it distressed me to see him sit, working listlessly, and now and again staring fixedly in front of himself, lost in thought."

KITCHENER'S NEW ARMY

Will Kitchener begin his big drive by May is a question people are now asking. Just now the armies in the western theatre of war are making little progress, and while Germany is busy in the east with the Russians she is content to be on the defensive in France, in the hope that when she settles with the Muscovites she will be able to hurl an immense mass of men into the western arena. What are the prospects for the Allies? The French have now had time to train the territorial army troops, General Joffre declares that they are now ready to take their place alongside the regulars. As Lord Kitchener has pointed out, it takes longer to equip an army for war than to train it to fight, and the British factories have been and are now working busily to provide that equipment. The men who have now come forward for the new British armies are, as a rule, both physically and morally superior to the ordinary peace recruit, and from four to six months' training is as much as they need before being ready to go to the front; but horses have to be found, and rifles and guns and ammuni-

"The well-known Bavarian writer, Herr Ganghofer, has just given, in the Munchener Neueste Nachrichten a full account of a visit to the Kaiser. His impression is that the Kaiser is, indeed, somewhat aged and the hair on his temples has become a little whiter. What he relates of the visit does not make exactly the impression that the Kaiser is becoming bowed beneath the burden of his responsibilities, but to the idea that people have formed of him when they have been told that he has learnt to adjust himself to the situation, which, notwithstanding the very exalted qualities he possesses, must still be very painful.

The day before yesterday, however, I spoke to someone who had been able to observe the Kaiser several times at headquarters. He said: "The Kaiser's appearance shocked me. The Emperor is old and grey and has fallen away. He is visibly affected by circumstances. I have seen him saw wood (his daily amusement, in which he indulges here and also at Potsdam), and it distressed me to see him sit, working listlessly, and now and again staring fixedly in front of himself, lost in thought."

KITCHENER'S NEW ARMY

Will Kitchener begin his big drive by May is a question people are now asking. Just now the armies in the western theatre of war are making little progress, and while Germany is busy in the east with the Russians she is content to be on the defensive in France, in the hope that when she settles with the Muscovites she will be able to hurl an immense mass of men into the western arena. What are the prospects for the Allies? The French have now had time to train the territorial army troops, General Joffre declares that they are now ready to take their place alongside the regulars. As Lord Kitchener has pointed out, it takes longer to equip an army for war than to train it to fight, and the British factories have been and are now working busily to provide that equipment. The men who have now come forward for the new British armies are, as a rule, both physically and morally superior to the ordinary peace recruit, and from four to six months' training is as much as they need before being ready to go to the front; but horses have to be found, and rifles and guns and ammuni-

which have already been formed for the war.
1st Army: General Sir Douglas Haig. 1st Corps, comprising the 1st and 2nd Divisions.
2nd Army: General Sir Horace Smith-Dorrien. 4th Corps, comprising the 7th and 8th Divisions.
3rd Army: General Sir Archibald Hunter. 2nd Corps, comprising the 3rd and 4th Divisions.
4th Army: General Sir Ian Hamilton. 5th Corps, comprising the 15th and 16th Divisions.
5th Army: General Sir Leslie Brudenell. 6th Corps, comprising the 21st and 22nd Divisions.
6th Army: General Sir Bruce Hamilton. 12th Corps, comprising the 23rd and 24th Divisions.
7th Corps, comprising the 11th and 12th Divisions.
8th Corps, comprising the 13th and 14th Divisions.
9th Army: General Sir Ian Hamilton. 9th Corps, comprising the 15th and 16th Divisions.
10th Corps, comprising the 17th and 18th Divisions.
11th Corps, comprising the 19th and 20th Divisions.
12th Army: General Sir Leslie Brudenell. 12th Corps, comprising the 21st and 22nd Divisions.
13th Corps, comprising the 23rd and 24th Divisions.
14th Corps, comprising the 25th and 26th Divisions.
15th Corps, comprising the 27th and 28th Divisions.
16th Corps, comprising the 29th and 30th Divisions.
17th Corps, comprising the 31st and 32nd Divisions.

There is said to be no shortage of men in France for the French army. When war was declared France had something like three and a half millions of fully trained men of fighting age and nearly the same number of untrained men available when wanted, and there are said to be still two and a half million of men fighting at the front, besides an unknown number of men who have been in training for some six months. Even with those immense armies facing her Germany will not be overwhelmed in the number of men.

DESPERATE DAYS FOR THE DOVE.

[Washington Star.]
The Dove of Peace aloof doth dwell.
'Tis very hard to meet him,
If he grew careless—who can tell—
Someone might try to eat him!

LONG DISTANCE WAR.

[Kansas City Journal.]
"And then the captain telephoned his men to charge."
"Telephoned, eh? Well, being an officer under those circumstances isn't so bad."

OUT HE WENT.

[Kansas City Journal.]
"John," announced his mother-in-law, "the furnace has gone out."
"I think I'll follow its example," said he, as he reached for his hat.

THE MODERN CRY.

[Detroit Free Press.]
Time was when robins came to mate
And winter's spine began to crack,
When round the corner of the gate
Were signs that spring was coming back.

As soon as March was under way
She'd weary of the restless groove
In which we lived, and so would say:
"I think, my dear, we ought to move."
But that was in the good old days
When moving was a simple art,
For he who landed his rental pays
May very easily depart.
From house to flat and back again
We travelled in a two-horse van;
We lived the life of none other then
As soon as ever spring began.

HUNTING.

[Buffalo Courier.]
"Yes," said the meek-looking man, "I've no doubt you've had some great hunting experience in your travels abroad."
"I have indeed."
"And bear-hunting—"
"Of course."
"Well, you just come around and let my wife take you house-hunting and bearing with her. Then you'll begin to know what real excitement is."

NAVAL.

[Chicago News.]
Profiting by the lessons of the present war, Uncle Sam's naval designers should begin devising a dreadnought that can both dive and fly.

FINANCIAL.

[Springfield Republican.]
If Mr. Rockefeller the elder has given \$250,000 to philanthropy, as his son testifies, those who estimate his total wealth past and present as at least half a billion, may be approximately correct.

A SAILOR'S SONG.

[London Times.]
The shores are blind, the seas are mined,
The wild sou'-wester blows;
And at our posts on stormy coasts,
We cruise and seek the foe.
Behind their forts in sheltered ports
Secure their ships may be;
But the sea was made for sailor men,
And sailors for the sea!

Through fields they seldom saw we cleared a road
In weather they don't feel;
Long watch we keep while they can sleep
Behind the booms of Kiel.
They lock us out, and wait in doubt
For orders from Berlin;
But on the seas we hold the keys,
The keys that lock them in.

For blows they deal beneath the belt,
For mines their hirelings laid;
For things like these that spoil our seas
We're out until we're paid.
In safety they like captives stay,
In danger we go free;
For the sea was made for sailor men,
And sailors keep the sea!

END OF THE LINE.

[Montreal Mail.]
One cold winter morning a thin man was walking down a steep hill. He slipped, began to slide, and was unable to stop.
At a cross street half way down he encountered a fat woman with her arms full of bundles. The meeting was sudden. A collision ensued and both slid down hill—the thin man underneath.

When the bottom was reached the thin man gasped:
"Pardon me, madam, but you will have to get off here. This is as far as I go."

Cowan's
PERFECTION
Cocoa
A Delightful Drink
Nourishing Food

Southern Resorts—FLORIDA

FLORIDA
EAST COAST
FROM WINTER FROSTS TO SUMMER FLOWERS
In 24 Hours
comfortably seated in a cozy Pullman on the Over Sea R. R. The journey is a pleasure and the goal is delightful.

FLORIDA
EAST COAST
WHERE TO STAY
Ormond-on-the-Halfway:
Hotel Ormond.
Palm Beach:
Breakers and Royal Poinciana.
Miami: Royal Palm.
Nassau, Bahamas: The Colonial.
Long Key: An Ideal Fishing Camp.
Havana, Cuba:
Via Key West and P. & O. S.S. Co.
FLORIDA EAST COAST
Fieger System
26 Fifth Ave., New York
109 W. Adams St., Chicago
St. Augustine, Fla.

Resorts—Atlantic City, N. J.

GALEN HALL
HOTEL AND SANATORIUM
Atlantic City, N. J. Always open. Always ready. Always busy.
Cannot be excelled for comfort or table and service. Ideal place for winter. Tonic and Curative Baths, with trained attendants, F. L. YOUNG, General Manager.

STRAND
ATLANTIC CITY, N. J.
THE LATEST FIREPROOF HOTEL
American plan. Always open. Capacity 600. On beach directly between the two great Ocean Piers. Sea water in all baths. Orchestra. Garage. Illustrated literature. Ownership management.
Mar. 24-25

Hotel DENNIS
ATLANTIC CITY
NEW JERSEY
The Greatest Resort in the World
The late winter and early spring is the ideal time to visit the Seaside resorts.
HOTEL DENNIS has been long established, is thoroughly modern and has features and attractions not offered by any other hotel on the New Jersey coast.
WALTER J. BUZY

MIL-law-x

"That miserable pain—don't you want relief?"



AN EXCELLENT REMEDY.

"I have found Dr. Miles' Anti-Pain Pills to be an excellent remedy for the prevention and removal of pain, especially headaches. A number of people from here use them and recommend them very highly. One man to whom I gave a few, came back for more and told me that they had proved very beneficial."
T. F. KENTY,
Sidney Mines,
Cape Breton, Nova Scotia.

YOUR DRUGGIST WILL REFUND YOUR MONEY IF FIRST BOX FAILS TO BENEFIT

Hotel Flanders
47th Street
Just off Broadway.
N.Y. City.
The right kind of a hotel in the right locality. In the heart of the theatre district and adjacent to the shopping centres. Positively fireproof. Excellent cuisine and an exceptional orchestra. A large addition just completed, containing library, grill and billiard hall.
350 ROOMS All With Private Bath \$1.50 PER DAY UP
From Grand Central Station, cars marked "Broadway" without transfer; Pennsylvania Station, Seventh Avenue, cars without transfer.
Booklet upon request.
H. R. SHARES, Proprietor.

GET OUR PRICES FOR
Tin, Lead, Zinc, Babbitt, Solder, Sheet Lead, Lead Pipe
The Canada Metal Co., Limited
FACTORIES: Toronto, Montreal, Winnipeg.

CUT RATE
to the EXPOSITIONS
\$7980 From London and Return
Daily March 1st to November 30th

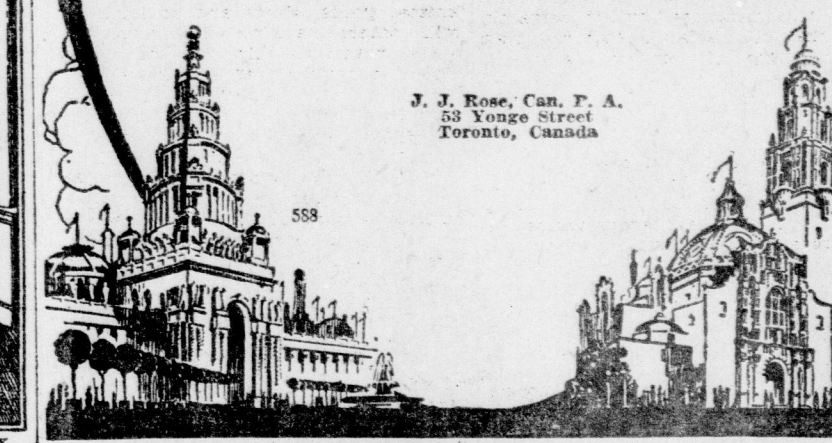
This rate permits visiting without any additional railroad fare the Panama-California Exposition at San Diego, (open every day during 1915), and the Panama-Pacific International Exposition at San Francisco, (open Feb. 20 to Dec. 4); also, stopover at Denver, with free side trip to Colorado Springs and stopover at Salt Lake City, if your ticket is routed

Union Pacific Salt Lake Route

Los Angeles Limited and Pacific Limited, through daily trains, from Chicago to the very heart of Southern California. This great system carries dining cars on all California trains, obviating the necessity of leaving train to eat.

Insist on the Best It Costs No More

To plan your trip intelligently, you should have booklet just issued, "California and the Expositions," giving hotel and restaurant rates and all data necessary to make up your itinerary economically. This book is free; all you have to do is write.



J. J. Rose, Can. P. A. 53 Yonge Street Toronto, Canada

"That miserable pain—don't you want relief?"



AN EXCELLENT REMEDY.

"I have found Dr. Miles' Anti-Pain Pills to be an excellent remedy for the prevention and removal of pain, especially headaches. A number of people from here use them and recommend them very highly. One man to whom I gave a few, came back for more and told me that they had proved very beneficial."
T. F. KENTY,
Sidney Mines,
Cape Breton, Nova Scotia.

YOUR DRUGGIST WILL REFUND YOUR MONEY IF FIRST BOX FAILS TO BENEFIT

DR. MILES' -ANTI- PAIN PILLS

seldom fail to relieve any ache or pain. A scientific remedy which acts quickly and harmlessly.

25 Doses, 25 Cents.