London Advertiser

Member Audit Bureau of Circulation.
MORNING EDITION.
City. 10c per week. $5.00 per year. Outside City, By Mail. $3.00 per year.

NOON EDITION.
$3.00 per year by mail.

EVENING EDITION.
City. 10c per week. $5.00 per year. Outside City, By Mail. $3.00 per year.

3670 TELEPHONE NUMBERS. Private Branch Exchange. From 10:00 p.m. to 9:00 a.m., and holidays, call 3670. Business Department; 3671, Editors; 3672, Reporters; 3673, News Room. ADVERTISER JOB PRINTING CO. PHONE 247.

Toronto Representative — F. W. Thompson, 57 Mail Building. U. S. Representatives—New York: Charles H. Eddy Company, Fifth Avenue Building. Chicago: Charles H. Eddy Company, People's Gas Building. Boston: Charles H. Eddy Company, Old South Building.

THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Monday, Feb. 12.

LINCOLN AND WILSON.

TODAY IN several states of the Union is celebrated as a holiday the birthday of Lincoln. It is to be hoped that President Wilson will rise to Lincoln's height in dealing with the tremendous crisis now engaging the United States. Decision and circumspection are both imperative.

Germany seems fencing for a time in suggesting a conference for compromise. There should surely be no further compromise. There has been enough of that.

President Wilson will probably insist before any "conference" that during its proceedings the submarine piracy shall be held up. He surely will not give the Germans all the time they want and keep the American shipping tied up in ports. But his policy in the last fortnight seems to have been simply to wait for the murder of American sailors and passengers, whereupon he threatens to act. This is not the most inspiring attitude in an administrator. Why not actively use the American fleet, which is a powerful machine, to protect the shipping which the Teuton ogre promises most explicitly to devour? If a man's neighbor, a notorious ruffian, told him he was going to kill his little boy the next time he saw him playing on the street, would the man thus threatened consider it the most sensible policy to reply, "I won't speak to you any more, but if you kill my boy I'll have to take action against you;" or would he not rather keep some sort of watch over the child and also take action of a preventive character? One cannot feel too safe as to how President Wilson will keep Lincoln's birthday. However, if he can succeed in forcing a surrender on the part of Berlin, even without fighting, it cannot be denied that he will have accomplished something, though even then it may easily be possible that it is heavy loss of submarines and the bitter, if timid, hatred of Norway, Holland, Spain and the rest that are the real factors influencing the Huns.

While it may be argued that the president has been slow and even unpractical, yet he has played a cautious game, has awaited a moment for the breach with Germany when all sections of the American people could be counted on for full unanimity and when the Allies were well supplied with munitions. If he puts the cap on his work of the last two weeks by a skilful and resolute stand in this matter of a conference, he may yet be compared by his people with the great presidents of the past.

THE GERMAN INFLUENCE.

GERMANY is influencing the world perhaps more than people realize. By forcing the world into war she has forced upon them her greatest asset, that wonderful system which has made it possible for her to defy the world. Britain, her greatest enemy, who boasted that she could always "blunder through somehow," has been her most apt pupil, and has now made system a vital part of her national life. Indeed so far has she made this German product a part of herself that some people would even hint that she is becoming Germanized, and she is, as far as Germanized means systematized. A food controller, a conscript army, concentrated and systematized production, all point to the inroads system is making into the life of the country. Germany had cornered a large portion of the trade of the world, owing to government railways and steamship lines, another example of her systematizing. Now, the world is about to capture that trade by the use of system in commercial and national life. Indeed the world has learned from Germany in three short years of war more of her greatest lessons than she would have learned in a whole decade with Germany free to Prussianize as she pleased.

IRELAND'S LITERARY RENAISSANCE.

THE REAWAKENING of Ireland in a literary way was one of the features of the days before the war, that like most other things of its kind has been more or less passed over in these two years of conflict. A summary of what that awakening meant, and a statement of its leading features has just been brought out in Ernest A. Boyd's "Ireland's Literary Renaissance." The work is one of particular value since the author takes up his writers one by one and discusses the achievements of each. Todhunter, Katherine Tynan, Yates, Lionel Johnson, Dora Hopper, Moira O'Neill, all appear in their turn, as do also the members of the newer school, Seumas O'Sullivan, Padraic Colum, James Stephens, Joseph Campbell and others.

Mr. Boyd does not attempt to hide the fact that nearly all the work of the Irish poets and dramatists has been written from the English point of view, and challenging for them a place amongst English writers. In his foreword, he says: "To us in Ireland, Yates may well be the counterpart of England's Shelley, and as such he claims our attention. In comparative literature his rank may be very different. We are satisfied that the poetry of the revival is, to say the least, equal to that written in England during the same period."

Mr. Boyd's book is the first really comprehensive account of the revival in Irish letters. His knowledge is naturally extensive, seeing that he has been intimately associated with the movement and all its activities. Irish literature, although written in English, is, he believes, a possession of the Irish and not of the English race. It has always been a mooted question whether or not modern Irish literature should be written in the Gaelic or in English. Douglas Hyde has headed the movement to restore the Irish language in the belief that only in their own language could a real Irish literature have being. Mr. Boyd is inclined to the belief that this effort to restore the Irish language has been a reactionary move but that, on the other hand, the gathering up of the truly characteristic speech of the Irish peasant with its charming idiomatic use of English is an actual contribution to modern literature.

The Irish literary renaissance has been no mere episode. It is today a vital force in literary history, and the work of Mr. Boyd will serve to acquaint students and readers generally with this important movement in letters.

WORLD PEACE.

CAN AMERICA insure world peace by joining the European League? is the question to be discussed by Professor Roland G. Usher, professor of history in Washington University, author of "Pan-Germanism," "Pan-Americanism," "The Challenge of the Future," etc. The New York Herald is publishing a series of articles from his pen. He thinks their most effective aid would be in mobilizing the industries of the United States. He says: "It means in the last analysis that to hurt Germany the Government of the United States must undertake to execute the conclusions of the Allied nations as to those measures most certainly beneficial to them in the prosecution and ending of the war. Short of a measure of this magnitude, the direct participation of the United States in the war will be limited to paper declarations and empty technicalities." "There must be a new Europe and a new world."

There was a world of meaning in the statement of the Bishop of London when in this city, addressing the Canadian Club, he said: "I envy you your clean slate." There are no entangling alliances in America such as there are in Europe. The principles of the Monroe doctrine as applied to America cannot be applied to Europe because it is an old country. It has not a clean slate.

There is one point, however, on which America could with its whole heart support the Entente nations' cause. The world is plunged in war because Germany is not a republic. Make Germany a republic, and a great part of the work would be accomplished. Then apply the principles laid down by the Entente nations to the map of Europe, and there would in no instance be a departure from those democratic principles for which the United States has always stood. The settlement of every other question hinges on getting rid by Germany itself of its ruling classes and its militarism.

SOCIAL CENTRES.

THE board of education is to be commended for its action in deciding to utilize the schools of the city as civic centres, where certain communities may gather to discuss public affairs, to hear the best thought on timely subjects and to develop the neighborly spirit.

Many other cities have used their schoolhouses as community or social centres for some years. Rochester has had an especially notable success, and proved that when the best minds of the district could be enlisted the centres proved to be nurseries for civic spirit in a marked degree. In each case, however, where the community centre has proved of value, some one figure in each city has come to the front to organize and to keep alive the idea. Publicity has much to do with the welfare of the gatherings, and a striking figure, who can inspire people, is the one to take hold of the work. Who will respond to the occasion in London?

The Advertiser urges upon those in charge of organizing the social centres in this city the advisability of endeavoring to equip certain of the large auditoriums in the new schools with motion picture apparatus. At the present time are available for free exhibition in schools and colleges thousands of films from the Bureau of Commercial Economics at Washington. These include industry, travel, agriculture, city planning, pavements and all subjects having to do with civic and industrial welfare. This bureau was founded by an American who believed that the motto, "The Eye Beholds," should be carried to its logical conclusion by securing instructive films of all the great works of the world, from an educational standpoint. London could secure this service at the expense of paying the carriage charges on the films. Recently the bureau representatives made a 10,000-mile journey through Canada, and put into imperishable history the records of Canadians' achievement and the scenic grandeurs of the country.

EDITORIAL NOTES.

One advantage of being a canvasser in the Red Cross fund is that you escape being canvassed.

It may be that Germany is waiting to commit her overt act against the United States after Bernstorff has landed safely in Berlin, but you never can tell.

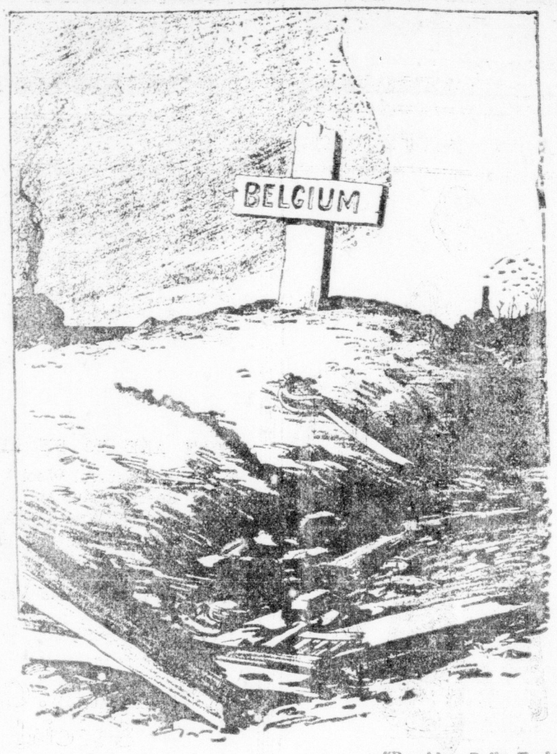
The question in the United States is no longer, "Shall we come out for peace?" but rather, "When shall we wage war?"

There is no secrecy about the sailing of the Friedlerck VIII., which is to bear Bernstorff to Germany, nevertheless that diplomat prefers to avoid the German war zone en route.

"Why not out-Ford Ford?" says H. G. Wells in an article in Public Opinion. This is merely a suggestion that Britain build light cars which will compete with Ford on the British market.

The daily sinking of so many ships should be a veritable inspiration to inventors. The great wealth of treasure at the bottom of the sea merely awaits the advent of a deep-sea diving vessel.

"PEACE WITHOUT VICTORY"



—"Brooklyn Daily Eagle.

THE ADVERTISER'S DAILY SHORT STORY

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

GEORGIA'S VENTURE

By Izola Forrester.

When Georgia rented the Sinclair house and took a lease on the little old Buxton inn down by the postroad, Arbundale lifted its lorgnette, so to speak, in marked disapproval.

In the first place, it one must be strained in circumstances, there was really no need of advertising the fact. She might have stayed on at the great old mansion on the hill road and done something that was—well, unobstrusive and genteel, if she had to increase her income. Mrs. Dorian tried to make her see this, and Georgia only pinned back her thick hair and laughed.

"But there wasn't any income to increase," she laughed. "All at once and nothing first, don't you know, Mrs. Dorian; like the one-hoss shay. Dad's lawyers just wrote from New York that the railroad had gone into the hands of a receiver, and, of course, all of his money went with it. They may reorganize, but it will take time. And, meanwhile, we've got to live, wheather Arburndale approves or not. I sent Dad down to Aunt Anne's, where he wouldn't suffer from the shock of seeing his one and only earn her own living. Don't you think I've fixed the old place up prettily?"

"I don't see how you ever did it!"

"Well by taking a two-year lease, I got them to paint it for me on the outside that lovely old leaf green, and the rose vines and honeysuckle helped out on the piazza. Later, when it is very warm, I shall have little green tables out there and serve lunches to the motorists. Then Jim and I fixed up the inside with all the nice little yellow cupboards and the old wooden furniture. We found so much stored in the garret, and painted everything ourselves."

"And what does Malcolm say?" queried Mrs. Dorian.

Georgia locked down the lovely stretch of country road, all fresh with spring blossoms and bright warm greens. She had rather left Malcolm out of the calculations. In fact, she hardly thought of him, Malcolm belonged to the realm of the big house on the hill, and the Country Club and affluence. He was part of the old life, not this new one of realties and meeting bills with cash.

"He doesn't know," she answered.

"But you were engaged, weren't you, Georgia? At least it was always understood——"

"No," said Georgia, quite gently. "We were never really engaged, Mrs. Dorian. Dan and his father rather hoped it might happen, I guess, but we were just good friends always. I hope the little inn won't spoil that."

Malcolm did not hear of the inn or Georgia's venture for nearly a month; not until his return South. Then, the first night of his arrival he missed her at the Country Club dance and asked for her.

"Well, you know, it's Georgia's own fault that she was dropped," said Frances Marbury, with lifted eyebrows. "Oh, she wasn't really dropped, I don't mean that. But she went into business, you see, sort of trade, running a little inn down on the post road, and Mrs. Dorian tried to get the house committee to ignore it, but they took it up, Mrs. Elliston is on it, and simply said it would never do. If we did it for Georgia, we'd have to establish a precedent and take in Tom, Dick and Harry, and their wives. So Georgia sent in her resignation."

"Good Lord," ejaculated Malcolm. "Gen. Farrington's grand daughter and old Langdon Sinclair's daughter."

"Just what we all said. It's terrible, isn't it?"

"Terrible for Arburndale and the Country Club," answered Malcolm, grimly. "The prime idiots."

The following day he rode down to see the mistress of the inn. She looked very sweet and charming in her little private sitting room across the hall from the long, narrow dining-room. Malcolm wasted no time. Sitting on the edge of her flat topped desk, looking very interesting in his riding togs, he tried to tell Georgia what a plucky, splendid sort he thought her.

"Why on earth didn't you let me know?"

"I don't know; there wasn't anything to do. Dad just gave up when the railroad went to smash. Aunt Anne says he's better since she took him up to the Springs. And I do enjoy this, Malcolm, only—" she hesitated, and laughed, "have you heard about the Country Club? That was the first whack they gave me.

"Mrs. Elliston came down and delicately intimated that it would be tactful for me to observe the unwritten rules. Malcolm, they used to keep the feed store and run cotton gins. Dad told me, when he was a boy. Isn't it all queer?"

Malcolm rode back with grim determination in his heart. A telegram went speeding north to his lawyers to dig up the railroad case, and see where the Sinclair stock stood. Then he went to his mother, Margaret Joscelyn, who had swayed society affairs up at the capital in her younger days, and was still the most admired and exclusive person in the country, in spite of her invalidism. He told her all about Georgia, and what her happiness meant to him, and just what they had done to her at the Country Club.

"I love her and am going to marry her, mother and I want you to manage the rest. Will you?"

"Dear lad, of course," she said tenderly. "I've danced with Langdon Sinclair at many an Assembly ball, and my first compliment as a girl came from her old grandfather, our Rear-Admiral, at the capital. Don't worry."

The following week Arburndale knew that Mrs. Joscelyn had driven down to the inn and had drunk tea with its mistress out on the cool little veranda in full view of the post road and passersby. The next step out of a clear sky was the announcement of a select dance given by Mrs. Joscelyn at the Country Club in Miss Sinclair's honor. And Mrs. Elliston and several other members were not invited. But Malcolm smiled as he led Georgia out into the cool sweetness of the moonlit walks.

"Well, it was a campaign, wasn't it?" he said happily. "Mother enjoyed it, too. It's the first time she's been out in months, and it did her good to swing it off right for you."

"You've been wonderful to me," Georgia said, with a little sigh. "I suppose it does matter, but I don't mind. She's giving a luncheon next week, too, did you know?"

Malcolm nodded his head and lifted her hand in his.

"To announce our engagement, dear," he said gently. "I've heard from the lawyers, and it's all right for Mr. Sinclair. The old stockholders are to hand in their stock and receive the equivalent in the new company; the equity right holds. We are engaged, aren't we Georgia?"

Georgia lifted her lashes her dark eyes full of happiness, and amusement, too.

"What shall I do with the inn, Malcolm?"

"Keep it, dear, as a souvenir of your independence."

Wait a Minute!

By J. H. F.

The lady of the house telephoned the grocer, and asked the price of chickens. On being told, she asked the young lady: "Are they boilers or roasters?" The answer came back: "O, they're regular chickens." Illuminating, so to speak.

* * *

The British seem to be cutting quite a figure in the vicinity of Kut.

* * *

The U-boat danger seems to have been pretty much of a flivver to date. The navy must be getting a few of the diving devils.

* * *

Youth is stealing from me, sings a poet; but there is not much youth can steal from a lot of folks. They're old from the start.

* * *

King Alphonso of Spain may be the world's peace arbiter. We nominate Villa. Let us have a lot of Spanish onions in the game.

* * *

Three babies went down in the California. Germany loves the babies.

* * *

Anna Held says she is proud to be in the United States now. Everybody loves to be where the kopecs flock together.

* * *

The German subs give neutral ships no hail, except a hail of lead.

* * *

Hank Ford will close his peace bureau. The squirrels have complained that they had to work overtime.

* * *

Some of us can remember when it was 100 in the shade. This weather has got that beaten by a thousand degrees, more or less.

* * *

Our idea of wasted time is the expression of opinions as to what to eat in these parlous times. The well-known high cost of living is solving this for most of us.

* * *

The ball players of the United States may be mobilized for war. They will not go, unless the gate receipts are split.

* * *

It is a wonder that the British, who know a trifle about the war game, have not acepted the Ross rifle. Some folks don't like the criticisms of the weapon. The Germans have not yet stolen the model. Villa is not getting the rifle as yet.

* * *

So far there has been no rush of prize-fighters in the United States to join the army. That's not the kind of fighting they enjoy. No money in it.

* * *

The German nation does not want to be hated by the whole world. Not a chance.

* * *

We saw a man the other day who had time to laugh. He's a rare bird. He had a lot of interest, too, in the fighting in France. His boy is there.

* * *

Pastel shades are the rage, although a pasty complexion is not quite the thing.

* * *

If there is no war between the United States and Germany those interned German boats will look like a plugged nickel to the kaiser.

* * *

HENRY'S SUSPICION.

Poor Henry Ford; I feel sorry for him;
That gentleman's filled with gas to the brim;
And he certainly holds a heavier load
Than any car's tank he has put on the road.

His surmise, the British would sink any ship,
In the hope that their action would knock off the chip
Which our cousins have got on their shoulder today,
Beats all that ever I heard a crank say.

His wire to the kaiser was, sure, bad enough,
And his thought that Wilhelm would be stayed by his gruf;
For that showed him obsessed by a strange fantasy;
That he was "wool-gathering" or else "all at sea."

But when he fears that the British would sink
A ship, to put Uncle Sam over the brink,
And cause him to war with the Germans to go,
I must simply ejaculate "what do you know."

I know what I think, and that's either that he
Has fallen up with the stuff which we don't often see
In our province, since some day in September last,
Or he's "bats in his belfry—" and they are there fast.

THE OLD UN.

PEOPLE'S TELEPHONE CO. MAKING BIG PROFITS

Has Surplus of $7,317 After Buying Out Bell Company.

FOREST, Feb. 10.—At the annual meeting of the shareholders of the People's Telephone Company, the financial statement showed a most prosperous year. The Bell Telephone Company's local plant, purchased early in the year for $1,750, has been paid for, and there still is a surplus of $7,317 after writing off $550 for depreciation of stock. Receipts for the year amounted to $9,538, and the expenditure was $9,078. Directors were appointed as follows: W. Laurie, J. W. Bell, L. P. McKindsay, A. Loughead, D. Stewart, W. Jones, D. D. Brodie, S. Bailey, T. Burnley. The auditors, C. Douglas and R. McFarlane, were reappointed.

At a meeting of the directors the following officers were elected: President, S. Bailey; vice-president, H. Loughead; secretary-treasurer, G. E. McIntosh; executive committee, J. W. Bell, W. Laurie and L. P. McKindsey; construction committee, W. Janes, J. W. Bell and D. Stewart; repair committee, A. Loughead, D. D. Brodie and T. Burnley. Stanley Ellerker was re-engaged as central manager and lineman.

Another society has been organized here for patriotic work, comprised of small girls, who will try to do their "bit" by knitting washrags, etc., for the Red Cross Society. The officers are: President, Elsie Bell; first vice-president, Irene McIntosh; second vice-president, Ila Bailey; secretary, Freda Anders; treasurer, Edna Thomas.

Mayor McIntosh was in Toronto yesterday addressing the Ontario Fruit Growers' convention on "The Railway Situation." Isaac Frayn is representing the Forest fruit growers, and Peter Hynd is representing Johnson Bros. at the convention.

A branch of the United Farmers of Canada has recently been organized at Birnam, with 25 members and the following officers: President, Andrew Auld; secretary, M. L. Kenzie; treasurer, C. N. Richardson.

HOTEL ASTOR NEW YORK

—2906

Residents of Canada registered at Hotel Astor during the past year.

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 bath... $10.00 to $14.00

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.

STRIKE LIKELY TO BE AVERTED.

TORONTO, Feb. 11.—The talked-of general strike of 3,000 members of the International Ladies' Garment-Workers' Union in Toronto is not likely to materialize. A new schedule of wages, based on a working week of 48 hours, with overtime paid for at the rate of time and a half, has been submitted to the Clothing Manufacturers' Union, many of the members of which have already signified their assent. A decision is to be arrived at tomorrow.

CUNARD LINE

CANADIAN SERVICE.
LONDON TO HALIFAX
(Via Plymouth)
HALIFAX TO LONDON
(Calling Falmouth to land passengers)
For particulars of sailings and rates, apply to local agents or to The Robert Reford Company, Limited, general agents, 50 King street east, Toronto.

Traction Company
EFFECTIVE SEPTEMBER 17.
To St. Thomas and Port Stanley—7:30 a.m., *9:30, *11:30, *1:39 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., 1:20, 3:20, 5:20, 7:20, 10:20 p.m.
So St. Thomas—*5:20, *6:20, 7:20, 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. tf

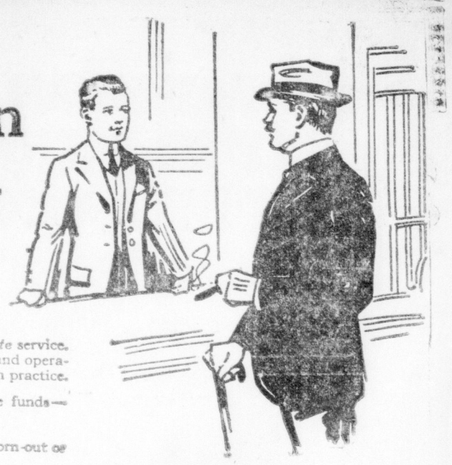
NOTICE

Commencing Monday, February 12, Transcontinental train for Sudbury, Port Arthur, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, North Battleford, Edmonton, Vancouver and the Pacific Coast, will leave Toronto Union Station at 9 p.m. instead of 10:45 p.m., Monday, Wednesday and Friday.

CANADIAN NORTHERN

Feb. 14,16,19,21.

Our Obligation to the Public—



Employees of a telephone company should be *efficient* and *courteous*. They should be faithful, both to the the public and to the company they work for.

The company should provide a *quick* and *accurate* service. To ensure such service, the construction, equipment and operation of the system must conform to the best known practice.

Earnings for the service rendered must provide funds—

To meet necessary operating expenses;

To provide adequate reserve for replacing worn-out or obsolete plant; and

To give a reasonable return on money actually invested in the business and sufficient to invite new capital, as required, for expansion.

The Bell Telephone Co. of Canada

"Good service * * * our true intent."
—Shakespeare.

THE BELL TELEPHONE COMPANY OF CANADA

¶An advertisement by The Bell Telephone Co. of Canada.

¶Will you please read it, and others of the series to follow?

Resorts, Atlantic City, N. J.

Hotel Dennis, ATLANTIC CITY
Open at all seasons of the Year.
A recognised standard of excellence.
Capacity 600. WALTER J. BUZBY.
Mar. 31 zywvt

SHILOH
THE FOUR SQUARE REMEDY FOR COUGHS

1st
It's Efficient
Proven by its 47 years of steady and increasing sales.

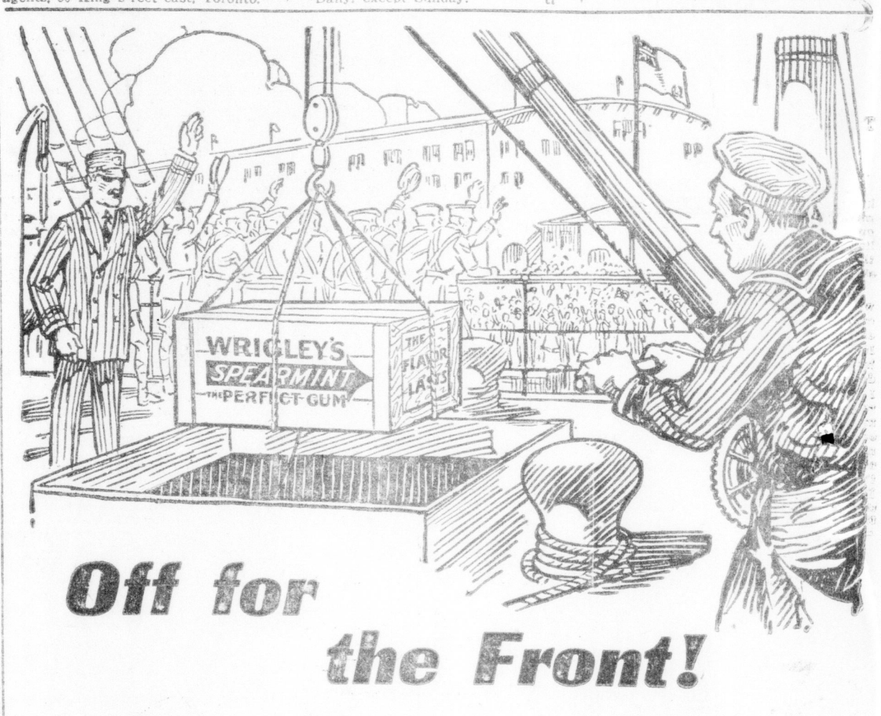
2nd
It's Pleasant
The children love it. It tastes good, it gives quick relief.

Cure your next Cough with Shiloh

3rd
It's Economical
The dose is small, only one quarter the usual amount.

4th
It's Safe
Has been used even for Infants for over 47 years.

Every druggist sells Shiloh, 25c, 50c & $1.00



Off for the Front!

Men and munitions are needed—munitions of every kind. Not alone shells and guns and trappings, but

WRIGLEY'S

Every mail from the forces at the front brings urgent requests for more and more of this sustaining, refreshing sweetmeat. It relieves thirst and fatigue. It is a delicious antiseptic and often avoids the necessity of drinking impure water.

Helps appetite and digestion.

Send a few bars, a packet or a box with every parcel to the Front.

The Flavor Lasts!

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

Sealed Tight
Kept Right

MADE IN CANADA

Chew it after every meal

C 51