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THE LONDON ADVERTISER
COMPANY, LIMITED.

London, Ont., Monday, Jan. 22.

BEFORE THE WAR.

HE German claim ever since 1914 has been that the aggressive policies of the Entente directed by Lord Grey forced the central powers into war: It is pointed out by German propagandists that Great Britain divided up weak and distracted Persia with Russia, leaving Germany out in the cold by a secret treaty. France's aggressive policy in Morocco was also supported by Great Britain, in exexcluded Germany, pursued colonial and clal aggrandizement and tended to hem or ring the Teutons in.

ng is that the British Government railway question was satisfactorily settled, in part at least, and Grey co-Peninsula, the British fleet vertures for naval reductions were, however, repulsed by Germany twice or thrice, and though Grey sucordiality between Berlin and London.

guarding the liberties of humanity worth trying.

BULLY-RAGGING QUEBEC.

W HAT, we wonder, is the object press which seizes upon every opportunity to draw a dividing line between the English-speaking and Frenchspeaking peoples of Canada. Whatever it may be, one thing is certain, the Quebec can have no other effect than to widen the breach already created by the difference in language. The fathers of confederation hoped they had made Canada one. Many newspaper articles of today read as though they aimed at tearing the country asunder again on racial lines. If they hope to help recruiting they should know that pointing the finger of scorn and calling names will not bring co-operation from the normal man. The result indeed might have been disastrous before this were it not for the good sense of the French newspapers which to a large extent disregard the hysterics of their Ontario brethren and leave the habitant in blissful ignorance of their rage.

she is not proud of them. Their am- 'frightful' always." bitions are not those of French-Canadians in general. The latter are not ragging will not make them more loyal this fact to the Germans. It might things, and begin to miss what is dear-to Canada and the British Empire. If prove disastrous in the exchange of est and most precious. I'm missing cause. They will be proven the real traitors to the country.

It is a shame for Mexico to carry on a little war all to itself. Why no join the general whirlpool? Now's the chance, when the German raidon.

It is a shame for Mexico to carry on a little war all to itself. Why no join the general whirlpool? Now's the chance, when the German raidon.

The London Spectator says:

"Sixty-five million bushels of grain The tanks are exerting a great inpounds of sugar-enough to supply of arable land are devoted to the growth of foodstuffs to be converted into alcoholic liquor. These acres George in England, and T. R. in the

calls upon the Lloyd George Government to deal summarily with this peril. Then somewhat strangely it goes

say is that when it is certainly a question of food shortage, and may be a question of actual starvation, it is port of drink, and at the same time to allow the depletion of our manpower caused by the employment of hundreds of thousands of men in making, selling and moving beer who might be doing war work."

The Spectator is clearly right in them as men, and not as partisans.

The spectator is clearly right in them as men, and not as partisans.

To the big machines of the spirit of youth in the precious golden years golden years when love beckoned and the world was not all trouble and labor? Yet, now, when the door of hope opened them as men, and not as partisans.

To the big machines of the spirit of youth in the precious golden years when love beckoned and the world was not all trouble and labor? Yet, now, when the door of hope opened them he might get smothered by gasoline fumes from the sewers.

There was an agitation some time anyway. Should one of the family then he might get smothered by gasoline fumes from the sewers.

There was an agitation some time anyway. Should one of the family then he might get smothered by gasoline fumes from the sewers.

There was an agitation some time ago for zones of quiet. There might surest relief known.

calling for a closing of the liquor traffic. But why allow in "normal times" either he "non-hygienic habits" of the eople? 'And why should food cost double in peace time what it might if so many million acres of productive and were not wasted on drink? If it is "madness and crime to allow the deletion of man-power caused by the mployment of hundreds of thousands of men in making, selling and moving beer who might be doing war work," is it not even madder and more criminal to allow the depletion of man-power for labors in peace time more useful than war work? The Spectator's method of argument is muddle-headed enough for

the symbolic John Bull. It goes on, also, with a sidelong eye at its noble and prelatical readers, to ecommend that distillers and brewers put out of normal revenue should be paid by the Government the average interest which they got from their businesses in the three years before the war. The sacred liquor interest! Then the article closes with a final touch of

"As for the brewers, let them brew beers with less than three per cent of alcohol, from hops. Hops, remember, are not a food."

Yes, but how about "the depletion of man-power caused by the employment of men in making, selling and moving" such small beer? It is rather a sickly against the liquor spectre. It sees the evil, but is paralyzed from striking a full blow. Will Lloyd George do better? At any rate, the world moves on when change for a free hand in Egypt. Thus the old Conservative organ assails Castle Whiskey. The liquor interest may well murmur, Et tu Brute!

follow their husbands and fathers overseas, it is estimated there are now "I'm not" File Levil Levil

There are two disquieting views of this situation: First, the fact that it means so many more mouths to feed in the old country at a time when economy in food consumption is essential; second, that the transportation of these people back to Canada at the end of the war will be a problem that it is pure selfishness. If your father were alive he could influence you, but you never did pay any attention to anything I ever wanted you to do. You're all Gilman."

"It's pure selfishness. If your father were alive he could influence you, but you never did pay any attention to anything I ever wanted you to do. You're all Gilman."

"Oh, mumsie, don't talk like that."

Ella Lou was across the room in any nor enough in food consumption is essential; second, that the transportation of the war will be a problem that of the invalid mother. "I am a perfect of the war will be a problem that of the self-shness. If your father smiling, contented, and at peace, the side her. When she reached the house after them Ella Lou's mind was made up. She went straight into the little side bedroom which she had given up for her aunt's use and closed the door behind her, her checks flushed, her eyes brimful of resolution.

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"Aunt Adeline and her mother smiling, contented, and at peace, the side her. When she reached the house after them Ella Lou's mind was made up. She went straight into the little side bedroom which she had given up for her aunt's use and closed the door behind her, her checks flushed, her eyes brimful of resolution.

"Aunt Adeline and her mother smiling, contented, and at peace, the side her. When she reached the house after them Ella Lou's mind was made up. She went straight into the little side bedroom of the war will be a problem that her invalid mother. "I am a perfect plainly to you so much." steamship companies confess them-selves unable to solve. oeast to go against you—"
"Don't use such language, dear.

selves unable to solve. time visitors is not one which can be dealt with otherwise than by provid
Ella Lou gave a big, explosive sigh ing them with necessities. This must be done while they remain in Britain. vas the war levy of 1913 by which It is not a question of whether each getting in wood and kindling outdoors. was the war levy of 1913 by which the latter of the door to call for the boys aren't much help around the riches dearth.

Ravished her treasures, brought from the boys aren't much help around the riches dearth. t planned to overthrow France and turning the planned to overthrow france and turning the planned to overthrow france and turning turning to overthrow france and turning turning to overthrow france and turning turn

Asked in 1912 why he could not make the shortage in shipping facilities. with Germany, he replied But it may be possible to take such ering acres of ground in the heart of vas prevented by Germany's action as will relieve the whole situadefensive alliance, sacri- ably, be worth spending a considerable sum of money to accomplish this result, dicing perforce, it may be, some semlance of local liberties in Persia, but and there are ways which might be lance of local liberties in Persia, but and there are ways which might be lock up at odd jobs after school, it ried, don't you know, after we had rain.

guarding the liberties of humanity against the storm which therefore broke less disastrously in 1914.

These families are, doubtless, widely scattered, and not to be easily reached by meetings called for the purpose of barrier conditions and not to be easily reached by meetings called for the purpose of barrier conditions and not to be easily reached by meetings called for the purpose of barrier conditions and not to be easily reached by meetings called for the purpose of barrier conditions are doubtless, widely scattered, and not to be easily reached by meetings called for the purpose of barrier conditions are doubtless, widely scattered, and not to be easily reached by meetings called for the purpose of barrier conditions are doubtless, widely scattered, and not to be easily reached by meetings called for the purpose of barrier conditions are doubtless, widely scattered, and not to be easily reached by meetings called for the purpose of barrier conditions. And they were so both done all we could tor our taming the liberties of the conditions are doubtless, widely scattered, and not to be easily reached by meetings called for the purpose of barrier conditions. And they were so both done all we could tor our taming the conditions are doubtless, widely scattered, and not to be easily reached by meetings called for the purpose of barrier conditions. And they were so both done all we could tor our taming the conditions are doubtless. If you really and truly want to less. If you really and tru of that section of the Ontario impressing upon them the desirability of their return to Canada, and the Lou slipped into the little parlor and the boys somehow. promising, is that of a newspaper campaign. Advertising was largely instrumental in filling the ranks of the British army; advertising, of the right | Old Sweet Song." of her unbidden guests.

Now is the time to take action, not when peace is declared, and the rush boys go tell Benson to go be has begun. Canada will welcome back here?" her own and help them to tide over the days until the soldiers come home.

EDITORIAL NOTES.

Bourassa, Lavergne and Blondin, but graph. Rather the German motto, "Be

One British soldier is worth three Nationalists or Separatists. But bully- Germans, of course, but don't proclaim ragging will not make them more loyal this fact to the Germans. It might

are every year being turned into beer, fluence. All enterprising communities while three hundred and sixty million will soon have their own special variety family in the kingdom with of tank. The latest is a sort of huge forty-five pounds-are used every year car ferry, which tried to run through by the liquor trade. To put the matter in another way, three million acres the ice from Detroit to Manistique.

would grow enough wheat to keep the whole of London supplied all the year U.S.A., and the world can be assured of a proper ending to the war," says the past four years had been like, since a New York paper. Quite right, but her father had died. It would have we might add "and a strong Govern- meant everything to them then, if she HE great old Conservative organ we might add "and a strong Government at Ottawa,"

Admiral George Dewey, the hero of teacher's course, lifted the crushing worry from the little sick mother, in-"We are no teetotal cranks. We do not want to interfere in normal times with people's personal habits—hygienic prospective candidate for the presior non-hygienic. On matters of health dency, is now but a memory in the let them judge for themselves. All we hearts of the American people-merely

AN APOSTLE OF PEACE



THE GERMAN WOLF: "I have an honest love of peace. You might even put me at the head of an International Peace Trilunal!" ("We desire to stand at the head of the International League, to punish the breaker of the peace; we wish to co-operate honourably n the establishment of peace guarantees."-Hermann von Rath in the

The Advertiser's Daily Short Story (Copyright, 1916, by the McClure Newspaper Syndicate.)

A Reluctant Cinderella

and went back to the supper dishes. go. and had to a degree guardconsuming food which is required for stood rows of white mill houses, all wouldn't be a bit happy away from We that have poisoned with the cities' others and, to an extent, increasing just alike. Below the railroad tracks was the great cotton mill itself, cova little New England village, domin-

been born in the village, had worked in me-pretty clothes and rid kept them going. And they were so both done all we could for our

ons explained to them. take Ella Lou for the winter dress hit misty with toars There are, however, other means of her and give her a chance to do better Ella Lou's young, anxious fac than she could at Millvale.

began to play on the organ. Not hymns, but little stray odds and ends hymns, but fittle stray ougs and enus of melody that always soothed her—
the "Shadow Dance" from "Dinora,"
"Traumerei," "Narcissus" and "Love's "You make me play fairly godmother "You make me play fairly godmother

In addition to this, it might be possible to extend financial aid to those who find it difficult to pay their passible to extend financial aid to those door, and stood wide-eyed at the apparition there. It could only be Aunt of the parition there. It could only be a could be collected later and, if it were last to the country, it would be better than

leaving present conditions to become cried. "Sue, bless you, I'm glad to be more acute." She bent tenderly over the invalid in the rocker. "One of you big el and put up there. Isn't it cosy

the social leader at the state capital. Some gent once wisely said "Methinks the one rich member of the family.
"I thought I'd better come myself," tant in blissful ignorance of their rage.

Of course, Quebec has produced German motto," says the Quebec Telesince I left for Europe after Nancy was born, and you have no idea how lonely it is for me in the big house now that Bob has gone. You named one of your boys after him, didn't you? That was ce of you. Somehow, as the years irift over us, we get a perspective or

> winter outfits, even to muffs and furtrimmed coats. And all manner little new luxuries appeared in the house. But Ella Lou held aloof. At night when her mother told her what a lucky girl she was, and planned her winter ahead, she said little, but there was a sparkle of rebellion in her eyes. It was all very well for them to dispose of her like that, but she'd never leave the family. Why hadn't Aunt Adeline shown this sudden change of had given ever so little out her abund-ance. It would have kept Ella Lou

white house in the long row above the Then, too, there was Ted. He worked in the mill, too, Ted with his hopes for their future, and his steady eighteen dollars a week that must exmadness, it is a crime, for the Government to allow our daily dwindling supplies of wheat and sugar and coal to go in the manufacture and transport of drink, and at the same time to allow the depletion of our manyow of the depletion of our manyow o

up at the normal school to finish her

sured warm clothing and plenty at the

aned back in her rocker, dropped her ewing on her lap and looked reproach-BRITAIN'S NEW PROBLEM.

In SPITE of all warnings that it was unwise in the extreme for wives and families of Canadian soldiers to all warnings that it was and families of Canadian soldiers to the soldiers t

over 50,000 of these dependents domically died in Britain, and their presence there is causing uneasiness.

There are two disquieting views of this situation: First, the fact that it

"Well, go ahead, child," Mrs. Chal-mers exclaimed heartily. "We'll have Therefore I sing a song of winter, You learn it down in that shop, and if many a little confidence this winter, The question of feeding these wartime visitors is not one which can be dealt with otherwise than by provid
You learn it down in that snop, and it want you to come to me freely."

Adeline was to hear you I don't know what she'd say."

Ella Lou gave a big, explosive sigh eagerly. "I don't want to go, I can't eagerly. "I don't want to go, I can't Can't you see that it wouldn't be Another world we have, we that hav Nancy and Dot were at their lessons fair? Mother needs me here in a thou-

Ella Lou was used to it all. She had line, all that doesn't mean as much to And in bloodthirstiness have slain her

han she could at Millvale.

After the dishes were finished, Ella with you, and the girls? I'd look after

kind, would help in emptying Britain All at once there came the sound of whether I meant to or rot. Go ahead in your own way and get them ready an automobile up the hill from the rail-road crossing. It turned into the mill In addition to this, it might be pos-sible to extend financial aid to those man gate. Nancy ran to open the vitation to the ball." Ella Lou smiled radiantly. "My prince won't be there,"

$\S\S \text{ cancelerates} \ \S\S \S\S \text{ categorisms} \ \S\S \S\S \text{ categorisms} \ \S\S \S\S \S \text{ cancelerates} \ \S\S$ Wait a Minute!

By J. H. F. COMPANY OF BELLEVILLE OF SECURIOR SECUR

Ella Lou's brown eyes opened as using very strong language and much widely as Nancy's. This was not the space to prove that Col. Currie, M.P. Aunt Adeline she had always imagined, was not a coward on the battlefield

If what they say about women is true, to wit, that they are the world's prize gossips, they have every right to vote and go to parliament or congress. fountain of gossip.

A lady writer takes up quite a lot of space to explain what a woman thinks. We can't tell the thinking about they are thinking about woman thinks. We can't tell when they come out onto the streets in such garbs.

Says T. K. H. in the Chicago News-"Too much prosperity. This slop-fed been before. Nancy and Dot came home after one of these trips with full sty ideal if it gets any more easy money." Quite a hunk of truth for the U. S. A. The same will apply to this country when it gets to that state. The "Pape's Diapepsin" makes

A New York Judge has ordered a wife to help her busband wash the dishes We men will stand up for our rights, by ginger.

Washington next year. Judging ache. from the yarns told at the leak | Pape's Diapepsin is noted for its investigation, Billy has a lot of speed in regulating upon investigation, Billy has a lot of it is the surest, quickest and most cerwork cut out for himself.

H. Knut Thaw will get better. If he were sensible he would be dead these their favorite foods without fear-they

Nina May Dill, Detroit, has been Please, for your sake, get a large, married three times, and is now divorced again. She's continually in a pickle, so to speak..

Please, for your sake, get a large, fifty-cent case of Pape's Diapepsin from any drug store and put your stomach right. Don't keep on being

more laws passed to protect able. Eat what you like and digest it themselves, the poor pedestrian enjoy it, we the stomach. will have safety only in the cel-

be one about the city hall, with con siderable benefit to the citizens

The Detroit auto show is a riot of color, it is said. We are convinced that the glddy hues are for the purpose of convincing pedestrians who have been run down that they have been struck by lightning....

Some day there will be a strike of baseball fans in the United States. This will help to solve the labor problem.

The Germans plan to smash the west front. Quite an afternoon's job, we

"SHANGHAI BERRIES." A million Chinese eggs have been landed at Vancouver, B. C., and some are now in Portland. A generation or two ago the funny man who assisted the grocer was prone to call eggs
"Shanghai berries," and was more hrophetic than humorous.

Jack Riley says we are fond of blank verse. That's right, the only trouble being that we get a lot of blankety-blank verse.

Many a wooden-legged man can deiver a corking good speech.

Things have again reached a crisis between Germany and the United States. It is ever thus. Just one dog-gone crisis after another, and nothing

Dear J. H. F.—A friend of ours f blank verse, but would like it better

"Aunt Adeline, I do want to talk Goin' to picnics, parties and feelin'

-Mary W. Plummer.



Residents of Canada registered at Hotel Astor during the past

Single Rooms, without bath .. \$2.50 and \$3.00 Double .. \$3.50 and \$4.00 Single Rooms, with bath .. \$3.50 to \$6.00 Double .. \$4.50 to \$7.00 Parlor Bedroom and

TIMES SQUARE At Broadway, 44th to 45th Streets-the center of New York's social and business activities. In close proximity to all railway terminals.

OR STOMACH PAIN IN FIVE MINUTES

sick, sour, gassy stomachs feel fine.

Time it! In five minutes all stomach listress will go. No indigestion, heartourn, sourness or belching of gas, acid, Billy Sunday may go to or eructations of undigested too, dizziness, bloating, foul breath or head-

> world, and besides it is harmless, Millions of men and women now eat know Pape's Diapepsin will save them from any stomach misery.

If automobile owners get any miserable—life is too short—you are not here long, so make your stay agreement and digest the enjoy it, without dread of rebellion in Pape's Diapensin belongs in your

There was an agitation some time derangement at daytime or during the night, it is handy to give the quickest, p.m.



"The Flavor Lasts-It Shortens the Road!"

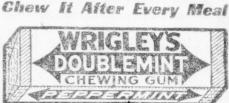
It's something for our boys to march on. It reminds them of home in a pleasant and lasting way. Tens of thousands are enjoying

in camp or in the trench - on the hike or on watch. When lights are out and even smoking is prohibited, then WRIGLEV'S gives sure solace -refreshing, sustaining, beneficial,

Send a few packages or a box to your soldier lad-his appetite, digestion and spirits will be the better for it. Sold everywhere.

> WM. WRIGLEY, JR. CO., Ltd. Wrigley Bldg., Toronto.

Sealed Tight Kept Right MADE IN CANADA



Show Your Practical Sympathy with Slave-Raided Belgium

If ever Belgium needed sympathy—OUR sympathy -she needs it now! To the ravages of fire, sword and a savage, brutish soldiery, Germany has added deliberate, cold-blooded slave-raiding.

Over 100,000 Belgian workmen have already been snatched from their homes and taken into slavery in unknown places. The mothers, wives and children who beg for their release are driven back by the Huns in utter despair. Neutral protests have failed to change Germany's inhuman purpose, nor can the Allies free Belgian manhood until the Teutons are crushed.

But we can save the women and children through the neutral Belgian Relief Commission, which is feeding three million of them. We can express our indignation, and our sympathy with our Ally's wrongs, in a practical way, by giving more liberally than ever to the Belgian Relief Fund.

Make this a personal matter! Decide what you can afford to give, and send your subscriptions weekly, monthly or in one lump sum to Local or Provincial Committees, or

Send Cheques Payable to Treasurer Belgian Releffund

The Greatest, Most Efficiently Organized Relief Work The World Has Ever Seen.

Subscriptions may be sent to Local London Committee, Mrs. A. T. Edwards, 'uopuo' 199315 ploixO 281 'usinscell'

Yet that Canadian is a better American than the so-called American who

Traction Company EFFECTIVE SEPTEMBER 17.

ley—7:30 a.m., *9 \$0, *11:30,

| EFFECTIVE OCTOBER 1. | To Port Stanley: 6:20, 8:20, 10:20 a.m., | 1:20, 3:20, 5:20, 7:20, 10:20 p.m. | To Tempo, 4:30. To St. Thomas: *5:20, *6:20, 7:20, 10:20 p.m. | To St. Thomas: *5:20, *6:20, 7:20, 10:20 p.m. | To St. Thomas: *5:20, *6:20, 7:20, 8:20, | 1:20 a.m., 12:20, 1:20, 2:20, | 1:20, 5:20, 6:20, 7:20, 8:20, | 1:20, a.m., 12:20, 1:20, 2:20, | 1:20, a.m., 12:20, a.m., 12:20,

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remains neutral in the fight for

To St. Thomas and Port Stan- STANLEY RAILWAY



LONDON TO HALLFAX