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THE LONDON ADVERTISER COMPANY,

London, Ont., Monday, Feb. 25.

THE EFFICIENCY TEST. S THE WAR marches on in Europe there is no respite for the men who man the war machine at home. They keep the home wheels turning, and London district has been

golden opinion since war began, and he has been surrounded from time to time with a staff of businesslike officers. The non-commissioned officers who have trained the men who marched ly to be somewhat onerous, but he will enlist as-

necessity for action. And while many of those to him. In home posts were desirous of the chance to serve at the front, they buckled down to their tasks and gave the British Empire and Canada great service.

Mr. Gray has been for many years one of the Forest City, and it is a fine thing to see him stepping into places of public service.

Mr. Gray has been for many years one of the Forest City, and it is a fine thing to see him stepping into places of public service.

PASSING OF RESOLUTIONS.

DASSING resolutions at any and every convention which assembles has become a habit It is not considered essential that those votthe subject, but, frequently, a resolution that has been passed by one organization is forwarded to another with the request that it be indorsed. a matter of form. Of course, some resolutions gion of friends, and Western Ontario will cerare necessities, but others are mere formalities tainly be well advised as to the vital necessity inserted in the proceedings to round them out of food conservation. properly according to the ideas of those who arrange the program.

Hamilton school teachers, in convention, passed resolutions protesting against melodra- be able to make good without thieving. matic photoplays, comic newspaper supplements and the manufacture and sale of cigarettes. Under which class these resolutions come, necessities or formalities, or whether they form an- miration in the near future. other class readers may judge for themselves. Let the last be dealt with first. There is a greater demand today than ever before for cig. there is too much mention of "Thaw" in the For arettes. They are one of the great comforts and papers, bringing to mind one Harry K. solaces of the men in the trenches, who emphasize their need of the little soothers in almost doctors and chaplains, indorse them as one of the great needs of the army, and thousands of people at home have overcome their prejudice against them, and are sending them overseas regularly. In the face of these facts, a band of Eastern Ontario milk producers want more than the fixed price of 21% cents a pound for the gentle-eyed collie at his feet, school teachers asks that supplies be summarily cut off. Have these persons studied the pathological effects of cigarette smoke? Are they competent to explain them to the pupils whom they teach or to a committee of legislators appointed to inquire into the results of cigarette smoking? If they are not, their resolution is likely to be considered presumptuous; and the average school teacher is not an expert pathol-

Comic pictures and photoplay melodrama by have influences on the mind, but what kind influence is exerted must depend, inevitably, the individual pictures. There are comic pictures, so-called, which are vulgar and suggestive, at they are not high in favor, and they are not ed in many newspapers. There are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic pictures. There are comic pictures are comic pictures are comic pictures are comic pictures are comic pictures. There are comic pictures are comic may have influences on the mind, but what kind of influence is exerted must depend, inevitably, on the individual pictures. There are comic pietures, so-called, which are vulgar and suggestive, tures which are harmless but amusing to a great strange governmental economy. many people, such as those published in The Advertiser, which serve to distract the minds of adults from business cares at the end of the day's work and to brighten the play hours of children. There is, likewise, a wide difference in melo-

It is somewhat significant that a special committee was appointed in Hamilton to deal with the question of teachers' salaries. This was too important a matter to be dealt with hastily. Would it not have been better, if action were considered advisable on the other questions mentioned, to attach to them the same importance?

THE MONUMENTS THEY DESIRE.

IEUT.-COL. JOHN McCRAE gave up all, From Berlin, Foreign Office, even life itself, for the preservation of liberty on earth and the freeing of Belgium, France and other oppressed lands from the claws of Prussianism. Incidentally, he found time in the midst of his war duties to write one of the most touching and compelling little poems of the war, "In Flanders Fields." Because of his services and partly because of the wonder. ful grip his poem has taken on the hearts of Al- through press not voyage across Atlantic. lied peoples, it is proposed to erect a memorial to his memory, Guelph Canadian Club taking the

THE ANXIOUS DEAD.

Initiative.

It is fitting that the memory of Col. McCrae and all the other officers and men who have given their lives in the cause be kept green. There are thousands upon thousands of Canadians whose lives and deaths ought never to be forgotten in the Dominion, and when the war is forgotten in the Dominion, and when the war is over and the victory won it may be right that monuments be built at various centres to be constant reminders for all that it is to these men and others like them that Canada owes every.

thing she is and has. At present there is an urgent call for every spare dollar to help in winning the war, in providing Red Cross supplies, in laying up a patriotic fund to amply cover all demands during the year, in feeding the starving of Belgium, occupied France, Serbia and Armenia, and in supplying soldiers on active service with some few of the almost necessary luxuries of life. If Col.

McCrae and his fellow-soldiers could speak from the grave they would not ask that monuments be erected or scholarships founded in their names now; they would beg that everything possible be done for the men in the theatre of war that their existence might be made more bearable and that their every effort might have the fullest support from those at home. Col. McCrae has left his appeal behind and his meaning is clear. In his poem he makes his demand:

'Take up our quarrel with the foe! To you from failing hands we throw The Torch-be yours to hold it high; If ye break faith with us who die We shall not sleep, though poppies grow, In Flanders Fields."

To Canadian Clubs, to the nation and to the

A FATHER "CARRIES ON" AT HOME.

THE appointment of Mr. James Gray, head of Gray's, Limited, to serve as district reprefortunate in the possession of officers and men at the head of affairs who have handled tens of thousands of men with a minimum of friction.

The city council administers the affairs of 60,000 people, but it will be found that the duties involved in the management of the military affairs of such a district as the London district good-will, and he is also known throughout Western Ontario. Shannon has won at the head of affairs who have handled tens of sentative for the Canadian Foed Board in the paragon Amelia didn't have so much snow to wade through. But it most ways the Perkinses are who was more likely to inspire public good-with whom she boarded. "Yes? But it must be pretty dult for you there—just those two old people." He glanced commiseratingly at the bright-eyed girl beside him. "It isn't exactly exciting," she acknowledged.

away to war, and turned out officers by the sistance and support in all quarters for the askhundreds, have "proved up" in a gruelling test. ing. He will follow practical lines, and he will The "game" has proceeded with unabating be certain to carry through all the tasks allotted

of public service. Citizens showed their respect for him by placing him at the head of the polls as a school trustee at the elections in Japanese.

This blizzard's made traveling mighty bad. I doubt if any of the pupils get here this morning. Most of them live

Mr. Gray speaks from the heart when he don't come?"

"Oh, stay out the time. I'll have He' says that he believes the conservation of food to on account of the salary you know will help mightily to win the war. His son, Ron. The directors aren't very lenient, in will help mightily to win the war. His son, Ron- the matter of lost time. ing for or against a motion know anything of ald, gave his life to the cause, and his brother, David, also laid down his life. Another son, Roy, is the commander of a "tank" in France, where he has served almost since the outbreak. Mr. and this is done, with little or no discussion, as Gray will have the hearty co-operation of his le-

Choice hogs sell at \$20.25 per cwt. "You coated, fur-capped, his dark eyes pig" is fated to become an exclamation of ad-

Mild weather has one unpleasant feature:

one of these places which are discussing every letter. Returned men, privates, officers, the establishment of municipal coal yards are cabin."

Which is the more serious offence—to carry liquor in the paunch or in the bottle? The man who carries it "inside" gets a \$10 fine, while he who carries it in another sort of container must

but they are not high in favor, and they are not no longer even members of Parliament, to draw sat used in many newspapers. There are comic pic- cabinet ministers' salaries. Some more of that

Latest theory about Germany's plans on the west front is that she is going to win another of all. her remarkable victories by withdrawing her answered see. armies about 25 miles. She will then boast that the Allies failed to prevent this manoeuvre.

the Allies failed to prevent this manoeuvre.

WARNING CAME FROM BERLIN, GERMANY.

[Kitchener Telegraph.]

Mr. John Rathom, of the Providence Journal, who has had as much or more to do with the exposing of the German propaganda in America since the commencement of the war than any other single individual, is now publishing in The World's Work, a number of the experiences he had and what he discovered. For instance, passengers on the ington to remain at home. The Berlin message read as follows:

From Berlin, Foreign Office,

To Botschaft, Washington.

message to read as follows:

To embassy, Washington—Warn Lusitania passengers

THE ANXIOUS DEAD.

O guns, fall silent till the dead men hear Above their heads the legions pressing on; (These fought their fight in time of bitter fear, And died, not knowing how the day had gone).

O flashing muzzles, pause and let them see The coming dawn that streaks the sky afar; Then let your mighty chorus witness be To them and Caesar, that we still make war. .

Tell them, O guns, that we have heard their call, That we have sworn, and will not turn aside; That we will onward till we win or fall, That we will keep the faith for which they died,

Bid them be patient, and some day anon They shall feel earth enwrapt in silent deep, Shall greet, in wonderment, the quiet dawn, And, in content, may turn them to their sleep.

The Advertiser's Daily Short Story

To Canadian Clubs, to the nation and to the whole British Empire, the call comes: Take up the quarrel; hold high the torch. Fight if you are able to endure the hardships; give if you cannot fight; devote all your energies to finishing what they have begun so gloriously.

Victory is the memorial they all desired when they laid down their arms and crossed over to the other side. Less enduring and more trivial monuments can wait.

To Canadian Clubs, to the nation and to the offer to get acquainted since her coming among them.

"Oh—it's you. Miss Davanant," Alden the welcoming light of the To-lans' cabin. Before ascending the little he jumped out to help her in the sleigh. It don't wonder you didn't recognize me, I'm so wrapped up." she laughed, as he tucked the robe around her.

"Why in the name of common sense didn't the Perkinses take you to school on a day like this?" he asked, when the jingle of bells began again.

She laughed. "They seidom think it's necessary. Their daughter, Amelia, once taught this school when she was a girl, and walked back and forth every day of the term. She set an going to try and made to the coming among them.

At last they saw shining out before the welcoming light of the To-lans' cabin. Before ascending the little he jumped out to help her in the sleigh. They meldon the view of the intervention of the To-lans' cabin. Before ascending the little he jumped out to help her in the sleigh.

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"Why in the name of common sense didn't the Perkinses take you to school on a day like this?" he asked, when the jumped out to help her in the sleigh.

"I'd on't wonder you didn't recognize me, I'm on thity glad the storm came to day and gave me a chance to know you." didn't the Perkinses take you to school on a day like this?" he asked, when the jumped out to help her in the sleigh.

"I'd on't wonder you didn't recognize me, I'm on thity glad the storm came to day and gave me a city product w every day of the term. She set an uncomfortable precedent."

"It's hard to live up to someone else's reputation opposition."

The win

hired to build fires for me."

"Allow me to be Ted this morning."
laughed he. "Tm a good hand at fire uilding. A case of practice making erfect, you know."

as a school trustee at the elections in January. so far away. What'll you do if they

ay will have the hearty co-operation of his lem of friends, and Western Ontario will cerally be well advised as to the vital necessity food conservation.

EDITORIAL NOTES.

With Marello's persistency, a man ought to able to make good without thieving.

Choice hogs sell at 420.25 par aret. (17)

"Tm afraid I'm a bit late, Miss avanant." His keen glance took in e forlorn, empty schoolroom, "I see

ment stood in terror. What if it were some tramp seeking shelter? Then, summoning her courage, she went to the door and found Duncan Alden standing there.

the door and found Duncan Alden standing there.
"Oh, I'm so glad—I'm so glad to see someone," she cried, her face pale, and her brown eyes under the tumbled curls pitifully glad.

"Why—you poor little girl." His laugh was shaky. "This must have been a horrible day for you. I'm afraid we folks who're used to it haven't realized what a prairie bliggery must be to be a proper or the second was a prairie bliggery must be to provide the property of the second was a prairie bliggery must be to provide whether a prairie bliggery must be to be a provide whether the provide was a provide whether the provide was a provide whether the provide was a provide w pitifully glad. ized what a prairie blizzard must mean

Oh, I usually get along well enoughbut today—"
"This is the limit. I telephoned to
Mr. Perkins to see if he was coming
for you, but he said he wouldn't think
of taking his horses out in this blizzard. Some people are more considerate of their horses than anything
else, you know. And I'm afraid you'll
put me in the same class when I tell

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you that I couldn't drive my horse tonight. He cast a shoe going home this noon, and for some reason is terribly lame. I've been working over him—that's why I'm late. I kept hoping he could make it; but he simply can't go. However, I'm here with a show shovel."

Newspaper Syndicate,

WINE OF LIFE.

By Catherine Hopson.

"Want a lift?" cared out a cheery voice, as jingling sleigh bells slowed up.

Amy Davanant, teacher of the Pipe Grove School, stepped aside in the road at the approach of bells, and then turned with a slight pucker between her smooth brows at the futility of the question. Her need of a "lift" was obvious since she was floundering through fourteen inches of unbroken show. Besides, she felt plqued that Duncan Alden, unlike the other young people in the community, had made no effort to get acquainted since her coming among them.

"Oh—it's you. Miss Davanant." Alden "By Catherine With a show shove!"

"But can we walk over to the Pgr-kinses?" she faltered.
"No, but I 'phoned to Mrs. Tolan; they're the people who live in the cabin just beyond me, you know, and she wants you to stay there tonight. It's three-quarters of a mile from here, but with a snow shovel and a strong right arm, I think we can make it.

So they started forth. The snow had drifted over the path made by the sleighs earlier in the day; and the showled was necessarily brought into the way. The late afternoon wind increased in fury, and Amy was obliged to hold her freezing. Nevertheless, despite their exertions, they found time for merry taken.

At last they saw shining out before them the welcoming light of the To-

you," declared the man. "I've thought you were a city product who wouldn't care for pioneer life and people—that's why I've avoided you. But you've certainly shown yourself mighty plucky today." Something in his keen eyes made her own drop shyly as he added: "Five months of your stay's been wasted for me, but—I'm stay's been wasted for me, but—I'm roing to try and make up for lost

try and make up for lost The wind howled, and around them



Cheer Up!
Hope will burn
So bright tomorrow. You should learn To smile through sorrow.

Paw Knows Everything. Wille—Paw, what is a pessimist? Paw—A pessimist is a man who looks for happiness with a lantern when the sun is shining, my son.

Bless His Heart!
e world loves good Mr. Blaws,
think he is so nice;
aritable with applause,
introduction of the control of the stingy with advice.

The Old Bachelor was playing with some children and the kids were having a fine time when Miss Oldgiri passed by.

"You seem to be very fond of children," said Miss Oldgiri sweetly. "Are they yours?"

"No," growled the Old Bachelor.
"That's why I am fond of them."

Executive ability is what enable a man to take \$10,000 a year with how own head and somebody else's hand work and somebody else's hand a man will paint her own face before they yours?"

The girl a bachelor.

Executive ability is what enable a man to take \$10,000 a year with how own head and somebody else's hand with the work and somebody else's hand a man will paint her own face before the girl a man thinks most of the girl he is most afraid of. And y we wonder why husbands are her pecked.

Tears and Tears. cares,
The sound is what one hears;
And, when a girl her new dress tears,
You'll find she is in tears.

Oh, Joy!
"There's one good thing," said Mr "No matter what the **we**ather,
The coal man and the ice man can
Not both soak you together."

The Wise Fool. "It is more blessed to give than to receive," quoted the Sage.
"Maybe," commented the Fool. "But Mrs. Vernon Castle, of her husband

We always imagined that Kosciusko, Mississippi, was a warm place in Winter. But we have just learned that you can find an Icy Day there all year around.

Shortest Spy Story. Chapter 1.—Caught. Chapter II.—Shot.—El-Jay-El.

The shades of night were falling fast, As down the street a thin girl passed; She slipped and sat down on the ice, But she wore a shock-absorbing de-

Excelsior!
—B. T. Longfellow. The Progressive Undertaker, Sign in lobby of Hotel Dixie, Shelby-ville, Tenn.: Finnis R. Eearden Funeral Director Sheet Music Picture Frames.

Our Joe Miller Contest. A reader in Monticello, Georgiams that the oldest joke is the about the farmer who sent in a close for a cow that had been killed be argument with his demand for dam-

ages:

"If the train had been run as it should have been ran, and if the bell had been rung as it should have been rang, and if the whistle had been blown as it should have been blow, both of which they did neither, the cow would not have been injured when it was killed."

Names Is Names Mr. Pink Stephens lives in Moore's Chapel, Ga.

Our Dally Special. Don't Pay The Devil Overtime When You Give Him His Due.

Luke McLuke Says.

A man can't have a good time unless he spends a lot of money. But it is different with a woman.

Once in a while you will find an engaged man who is as henpecked as if he was married.

A man can't understand why his excuses do not sound as logical to others, as they do to himself.

What on earth has become of all the Algebra that it took you five years to cram into your knowledge box?

In winter every reporter would like In winter every reporter would like to be an exchange editor and stay in doors where it is nice and warm. And in summer every exchange editor would like to be a reporter and get out and get the air.

It is hard to make a woman understand that a hat that was designed for a 16-year-old face won't make a 60-year-old face look that much younger.

There is always trouble in the hon n which he thinks that the owner of his pet Kaif needs the money more han the owner of her pet Depart

ment Store. Once upon a time there was a man who had no secrets from his wife. H was a bachelor.

pecked.

Isn't it strange how a girl can so proud of her big hat and ashamed of her big shoes?

Wait a Minute!

Speaking of new things to tax, why

and make them pay the city gas rate

ninety-nine men out of a hundred want to serve on the receiving end."

That's saying a nice ing, and it is about all that can be said of the best of them.

Ex-Czar Nick is lucky to be Siberia. He might be in Petrograd in a really dangerous place. Lucky Nick. Trotzky is said to be on the run-sky. A suggestion has been made that reporters compelled to report public gatherings be equipped with gas masks Ear muffs and a couch would be suffi-

The Bolsheviki are going to fight. Gab does not count much against a big

A gent say that whale meat is not that people think it is. Most folks what people think it is. Most folk don't believe it's fit to eat. We don't. There is a snuff famine, a dispatch says. Nothing to be sneezed at. Hogs are worth over \$20 a hundred-weight. We don't eat pork. Our scruples are financial, not religious.

Paper trousers are being worn in Germany. Well, that will not prevent them from being beaten to a pulp; will probably help. Ty Cobb is not for sale, we are informed. We thought of spending our last 50 cents for Tyrus. Women will be admitted to the Pro-dincial Legislature. They certainly wi-ieel at home there.

Capt. Ken Somerville, son of Mayor C. R. Somerville, picked up the poem that follows in a trench in France; and has sent it to his father. So far as it can be learned, it is one of Edmund Vance Cook's, the Cleveland newspaperman, and is worth repeating. It is true soldier philosophy:

Did you tackle the trouble that came With a resolute heart and cheerful, or hide your face from the light of day With a craven soul and fearful?

Oh, a trouble's a ton, or a trouble's an

But only how did you take it, You are beaten to earth. Well, what Come up with a smiling face. It's nothing against you to fall down

flat, But to lie there, that's disgrace. The harder you're thrown, the higher you bounce, Be proud of your blackened eye. It isn't the fact that you're licked that:

But how did you fight, and why. And though you are done to the deathbed, then,
If you battled the best you could?
If you played your part in the world The Critic will call it good.

with a pounce,
And whether it's slow or spry,
It isn't the fact that you're dead that But only-how did you die,

SEEMS EVERYONE HEARD ABOUT IT

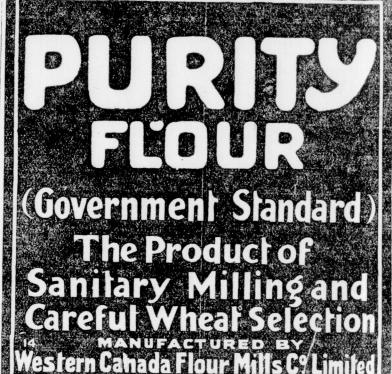
All want to try new drug that dries up corns so they lift out,

gists here are kept busy dispensi Cincinnati man, which is said to loosen and any corn so it lifts out with the fin-

A quarter of an ounce costs very lit tle at any pharmacy, but is said to be sufficient to rid one's feet of every

hard or soft corn or callus. You apply just a few drops on the ender, aching corn, and instantly the soreness is relieved, and soon the corso shriveled that it lifts out with out pain. It is a sticky substance which ies when applied and never inflame This discovery will prevent ands of deaths annually from lockjan

the suicidal habit of cutting corns



THE SERVICE CHAIN

Service Direct to Readers A FEATURE OF THE LONDON ADVERTISER'S POLICY

A constant effort is made by the staff of this newspaper to establish the point of personal contact with readers. For some years the "service" end of the newspaper has been developed. Thousands and thousands of letters come to the various departments annually, and in each case some service beyond the providing of the day's news is performed. This brings about a closer harmony between reader and newspaper, gives the newspaper a welcome as a friend, and establishes an understanding that usually creates a lifelong relationship. Some of these features are worth talking about.

CYNTHIA GREY has for years given The Advertiser columns their most valued daily human document. Since this feature was inaugurated, tens and tens of thousands of letters have come to the little lady who "mothers" a flock of thousands, replying to their perplexing problems with a gentle guidance, solving practical questions and bringing kind hearts in touch with other kind hearts. Since war began hundreds of "lonely soldiers" at the front have been gladdened by the letters and gifts sent to them by the Cynthia Grey circle. Many families have been helped, children brought to health and strength, and a thousand cheered by the spirit of the column. It is doubtful if such a spirit is to be found in any other newspaper

HEALTH QUESTIONS Although a new feature, many Advertiser readers are availing themselves of the chance to secure general advice on health problems. Dr. Hirshberg, a Johns Hopkins man, answers the questions personally, and his daily articles are becoming a feature, and his prescriptions filled by every London druggist. Practical hints on beauty culture, with care to prevent the use of harmful cosmetics. are also a feature of The Advertiser's daily magazine page.

MILITARY SERVICE ACT The Advertiser was the only paper to establish a department for the interpretation of the clauses of the military service act. Hundreds of inquiries have been received and answered, and this feature has been acknowledged by the military authorities to have assisted materially in an understanding of the act and its application. THE HIGH COST OF LIVING This weekly feature, now in publication

for more than a year, has performed good service for the housekeepers who read The Advertiser. Isabel C. Armstrong has brought about many practical discussions, and the recent Child Welfare week was materially assisted because of a campaign conducted in her columns. A WEEKLY MUSIC PAGE This feature has been of service to readers, and especially to music students and lovers. The expert treatment of musical problems and an appreciation of the

work of London's musicians have popularized the weekly review. A FINANCIAL REVIEW A page devoted to the interests of business and finance is published each Tuesday in The Advertiser. The conductor of this page keeps his finger on the pulse of the business constitution, and many practical articles of timely value are printed. Questions relating to investments, business problems and insurance are answered. James E. Macdougall conducts this page, and

receives a large mail from those who follow it. THE PATTERN DEPARTMENT This is a definite branch of Advertiser service. The latest styles are sold in pattern form at a nominal charge, and thousands pass between the newspaper and its readers each year. Thousands of ladies and girls in London and elsewhere are wearing

the gowns and dresses made from Advertiser patterns. And how well they look! LEGAL ADVICE Legal problems of a general nature are answered by a lawyer, and in the course of a year many such inquiries are attended to.

In all other departments the information available to The Advertiser is at the service of its readers. This array of special service departments will bring home to readers the fact that THE ADVERTISER IS MORE THAN A NEWSPAPER-IT IS A PUBLIC SERVICE BUREAU.