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**THE LONDON ADVERTISER COMPANY, LIMITED.**  
London, Ont., Friday, October 26, 1917.

### FOR THE HONOR OF CANADA.

IT IS TO BE HOPED, as the authorities in charge of the military service act believe, that there will soon be a reaction from the present rush to claim exemptions. It is to be understood that a great deal of exemption claiming may have been caused by the force of example. Many men have claimed exemption, never hoping to receive it, but anxious that they shall not be taken when another man with no more just claim has filed his appeal.

The call for men comes just as insistently, and may be answered with quite as fine a sense of duty as before the act came into force. The path of glory lies open to the drafted man today as it lay before the man who rushed to volunteer. The latter has blazed a shining trail for those more tardy, but entering upon it, the men of the chosen army will find the inspiration of the immortal heroes of Ypres, Langemark, Hill 60, Concretelette and Vimy Ridge.

The drafted man may think of himself as a conscript. Yet if he is free to give his life to the cause, he may enter the service with great honor. The men who are waiving exemption to-day stand out in heroic contrast to those who simply take the attitude—"My country—to hell with it!"

All true Canadians want the men at the front backed up. The law is now in force and the spirit of it, as well as the letter of it, should be obeyed. Canada owes it to the men from every shop and counting-room to fill the vacant places. In this war to end the curse of war, democracy should pledge its last drop of blood. And Canada has a great score that must be wiped out for the country's sake.

Poor Old Bill he left this place,  
With smoking gun and smiling face,  
But Bill won't mind if some good chap  
Will step right up and fill the gap.

The 10,000 who fell at Ypres are still calling to the boys of the home team. The grim struggle calls all to duty. The man who steps up and waives his exemption claim is answering that call. And if ever men had the joy of an inspired moment, it will be to say, "I'm ready!"

### EXEMPTIONS FOR FARMERS.

THE statements by military authorities regarding the service of farmers under the act are not the same statements as those made by political candidates. The general allowance of "man-and-a-half" to a farm statement does not agree with the general exemption promises made at two recent political conventions.

At the meeting of South Essex Conservatives on Wednesday John Godfrey, K.C., of Toronto, "took occasion to reassure the agriculturists that the new draft would not be inimical to their interests."

At the East Middlesex Conservative convention on Saturday last Mr. S. Frank Glass, Conservative candidate, made the following statement:

"Since the war began 45,000 farmers have gone to the war. That is too great a number. We could use them now and 30,000 more. If there had been military service from the beginning, these farmers would never have gone. The military tribunals can now be appealed to, and they will decide where the farmers are best fitted to serve. You can demand exemption papers without a medical examination."

Any farmer who was worried about the prospect of losing sons through the military service act would not doubt have taken this statement as an assurance that no men employed on farms would be required. Mr. Glass was of the opinion that the country needed not only the 45,000 farmers who have gone to the war, but 30,000 more to supply the agricultural needs of the country. The statement of Mr. Godfrey, while not so sweeping, is calculated to allay the fears of the farmers. Some day when these promises are being made by over-enthusiastic politicians, some farmer may arise to say: "Don't intimate that we are anxious to shirk our duty. We want no exemption excepting that which serves the country's best interests."

The farmer's exemption is not to be made of an all-embracing character. This has been made plain in a statement issued by the military authorities. Each appeal is to be carefully investigated, and a certain standard is to be applied for the man power required for each hundred acres. The exemption is not to be given simply because a man designates himself as "farmer," and this is as it should be.

### POTATOES AND PROFITS.

PRICES of potatoes seem now too inclined to shoot downward, in spite of greater production in the towns and cities. Reasons are obvious. Other prices are high. The machinery of food distribution has been developed by profiteers. That was pointed out by this paper in 1911 as a certain result to be expected from a rule by Borden and the Toronto financiers.

The farmers, somewhat isolated and organizing with difficulty, have had little chance against the organized market control. The farmers as a rule make poor profits for the amount of hard labor and intelligence which they devote to their calling. Many an amateur "potatologist" in the towns is learning this year how much it is worth to him in time and money to grow with his own hands the winter's store of tubers. He digs and hoes, and sprayed for bugs and blight, and in this mean, ungratified fall season is experiencing the

joys of gathering in the precious spuds from their mudholes, heaving up the rain-soaked, sticky earth, sorting the sound from the rot-touched, and hauling in the bagfuls, none too numerous, to a dark corner of the cellar. The city amateur in this grim game reaches out a horny hand to his country brother, congratulates him on his infinitely greater efforts and wishes him a larger share of the financial proceeds than the sharks have hitherto let him have.

The present writer heard a story the other day of a farmer's wife who worked at digging potatoes, as though the usual household tasks were not enough. Out in the nipping cold of the east wind, with a drizzle falling part of the time, her hands worked busily for hours. Then, when she came, half frozen, into the kitchen, her living-room, in the comparative warmth from a fire half out, and needing her attention for supper-getting, she fell in a faint. Would she not like to receive a real price for those potatoes? What would the food knights let her have for the potato-fed pigs?

By kid-gloved people farmers are accused of stinginess. They don't give good wages for hired men and fruit-pickers. Doubtless if they could see their way to more profit by giving high wages, they would pay with a will. But if the profits of increased production are to be largely filched away from them, or if the prices set by the food ring for the consumers are to be such as to diminish consumption, why produce more?

So population has drifted away from the farms in this province because more money could be made in the towns for less labor. The time is more than ripe for a change. If farmers and consumers do not rise in a concerted fury against the buccaneers, the Canadian electorate will be as flabby as a wet dishcloth. It will be "pigeon-livered and lack gall to make oppression bitter," if it tamely endures the whips and scorns of profiteering. But it won't.

### SLAV INDIVIDUALISM.

IN THE Russo-Japanese war there were signs of the individualism which has become so pronounced of late in the Slav armies. Letters were at that time published, written by soldiers fighting in Manchuria to their friends at home, in which they expressed their determination not to take human life though bidden by the Czar. Rather than shoot their enemies they declared they fired in the air. Here was the Russian idealism.

There was excuse in 1905 for such a view of things. The war in Manchuria was one purely of imperialistic aggression. Russian soil and Russian life were not attacked. A tyrant bureaucracy forced the service of Moujik and Cossack. In 1917 all that is reversed. The Russian people is fighting on its own soil against murderous invaders. It is a free people defending itself against a kaiser-riden hydra. Under such circumstances there is in factious division and individualistic cantumancy no sense or redeeming feature. If the liberated Russians do not pull together, they will be pulled to pieces, and the republic discredited by defeat may be abandoned, especially under pressure from autocratic Berlin, for absolutism or oligarchy once again, with dependence on a foreign power. The Slavs of Poland were once dismembered because of their incurable internal divisions. Russians should learn from that tragic history, in which their government figured among the aggressors, and save themselves from a similar fate.

### SIR WILFRID AND THE GERMAN SPIES.

There are German spies in Canada. No one who has any knowledge of the kaiser's vast system of espionage will doubt it. These spies have money in profusion. If that money can strengthen the campaign of Sir Wilfrid Laurier, it will be spent. The Liberal leader may squirm at the knowledge, but he will be willing to accept all the support he can get, no matter from what quarter it comes. In the past he has shown no particular squeamishness over electoral frauds which brought him relief. For this reason the electors are warned to be on their guard against wealthy strangers. They may be agents of the kaiser. —Toronto News.

IF THE Toronto News believes the above to be true, it should move to commit Sir Wilfrid Laurier to an internment camp or, failing that, it should place itself in the hands of the authorities who have in charge the insane people of Toronto.

When such arguments as the above are advanced, it is time for the public to become suspicious of the motives of the Government. In the first place it presupposes that the electorate is corruptible, and that they are to be approached by wealthy strangers, and their votes purchased.

Our only warning is for the electorate to look out for some wealthy persons who are not strangers. They are not German spies, but they have done much to recommend themselves for service under Wilhelm II. They have grabbed about all the loose wealth in Canada, thanks to the friends at court they possess. And the Toronto News is one of their little brothers.

### EDITORIAL NOTES.

Is Sir Sam's driving power to be utilized to drive Borden out of power?

Ontario has again sent a message full of hope and cheer to the British Red Cross.

German cities along the Rhine are expecting reprisal air raids, and it would be a pity to disappoint them.

German children must go to bed at 4 p.m. and not arise before 10 a.m. Some Canadians will fail to see any hardship in that.

Nearly every man caught intoxicated in St. Thomas says he got his liquor in London. Seems to be easier for visitors than residents.

Would it not be permissible to allow Sir Joseph Flavelle to deduct the amount of campaign subscription from the profits of the William Davies Company?

Possibly those people in Buffalo who had a million pounds of sugar cached were loudest in their cry of: "To hell with war profits," adding, "and the consuming public" to the phrase.

No wonder Bulgaria is getting uneasy about her future when the Austrian minister of finance says, "We maintain loyalty to our allies, especially Germany." Loyalty and fear seem to go hand-in-hand.

It's pretty tough when a guy's playing hookey to have the truck he's riding on rush right up to his own house.



By Fountaine Fox. (Copyright, 1917.)

**The Advertiser's Daily Short Story**  
Copyright, 1917, by the McClure Newspaper Syndicate.  
**HELP WANTED—AND FOUND.**  
By Catherine Cranmer.

"But, Aunt Jane, if I marry, it means that I'll have to give up my anthropological hobby."  
"And if you don't marry it means that you'll become the worst of all bachelors—an unattached old man with a tiresome hobby." Mrs. Antes, many-eyed hen-kitt, needles impatiently.  
Her nephew, tall and broad in his well-fitting tweeds, stood with an elbow on the living-room mantel and gazed with a man's marveling at the fast-growing grey sweater she was knitting.  
"Why, John, even at forty you are becoming dangerous," said Mrs. Antes, giving him a quick shift from all this serious study of a grey subject.  
"But, Aunt Jane, would a wife ever give me a chance to shift back to my anthropological hobby?"  
"You'll get back to such subjects often enough, my boy. And you've made such headway in your studies, John, you won't do it now and spoil it all by becoming a married man!"  
"You're merciless, auntie! I'm actually afraid to go with you to your Mayville study, where you have me read some village queen and march me off to the justice of the peace!"  
"I did, too. However, the thing I have always liked is to have you around, talking tackle and togs expressed in advance with my household boxes. That leaves only our steamer trunks and hand luggage to bother with when we go."  
"Thank you, it's really because you're such an efficiency expert in all you undertake that I shiver when you try to induce me to do anything but my studies."  
"My boy, you can't appease a worldly-minded woman of sixty-four with such studies. You're a bachelor, it is said, and I must get to bed. But I'm glad you abandoned your apartment in advance; it has been good to have you for a while in this big, lonely house."  
Mayville, enlivened by the coming of Mrs. Antes to her summer home in his shady suburb, coming always, meant one or more morning porch parties for matrons, and at least one garden party for Mayville's maidens. And when these maidens learned of the presence in her home of her bachelor nephew, they made due note of the possibilities there by involved, and made so many overtures that the nephew took to the river bank daily, whether he wanted to fish or to study, and he was not a fisherman.

"The persistent cordiality of Mayville leaves us scarcely a quiet evening alone," said Mrs. Antes, as she put aside her knitting and laid her grey head restfully against the back of her chair. "I should like the impression ever get out that your village maiden is a symphony in simplicity as to dress and manner? She's usually a caricature of the dress-making modes; she eats too much and exercises too little for her complexion, and she depends on the snuff-box for her intellectual equipment picked up in a year's study of the latest fashion in doing a bit of intelligent reading every day. The result is, well, just what we've had in this house."

"Yes, John, and yet it is only natural. It is not easy to get acquainted with the world except through contact with the world, and you'll have to admit Mayville's to be the things of the world."  
"It's very isolation should quicken intellectual curiosity, a latent spark of it exists. So far, I haven't struck a spark among the honey-browed Mayville maidens. I've met."  
The next morning John went off early for a day's fishing, but he had come to find his favorite haunt under a big elm occupied. He had seen a girl, and she was the most beautiful he had ever seen. He had seen her only a few feet from her, but he did not turn her head the slightest bit. The truth was she had a fascinating nibble at her hook, but John didn't notice that. When he saw the girl, he was so dazzled by her beauty that he didn't notice that she was nibbling at his hook. He was so dazzled by her beauty that he didn't notice that she was nibbling at his hook. He was so dazzled by her beauty that he didn't notice that she was nibbling at his hook.

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to be thankful for it, he would only admit it," said Mrs. Gabb.

"Yes," agreed Mr. Gabb. "The should be thankful that he isn't a Mormon."

Paw Knows Everything.  
Willie—Paw, what is a temperance measure?  
Paw—The small glass the saloons serve a nickel's worth of beer in nowaday, my son.

Correct.  
"Dispute this statement no man can." Observed old Mr. Sawyer.  
"They say that clothes won't make the man." But suits will make the lawyer.

He Has Our Sympathy.  
Why doesn't G. M. Dry, the Albe-marie (N. C.) shoe-man, move into a wet state?

Foey!  
He's always broke, is Oswald Lame. He talks too much, to our disgust. And while he's blowing all the time He finds it hard to raise the dust.

The Wise Fool.  
"Beauty is only skin-deep," quoted the Sage.  
"So is modesty," commented the Fool.

Giddy!  
He's cut out poker, has Doc Bland. He's dentist, poor unlucky youth. He's found that he can't fill a hand As easy as he fills a tooth.

Search Us.  
Willie wants to know why the fatter the woman is the smaller the dog she is lugging around?

Her Handout.  
When hungry tramps brace Mrs. Bland, She's wise; she doesn't call the cops; She says: "Go to the woodshed and Just help yourself to lots of chops."

And if they do not like the chops, This indigent and hungry host to think It makes the lady mad as hops. And then she hands them out a roast.

Musters.  
Three farmers named Work, Quick and Fast, have adjoining farms near Lamar, Missouri.  
Here's a Real Antique.  
For Sale Ad in Washington Court House (Ohio), Record-Republican. Bookcase and Doctor's Library. Including skull of Lucretia Borgia, a noted murderer.

Our Daily Special.  
People Are Not Going To Pay You For What Your Grandfather Did.  
Luke McKelvey Says.

Why do the patent medicine men run pictures of their converts with their testimonials? Judging by their pictures, the converts are far from cured, and usually look like something the cat dragged in.

We'll bet you a dime that right off the bat and without stopping to think for a while you can't remember just what it was that you swore off on last New Year's Day.

If some married men ever spent an evening at home, their wives would get worried and call in the doctor. Always remember that when an enemy handles the hatchet, he leaves the burden sticking out so he can find it in a hurry.

We may lack an appreciation of the artist. But we are never too cowardly to yawn and look bored when a long-haired bird sits down in front of a piano and pounds out something weird and noisy that is labeled as one of the Ogs of Vogomoltsch or Thaskew-koffa.

Sending a girl to Vassar won't keep Christmas dolls, books and china, second floor.

CHRISTMAS DOLLS, BOOKS AND CHINA, SECOND FLOOR.

SATURDAY BARGAINS IN MILLINERY STYLES

One Rack of Coats For Saturday

Tweeds, Chinchilla and Novelty Cloths, regular value \$20.00. Sale price at \$12.95

BEAVER COATS, black, brown, blue, green, large collar, buckle back and front, set-in pocket, plush buttons; stylish coat \$22.50

Special Bargains in Dress Goods, Velvets and Silks

Three pieces Shepherd Check Dress Goods, 36 inches wide, present value 40c yard. Sale price 25c yard

Seven pieces Dress Goods, black or colors, 36 to 40 inches; a great bargain value, 75c and 85c yard. Sale price 50c yard

Corduroy Velvets, 27 inches, navy blue, brown, green, dark grey, saxe blue and ivory; present value 85c yard. Sale price 65c yard

Silk Poplin, yard wide, in all the wanted shades and black; value \$2.00 yard. Sale price \$1.50 yard

Staples at Old Prices

TABLECLOTHS, new patterns, floral and scroll designs, 2x2 1/2 yards. Saturday value \$2.75 cloth

BLANKETS, 11-4, grey and white, pink and blue borders, soft, fleecy finish \$1.75 pair

SIX PIECES SHAKER, 27 inches wide, light and dark, also white. At \$1.00 Saturday only

White Bath Towels

Extra heavy, large size 42x20 inches; regular 40c. Saturday at 29c each

WOOL BLANKETS

Canadian made, full size. \$4.50 to \$6.50

WAIST BARGAINS

Ten different styles to select from, all shades, maize, white, copen, rose, nile; new styles, \$3.50 VALUE, SPECIAL PRICE \$2.98

ENGLISH MOIRE UNDERSKIRTS, O. S. sizes, black, fast color \$2.25 to \$3.00

LINED UNDERSKIRTS, good warm skirt for the cold, wet days. Clearing at \$1.50 each

MRS. EYRE Will Demonstrate the NEW IDEA PATTERNS

And Take Subscriptions to the Woman's Magazine.

SPECIAL SUBSCRIPTION PRICE FOR A SHORT TIME

One New Idea Quarterly (12 months), Woman's Magazine and one pattern included in offer.

her from snoring in her sleep just like an ordinary working girl.

Every time the Lord calls a minister to a new field, some mean case wonders how much the salary increase is.

Father is fond and lets Mother do the carving when they have company at dinner. Father knows that by the time everybody has had a second helping there is mighty little left for the hungry and exhausted carver.

No matter what administration is in, sit down and blame their poverty on the administration.

How would you like to be a boy again and have Mother stand beside the table when you were eating and shoot the flies off the food with a paper brush?

About six months after he is married, a man begins to realize that he talked too much during his courtship. Just about the time a man becomes convinced by the arguments set forth in a hair tonic advertisement he discovers that the druggist who is selling it and the barber who is demonstrating it are both baldheaded.

One friend of ours describes the union cabinet as follows: "It is made up of millionaires, agents of millionaires and those who hope to be millionaires."

The pursuer of Lincoln's assassin is dead. Again?

Any time you have to wear last year's duds, just inform the folks that you are doing it for patriotic purposes. Let everybody get a reputation.

Ten billion calls are made annually over the system in the United States,