

# London Advertiser

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The London Advertiser Company, Limited.

London, Ont., Wednesday, Nov. 29.

## CANADA IS NOT AN UNINVADED COUNTRY.

THE AVERAGE CANADIAN would hold a low opinion of the native of France who sought refuge in this country to escape military service. With his feet on uninvaded ground, such a Frenchman would be free to spurn the need of his mother land; he would walk about the streets of London or Toronto without concern as to whether the Germans broke through at Verdun or defeated the Allies on the Somme. He would be that type of man, who would fail to heed the call of France. Those in Canada who believe the present war to be one of Christian ideals against the powers of evil would regard such a Frenchman with contempt. He would be antithetical to every conception of the brave figures that rise to stand forever in the world's eye, with Joffre above them all as the serene father of France, the consecrated. The sort of Frenchman who would leave his country in her hour of life struggle and place an ocean between danger and himself would be an unnatural son. He would be an outcast for all time with those Frenchmen who have lived through the strewing of French bodies about Douaumont and Vaux, who have cast aside all but honor to serve in the spirit of the republic. He would not be regarded as a desirable type of settler for Canada.

Yet how closely would such a slinking Frenchman approximate the Canadian type of manhood that does not know—does not desire to know—does not heed, or does not concern himself above the duties imposed by the dictates of selfishness? He may think the Canadian has his feet on uninvaded soil. That is true only in the physical, geographical sense alone, however. In reality, in the spirit of the Allied arms, France today is Canada and Canada is France. We are uninvaded only through the same good fortune that placed Niagara Falls in Ontario rather than in Flanders. Every foot of ground in this Dominion is invaded by German tribes of heavy-footed, brutal-handed soldiers, in a spiritual sense, as Belgium and the northern part of France are invaded. Peaceful, comfortable existence is only our portion in the location of so much land and water. We have sent nearly 300,000 altruists to prove that peaceful, comfortable existence is not our portion. They realized that this country was invaded in the spirit, if not in the flesh.

Ten thousand more such men are needed and needed now in No. 1 Military District. That is the simple statement of how many men we have fallen short of our "appropriation." It is no reproach that the call is again heard for more than 30,000 have already volunteered; it is a greater force of soldiers from a few counties that never dreamed of war three years ago, than Canada ever considered would be necessary to send from her shores; it is almost as great a force as has been sent from the entire province of Quebec. But by ten thousand men it fails to meet the promissory note to the Allied cause which was issued by Sir Robert Borden. It falls ten thousand men short of meeting the obligation imposed upon all men of any nationality to remove the fangs of the tiger from the throat of the Belgian nation.

When Canadians come to feel that aside from the debt to humanity, aside from the innate covenant to protect the weak, there is the demand for self-protection, there will be no further lagging. "The Hun is at the gate" in spirit. Only our protectors on land and sea keep him from our homes. Bodily, he cannot attack us unless we meet him on that ground which is Canada through the devotion of that alliance of nations true to the principles of civilization. But who shall permit others to bear all the blows?

## MAIL BEATS THE CABLE.

DISPITE THE fact that some 3,500 clerks are employed in the Canadian Pay and Records Office in Old London, it seems that this department of the government is doing their bit to maintain the quickly-vested supremacy of the air. What standards of valor have been set in the flying ships will make for new moral stamina in all the race, to its farthest-flung borders.

Ye knights of the ancient tournament would have stood in their stirrups and stared aghast could they see to what heights (b) has been carried Britain's deed of chivalry. And it is no mere wanton bravery of the professionals the boys of the air service show. Aerial protection is the grim business of the whole cat-and-dog struggle. Think of what a real terror the zepps might have become had not the youth of Britain gained the air mastery in a few months over the hate-spouting count's evil and deadly contrivances! The British have been wonderful in hauling up to the Germans and beating them out! He who refers to the slow-moving Britisher is barren of intelligent appreciation of the most marvellous display of emergency thoroughness the world has ever known.

## EDITORIAL NOTES.

The seductive fruit that grows on the advertising tree begins to taste like Christmas.

Germany doesn't recognize Yezzeles. Well, he has done his level best to offend the Kaiser.

Every cent above actual expenses, in which no advertising charge is figured, received from the Frederick Palmer lecture, will be devoted to The Advertiser to a patriotic cause. Hear Palmer and help the Allies!

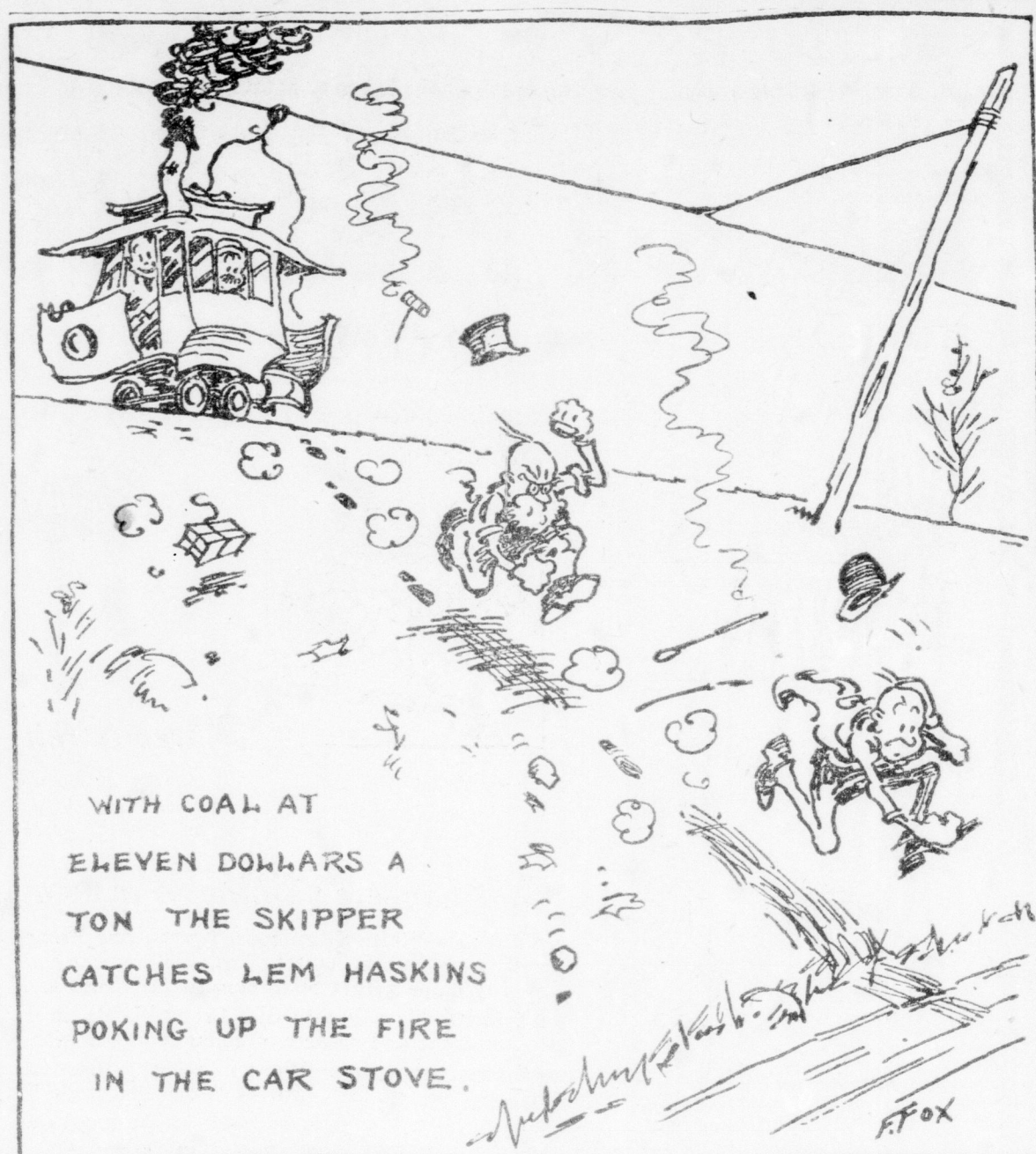
If crime will out, so, too, will justice. Dr. Robert Macgregor, whose parental home is in this city, has been pardoned of complicity in the Sparling case by Governor Ferris of Michigan. His friends in London have always stoutly maintained his innocence, and though he has undergone the worst ordeal that may come to a man, he will be received in Canada with honor and sympathy. Governor Ferris of Michigan is to be commended for his determination to do justice to the young physician.

## MODERN GIANT KILLERS.

THE GERMANS send out great bloated giants to feast on women and children. But Britain's modern Jack-of-the-Bean-Stalks climb on the wings of the night to the green lair and smite them to earth. Giant-killers indeed are these boys of the air service and one supposes it is now a tradition in the flying arm that he who has not

# The Toonerville Trolley Which Meets All the Trains.

BY FONTAINE FOX



## The Advertiser's Daily Short Story

(Copyright, 1916, by the McClure Newspaper Syndicate.)

## The Escape

BY ANITA REYBURN.

The girl with a loose white sweater over her evening dress to guard against the cool of the night, passed like a shadow from column to column of the terrace, passed tall flower-filled urns, a fountain and statues gleaming white in the moonlight. At the top of the broad steps that led down to the river, she paused under a spreading tree.

Sounds of music came faintly from the house, white and palatial, with lights in all of its hundred windows. It stood against the black background of the hill, and with the moon illuminating the beautiful valley and river below, the whole scene was magical.

"It is magic," the girl breathed, "and life is wonderful if we don't ruin it, poor silly mortals that we are."

She hesitated, then started down the steps, cautiously keeping in the shadow of the high stone rail.

At the foot of the flight, a boat-house nestled against the slope and beside it lay a yacht pointing seaward like a great white bird ready for flight. She remembered with relief that the captain and crew were in the house, having a share in the festivities of the wedding rehearsal.

The groom was to arrive that evening and the bride party was assembled and guests were invited to receive the wonderful person of title who was to wed the family fortune in exchange for a coronet.

She passed on, spurning launches and motor boats of various kinds, and chose a rowboat rocking gently on the easy swell of the water.

Gathering her skirts close, she got in and pulled a long, easy stroke up the river. Two miles away was a favorite haunt of hers, a flat, grassy dell, where willows hung over a clear little stream that lost its identity here with the big river. Violet purple it in the spring and under the trees grew arbutus and trilliums.

The little boat swung into the haven as she rested one oar, and slid in under the willows. Moonlight filtering through the tiny leaves made a wonderful lace-work of shadow on the water.

"It is fairyland," breathed the girl softly, and the place caught the echo and sent it back to her.

"It is heaven," said the echo, and, lo, the voice was masculine.

She looked around surprised and not displeased, for the voice had thrilled her.

"Better than heaven! It's here and heaven is yet to come," she answered. "Fairyland then, and you are Titania."

"Yes, I am Titania. And who are you, mysterious stranger?"

"Oberon! Didn't you guess?"

"Shup! No, good king of the fairies! Won't you come out where I can see you, or are you living up to your promise never to meet me in the moonlight?"

"I emerge, fairy queen, instantly. I forgot that Titania and Oberon were only invisible to each other when they quarreled. But before I come out of my hiding place can you tell me anything of the whereabouts of Puck, or Robin Goodfellow, as he is called, who knows where the flower girls called 'Love in Idleness' I would commission him to lay some of its magical juices on your eyelids, so that you would fall in love with the first person you look upon."

"I don't care to fall in love with any one," she laughed. "I don't think I shall call you Oberon, either. He was a mischief-maker, and led Titania a terrible life. Remember how he put the sea's heart on the clown and caused her to fall in love with him?"

"That isn't a fairy tale. It's very human. Many people love as they are told—and marry also."

An odd look crossed her face. "Come out, kind stranger. Be you Oberon, Puck or the donkey-headed clown, I should like to see you," she coaxed.

"Very well. Since you ask the favor I'll come."

And then the branches rustled and a canoe slid out of the willows quite close to her. The girl saw how erect he sat and his strong, clear features. Susceptible to his smile and voice, she felt her heart beating strangely. Her answer was irrelevant. "Isn't this a truly wonderful night?"

"It is—because you are here!"

"And aren't people foolish to stay indoors?"

Two zepps were brought down in England the other night. Rallding Bagland

is now becoming one of the dangerous pastimes. Death is the best thing that can happen a baby killer.

A GROGGY CHAMPION.  
[Chicago Examiner.]

John Barleycorn, my Jo John, you've yet to taste defeat.

A million strong and husky men have thought they had you beat.

You've stood against the best of them, you've fought 'em long and hard and strong. A thousand years and maybe more, and still you're in the ring.

While they are in the graveyard, John, in many a sodded row, and still they haven't got you licked, John Barleycorn, my Jo.

John Barleycorn, my Jo John: Sing and sing and sing.

Are crowded to the iron roofs with fighting men you've met, and men of sense and brains, John, in many a hard-fought bout, have done the best that men could do, but failed to put you out.

You've seen 'em rise and fall, John, you've seen 'em come and go, and triumphed over all the lot, John Barleycorn, my Jo.

But times have changed a bit, John, they've got you going, lad. You're getting wobbly on your feet; you're not the punch you had. It looks to us outsiders, John, as if you'd had your fling.

When four and twenty sovereign states have barred you from the ring, a wee bird seems to whisper, John, that you are going to blow.

Like all the other champs have, John Barleycorn, my Jo.

—James J. Montague.

Sir Sam Hughes is going to tell the home folks all about it. Some story.

The Germans are apparently

GLASS OF SALTS  
CLEANS KIDNEYS

If your Back hurts or Bladder bothers you, drink lots of water.

When your kidneys hurt and your back feels sore, don't get scared and proceed to load your stomach with a lot of drugs that excite the kidneys and irritate the entire urinary tract. Keep your kidneys clean by using your own powers of elimination by flushing them with a mild, harmless salts which removes the body's urinous waste and stimulates them to their normal activity.

The function of the kidneys is to filter the blood. In 24 hours they strain from it 300 grains of acid and waste, so we can readily understand the vital importance of keeping the kidneys active.

Drink lots of water—you can't drink too much; also get from any pharmacist about four ounces of Jad Salts: take a tablespoonful in a glass of water before breakfast each morning for a few days and your kidneys will act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to clean and stimulate clogged kidneys; also to neutralize the acids in urine so it no longer is a source of irritation, thus ending bladder weakness.

Jad Salts is inexpensive; cannot injure; makes a delightful effervescent lithia-water drink which everyone should take now and then to keep their kidneys clean and active. Try this, also keep up the water drinking, and no doubt you will wonder what became of your kidney trouble and backache.

A Smooth, White Skin That Defies Weather

During the coming months of biting winds and intense cold, you who would keep your skin smooth, white and velvety, should turn your attention to merciful wax. Nothing else will so effectively remove a chapped, roughened or discolored surface. By gradually absorbing the weather-beaten cuticle, the complexion is kept in perfect condition, and even the beauty of expression caters to the more youthful appearance, appears more pronounced. If your skin be blotchy, simply, freckled, coarse, shallow or over-red, why not shed it? One ounce of ordinary mercurized wax, so be had at any drugstore, will completely transform the most unsightly skin into a smooth, white complexion, washing it off mornings.

If weather, age or poor health has marred your face with wrinkles, here's good news. You can quickly remove every line by using a harmless, refreshing face lotion prepared by dissolving one ounce of powdered sassafras in a half-pint of water. The finer, smoother skin, the more youthful appearance, even after one application, will astonish you.—Adv.

On the Old At River Line is a favorite ditty now being hummed by the Germans in Rumania.

Two zepps were brought down in England the other night. Rallding Bagland

about to take the rest out of Bucharest.

We have got some original ideas on elections. Whenever we run for any office we are going to have charge of the ballots, and hand them out ourselves, incidentally doing the collecting. That's a regular scheme.

Donald Campbell can say with all truth: "He came into his own, and his own received him not." It seems to take quite an operation to lance Lance from his job.

The city council will be asked to contribute \$1,000 to support a civilian in a position, who might be wearing the khaki. How can they expect manufacturers to do other than that?

If returned soldiers are not interested in getting positions for themselves, we should worry.

A gent who voted 37 times at Kansas City got married on the proceeds of his votes. As long as he does not repeat on his marriage vows, he will be all right.

Emperor Francis Joseph will

Traction Company

EFFECTIVE SEPTEMBER 17.

To St. Thomas and Port Stanley—7:30 a.m., \*9:30, \*11:30, \*1:30 p.m., \*3:30, \*5:30, \*7:30, \*9:15 p.m.

To Tempo, 4:30. To St. Thomas, 6:15 p.m. and 11:15 p.m.

Sunday cars marked with a star (\*).

LONDON AND PORT STANLEY RAILWAY

EFFECTIVE OCTOBER 1.

To Port Stanley: 6:20, 8:20, 10:20 a.m., 3:20, 5:20, 7:20, 10:20 p.m.  
To St. Thomas: \*6:20, \*8:20, 8:20, 9:20, 10:20, 11:20 a.m., 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, \*11:20 p.m.

Heavy type denotes no local stops between London and St. Thomas.  
\*Daily, except Sunday.

## CUNARD LINE

CANADIAN SERVICE.

HALIFAX-LONDON  
PASSENGER SERVICE

From London. From Halifax.  
Nov. 23 ..... ASCANIA ..... Dec. 21  
Dec. 14 ..... Ausonia ..... Jan. 6

CABIN AND THIRD-CLASS.

For information apply Local Ticket Agent or The Robert Reford Company, Limited, General Agents, 50 King Street East, Toronto.

## GRAND TRUNK RAILWAY SYSTEM

## Winter Tours

SPECIAL Fares now in effect to resorts in Florida, Georgia, North and South Carolina, Louisiana and other Southern States, and to Bermuda and the West Indies.

Return Limit May 31st, 1917  
STOP-OVER ALLOWED

R. E. RUSE,  
C. P. and T. A., "Clock"  
Corner, Phone 80,  
2611 xxy

## GRAND TRUNK RAILWAY SYSTEM

## WINTER TOURS

Special fares now in effect to resorts in Florida, Georgia, North and South Carolina, Louisiana and other Southern States, and to Bermuda and the West Indies.

Return Limit May 31, 1917.  
Liberal Stop-Overs Allowed.

For full information write to  
C. E. HORNING,  
D. P. A., Union Station,  
Toronto, Ont.

R. E. RUSE, C. P. and T. A., "Clock"  
Corner, London, Phone 80, 11-zxy

## CANADIAN PACIFIC OCEAN SERVICES LIMITED

MISSANABIE  
SAT., DEC. 9

ALLAN LINES.  
Lv. Liverpool. Lv. St. John.  
Nov. 17. Corcoran Dec. 2  
Lv. London. Lv. St. John.  
Nov. 23. Corcoran Dec. 13  
Lv. Glasgow. Lv. St. John.  
Nov. 25. Corcoran Dec. 9

CAN. PACIFIC LINES.  
Lv. Liverpool. Lv. St. John.  
Nov. 24. Missanabee Dec. 9

For Rates, Reservations, etc., Apply Local Agents, or  
ALLAN LINE—95 King St. W.  
I. E. SICKLING—1 King St. E.  
General Agents, Toronto.

PASSPORTS.  
Application Forms Furnished to Passengers on request.

be buried as a sinful man. He lived up to that idea all right.

Villa is on his way north. The American army is not on its way south to meet him.

Life is one glad sweet song, a poet once said, and we wish it were one

glad sweet song, like Caruso's. Then we could have an egg for breakfast.

Spring is here. It is so pleasant after the hard winter.

Prize fighters cannot be reached under the alien labor law. It refers to people who work.

## Mr. Married Man--Do This

Write out instructions for your wife to follow with reference to earning an income for the support of herself and your children after your death.

After you have found out how "easy" it is to write out these instructions, figure out how "easy" it is going to be for your wife to carry them out.

The task we think will convince you that you must maintain as much life insurance as you can possibly afford in order that your family shall not be dependent upon the charity of others, if you should die.

Don't put it off. Don't say that you expect your business to be in such shape that your family will have nothing to worry about. Think of all the men who do not own \$500 in real money today who were worth thousands of dollars two years ago.

If you haven't all the life insurance you can afford write for our booklet entitled "The Creation of an Estate." It will interest you.

THE IMPERIAL LIFE  
Assurance Company of Canada  
HEAD OFFICE - TORONTO

Israel Taylor, Branch Mgr., London, Ont.

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## Men Wanted for the Navy

The Royal Naval Canadian Volunteer Reserve, wants men for immediate service Overseas, in the Imperial Royal Navy

Candidates must be sons of natural born British subjects and be from 18 to 38 years of age.

PAY \$1.10 per day and upwards. Free Kit. Separation allowance, \$20.00 monthly.

Apply to the nearest Naval Recruiting Station or to the Department of the Naval Service, OTTAWA.

## XMAS SAILINGS

St. John, N.B. To  
"CORNICAN" 2 Dec. Liverpool  
"SCOTIAN" 9 Dec. Glasgow  
"CORINTHIAN" 19 Dec. London  
"SCANDINAVIAN" 16 Dec. Liverpool

"Corinthian" will carry Cabin Passengers only.

For full information apply Local Agents or

## ALLAN LINE

95 King St. W. TORONTO

Daily Dec. 9

## Belgians are Starving While Canadians Have Plenty

Our Heroic Allies Deserve More Help than We are Giving

An accident of geography, and the fortunes of war, have subjected Belgium to the cold-blooded, calculated cruelty and attempted starvation of the German conquerors—while we in Canada, secure from danger, are making money out of the War.

Legitimate though our profits are, we surely owe a substantial share of them to our Allies, who are destitute because they dared stand up for their rights and defy the enemy.

We have given much—but barely enough to help keep the Belgians alive. More of them every week are calling for help, as their own resources are exhausted, and every one of the millions should have something more than the three slices of bread and the pint of soup which is all the Relief Commission can supply out of present contributions.

If you have been helping, do more if you can till the war is over and Belgium is free. If you have not given yet, will you make up for lost time with a substantial contribution? Better still, will you give, every month, enough to feed one or more Belgian families, at the rate of \$2.50 each per month?

Whatever you can afford to give, send your subscription weekly, monthly, or in one lump sum to Local or Provincial Committees, or

Send Cheques Payable to Treasurer

## Belgian Relief Fund

59 St. Peter St., Montreal.

\$2.50 Feeds a Belgian Family One Month.

Subscriptions may be sent to Local Committee, MRS. A. T. EDWARDS, Treasurer, 183 Oxford street, London.

GET Our Prices for Tin, Lead, Zinc, Babbitt, Solder, Sheet

## THE CANADA METAL CO., Ltd.

Lead, Lead Pipe.

FACTORIES: Toronto, Montreal, Winnipeg.