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LIMITED.

London, Ont., Monday, Jan. 14.

## THE GREAT STORM

THE countryside has been lashed for more than sixty hours by one of the most terrible winter storms recorded in history. One community has been isolated from almost every other, inexpressible suffering has been caused, rail lines extending for thousands of miles have been tied up, acute situations have developed with regard to coal and food, and on the whole the whirlwind of snow is one of the most severe visitations experienced over a wide area of North America in many years.

The whole of Ontario has been chilled to the marrow. Those whose callings take them into the storms, such as railroad men, have had to face with resolution the most appalling prospect, giving their lives, if necessary, in the battle with the whirlwind. Men and women and children have perished with the cold, thousands of others have bitterly felt the frigid and frenzied convulsion of the elements. Western Ontario has bruises from the grip of the stone-hard icy fist. The piercing blasts have been felt on every hand—and almost every face.

Canada is a real man's country. Perhaps the piercing frigidities, propelled by a gale, will serve to remind residents of the rigors of the climate, and of the necessity for preparedness. The helplessness of a city or town before such a Boreal paroxysm becomes apparent in an instant. While the glacial turmoil must abate, it places the community and the individual home almost in the position of a ship in a boisterous sea. One ventures forth, perhaps not at the risk of death, but with the possibility of disaster all about him. Good luck or bad decides whether or not a family is to suffer. The coal man came or did not come. The fuel situation is the most vital of all to every Western Ontario community.

The Advertiser can offer little advice to the community as to the fuel supply, for the reason that the visible supply is well measured. But in the event of a family having to face sickness or worse through lack of fire, we should say that the best counsel is to burn anything that will burn. If you are without fuel, burn your coal bins, burn your spare boards, burn your fences, burn your neighbor's fences. Get some sort of material that will keep you warm and keep the fires going. Rather than suffer in such weather a citizen would be justified in tearing up the flooring of his house. Such drastic measures may not be necessary, but the thing to impress upon the public is that while there is a stick or a plank anywhere they should not suffer from the cold.

And the next great problem is to relieve as quickly as possible the intensified coal famine. It is to be hoped that the railroads will make their first great effort to move coal from the border, no matter whether a passenger or a ton of freight leaves the city. Business can wait on the general welfare and physical comfort of the community. Coal should be rushed to the cities and towns with every possible facility, and if the fuel controller ever had an opportunity to show his mettle that time has arrived. He has the power, or can quickly secure it, to order the railroads to spend their every energy on the relief of the coal situation. Every available locomotive should be placed upon this task, and despite all obstacles the worst feature of the situation may be overcome. Food supplies, such as those held in cold storage, should now be controlled as well, so that the public may secure provisions while the storm conditions continue. London and every other community is in a veritable state of siege for the present. Fortunately everyone seems to be keenly alive to his duty and the best methods for the facing of the "enemy" appear to be in operation.

## GOOD NEIGHBORS, THESE.

ALL HONOR to those citizens who gave from their stores of coal in order to assist those in distress. The appeal from the utilities commission published in The Advertiser brought many responses. Many Londoners took their motor cars out into the storm of Saturday night and carried coal from their own bins to those who were without a pound of fuel. These "good neighbors" saved the day for many who might have suffered most severely. General Manager E. V. Buchanan is to be complimented on having brought the matter to public attention. Such action will be sure to have a spread if the hardship continues. In a crisis such as developed in the last few days, Londoners have shown and will continue to show that they "love their neighbors as themselves."

## THAT "LEADERSHIP."

OF ALL the election campaign claims made in favor of the return of the Borden or Unionist Government to power, the one which declared that Sir Robert Borden was the only man strong enough and sufficiently trusted to lead Canada during the war aroused the most amusement among Liberals. They realized how far from the truth was the statement, and they were well aware that those who made the claim were equally aware of its falsity. Now comes a rumor which, if true, proves the cry to have been absolutely insincere and merely an election dodge; it is said that Sir Robert will resign the premiership to become Canada's representative on the British Privy Council's judicial committee.

No other nation would endure such trickery. If those who swore by Sir Robert had one shred of political honesty left they would oppose such a plan with all their strength. The Union Gov-

ernment gained power on the clear understanding that premier Borden would continue in the leadership. It pleaded that he had been the one to introduce conscription, and that to him should be left the carrying out of the scheme. He was represented as the Canadian to whom British statesmen looked to exert Canada's full strength. In fact, he was held up as the only possible premier.

There has been, and is, little opposition on the Liberal side to a real union or national government; the opposition was to the leadership of Sir Robert Borden. The reason for this was his weakness, his toadying to the moneyed interests and his inability to cope successfully with the anti-democratic forces in his party, even if he so desired.

It may be said by the Conservatives that if these are facts, the resignation of Sir Robert should bring the Opposition into full communion with the Government, and thus break down all party lines. This might have resulted had the resignation come in November. But what has transpired shows only too unmistakably that the Liberals cannot identify themselves with a Government so insincere and devoted to foul tactics. In opposition they must remain until a different code of ethics is shown by the Borden party.

It would be idle to pretend that Sir Robert's translation would do much injury to Canada or the Empire's cause; it might be productive of lasting good. That would depend on the choice of a successor.

## QUICK ACTION NEEDED.

THE expected has happened. A blizzard of more than ordinary fierceness has swept over the country, and railway traffic has been most seriously affected. That such an occurrence would make the fuel situation, already acute, almost unbearable, was taken for granted, yet its arrival finds the country unprepared. For this condition the Government and its fuel controllers must bear the blame; unfortunately they cannot be made to endure all the suffering.

Had it been that coal was not obtainable for Canada, there would have been no cause to lay the trouble at the doors of those in power, but this was not the case. Canada has had her share of coal up to the present, but the controllers have failed to control, and thus have brought about the shortage. They have permitted some to fill their cellars with enough to last for two years, and by doing so have made it impossible for others less favored to get 100 pounds when in dire need. On Saturday there were people begging for a few pounds, ready to pay almost any price for it, who could not obtain any.

The country is paying big salaries to men who have given no valuable service in helping to solve the fuel problem. This winter has been, if anything, worse than last for the wage-earner who has to buy in small quantities as he needs the coal. Only quick, stern action can alleviate the suffering now, and those who have the authority to take it should not, must not, hesitate.

## WINNING TO POWER.

TAKEING Russia's method of establishing a "truly free and radical government," an American magazine thus defines the rules of procedure: "First, rigidly exclude all save your own followers from any share in the government. Next, suppress opposition newspapers. Then manipulate the election machinery so as to make it as difficult as possible for any save your followers to get seats. Then abolish the courts and supplant them with judicial machinery whose sympathy with your aims will not be hampered by any reactionary respect for statutes and precedents."

This is supposed to have been done by the extreme left in Russia, as well as by the extreme left when it got control of the French revolution. But is there not a striking resemblance to the procedure of the Borden Government? It may be said by some that it did not exclude all but its own followers from office, but, as a matter of fact, it did, since those who had formerly followed other leaders had to change their allegiance in order to be taken into the Government. It certainly did its best to suppress all newspaper opposition. It undoubtedly manipulated election machinery for its own ends and, while it did not abolish courts, it made new laws by which they were to be governed.

Lenine's methods in Russia far from uniting the country have succeeded in disintegrating it. Borden's methods have had much the same effect although, fortunately, they have not brought about such a crisis. Both have refused the people as a whole the opportunity to express themselves freely and both are unsatisfactory. When pitying Russia, or condemning her, the situation at home ought not to be overlooked.

## EDITORIAL NOTES.

Good morning, have your ears been nipped?

Hindenburg may soon be listed among the former leaders; his popularity is waning rapidly.

President Falconer advises students to read the newspapers carefully. The advice is equally good for all people.

It appears probable that Sir Wilfrid Laurier will lead the Liberal party after Sir Robert Borden has ceased to lead the Tories.

If we could be sure which Russian party was in favor of the Allies and which was against them, it would make the news more interesting.

Warships are being used as ice rams at Baltimore, releasing vessels loaded with coal. It's a new departure, but a mighty useful idea.

The coal dealers of London appear to have done everything in their power to relieve the situation. Now for a strong pull to get the railroads at work on the coal movement.

Grain growers are ready to make sacrifices if assured that the profiteers will not gain thereby. The same doubt has prevented many others from doing all they could to economize in foods.

Hon. T. W. Crothers was warned of the fuel shortage probabilities three months ago, but contented himself with "keeping tabs." It may be he went so far as to secure his own supplies.

The Borden Government issued figures to show that, under the voluntary recruiting system, Quebec did not do her duty. Today the Government should issue the figures of the men called up under the military service act to show that the Government is not as it made Quebec out to be.

## Bits of Byplay by Luke McLuke

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Off-Side Stuff.  
At fishing he is not a mutt.  
I speak of Henry Hackie;  
To football he is a stranger, but  
He surely knows his tackle.

Ouch!  
"A woman has no sense of humor,"  
growled Mr. Gabbie. "You can't take a  
joke."  
"You are wrong," replied Mrs. Gabbie  
sweetly. "I married you, didn't I?"

Quick, James, the Gas Mask!  
A girl can't throw a stone, that's not  
At least, so I have read;  
But she can cast a glance, I know,  
And she can toss her head.

Huh!  
"That fellow Smith is an awful pest,"  
said Brown. "You can't rattle him."  
"Rattle him?" exclaimed Jones. "Why,  
you can't even shake him."

Oh, Joy!  
She posed for the figure of Plenty.  
In the group by the great artist,  
Jigger:  
The girl was but nineteen or twenty.  
But age, she had plenty of figure.

Sure Thing.  
"Do you believe that sleeplessness is  
contagious?" asked the Bachelor.  
"Yes," replied the Benedict. "I know  
that when my wife can't sleep when I  
am out until 2 a.m., I always catch it  
when I get home."

The Right Key.  
"Musicians are in luck," said Ben.  
"Their lot they can't deplore;  
They always strike the right key when  
"They get to the front door."

Is His Name Oswald?  
[Ad. in Abilene (Kan.) Register.]  
Notice—I have put a bull-snake in my  
alfalfa field, north of town, to catch  
the gophers. Please do not bother  
him or shoot at him, as he is a good,  
well-behaved snake and harmless except  
to gophers and mice.—H. L. Hum-  
phrey.

Hooray!  
Rose Bush of Irvine, Ky., is going to

plant herself in the Club garden next  
spring.

Firms is Firms.  
Threefoot and Fifthwheel are cotton  
brokers at Holly Springs, Miss.

We'll Put Him in the Can With the  
Kaiser.

[Coldwater (Ohio) Chronicle.]  
Luke, if we furnish the vampire who  
give his wife a wash tub for Christmas,  
where can you place him in the Club?

Little Tragedies.  
The man struck a match to see if the  
gasoline tank on his automobile was  
empty.  
It wasn't.—Luke McLuke.

The man got married to test Luke Mc-  
Luk's philosophy.  
He found that Luke was right.—An  
Also Ran.

The boy smoked his first cigar and be-  
lieved it wouldn't make him sick.  
He lost.—V.

May Billiard of Monteguma, Iowa,  
his just blown into the Club.

Notice!  
When you are in Dayton, Ohio, and  
broke, you can always find a U. S.  
Penny in the postoffice in that city. He  
is employed there.

We'll Pair Him With Seldom Herd.  
I am Quiet of Washington, D.C., wants  
to join the Club.

Names is Names.  
Earle E. Nutt lives at Sidney, Ohio

Our Daily Special.  
A Lazy Man Would Rather Forego a  
Thing Than Go For It.

Luke McLuke Says.  
No matter how dull times may be,  
the knocker can always find plenty of  
work in his line.  
When a man loses a \$5 bill he is  
almost sorry that he didn't give it to his  
wife before he lost it.

The fact that you do not know any-  
thing about a subject is considered a  
valid reason why you should go ahead  
and explain all about it.  
A man can't be too careful.  
There are a lot of poor devils in the pen who  
can tell you that you can do in a second  
what it takes years to get over regret-  
ting.

It is hard to make a man understand  
why his wife wants clothes and candy  
any company when she's got HIM.  
You think you are a brave man don't  
you? Well, are you brave enough to  
turn over the page of your newspaper  
when the man sitting next to you in  
the car is reading something on that  
page in your newspaper? Neither are  
we.

A young widow can act so innocent

that she is shocked at the idea of a  
woman going for a walk with her hus-  
band through a lonely park at night  
without a chaperone.

No matter how deeply a man may be  
buried in thought, it doesn't take his  
wife long to resurrect him.

When other members of the family  
are ill, Father can't see much to worry  
about. But when Father is ill he ex-  
pects the other members of the house-  
hold to drop everything else and worry  
about his health.

It makes a girl mad to spend a week  
posing for a man and then discover  
that he is married.

No matter how good a woman may be,  
she is a liar at one period in her life.  
And that is when she stands before  
the preacher and promises to "obey"  
what she is marrying.

This is a crazy world. We all preach  
economy, and we all knock the man  
who practices it and call him a tight-  
wad.

This is a great country in which a man  
who isn't satisfied with his walk in life  
can always run for something.  
Poverly hath its advantages. The man  
who dies penniless never has a half  
dozen widows putting in claims for his  
estate.

## Wait a Minute!

By J. H. F.

We have a thoroughly modern  
home. There is a plentiful supply of  
candles. If you have enough you can  
read the newspapers.

The gent who used to sigh for an  
old-fashioned winter, should shout  
joy at this one. Like the one we re-  
member "way back in '37."

American packers make 34 per cent  
on their stuff. We thought the Yan-  
kees were birds at this game, but Joe  
Fouelle can show them a trick or  
two.

John Purroy Mitchell, former mayor  
of New York, is an air major, says a  
dispatch. He was quite an expert on  
air, it seems—heated variety.

Some places in the States have  
issued a decree that only one bath a  
week will be allowed. That is over-  
much bathing for some of the folks in  
the United States, but how could a  
gent living in Pittsburgh get away with  
it?

A speedy peace is looked for, but  
peace does not seem to be breaking  
any speed laws at this time.

"Noses Red and White" was a favor-

ite hymn on Saturday morning last.  
They were either frost-bitten pure  
white, or as red as a boozier's beizer.  
Beautiful day.

No wonder railwaymen were ex-  
empted from war service. During the  
past few weeks not a few of these  
lads have deserved some medals.

Our bulk is all right. In the storm  
the other day several persons were  
protected from the breezes as we  
toddled down town, spreading sun-  
shine day by day. Merry lawfyer.

The Bolshevik of the city council  
did not get going very well the other  
evening. Oh, well, they tried some-  
thing, anyway.

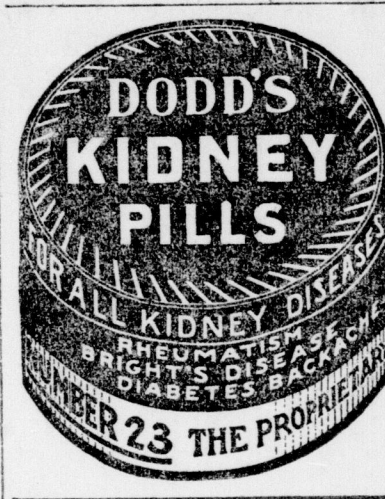
We have been reading about labor's  
"fuller life" from one of the British  
correspondents. Temperance advocates  
consider that a slap at the beer buck-  
et.

"Spats for women" abouts a shoe  
journal. What's the good of that?  
Spats are women's middle name, oh  
what! Look out for our funeral after  
this.

The tomb of Joseph will soon be in  
the hands of the British, says a dis-  
patch. Canada's Joseph is still draw-  
ing regular dividends from pies, and  
other food supplies just as the original  
Joseph did, when he was in the flesh.

If this coal shortage keeps up, Cana-  
dians will have to double up in house  
accommodation. We hate to look for-  
ward to a frost-bitten future.

Now that sugar has been declared  
to be a harmful drug, we rise to re-  
mark that every doggone thing that's



pleasant in the world is some time or  
other labeled as a sin.

Let's go. We have to rescue a gent  
from a snowdrift.

## THOSE AWFUL CRAMPS

Suggestions That May Save  
Much Suffering.

Marysville, Pa.—"For twelve years I  
suffered with terrible cramps. I would  
have to stay in bed several days  
every month. I tried all kinds of  
remedies and was treated by doctors,  
but my trouble continued until one  
day I read about Lydia E. Pink-  
ham's Vegetable Compound and  
what it had done for others. I tried  
it and now I am  
never troubled with cramps, and feel  
like a different woman. I cannot praise  
Lydia E. Pinkham's Vegetable Com-  
pound too highly and I am recom-  
mending it to my friends who suffer as I  
did."—Mrs. George R. Naylor, Box 77,  
Marysville, Pa.

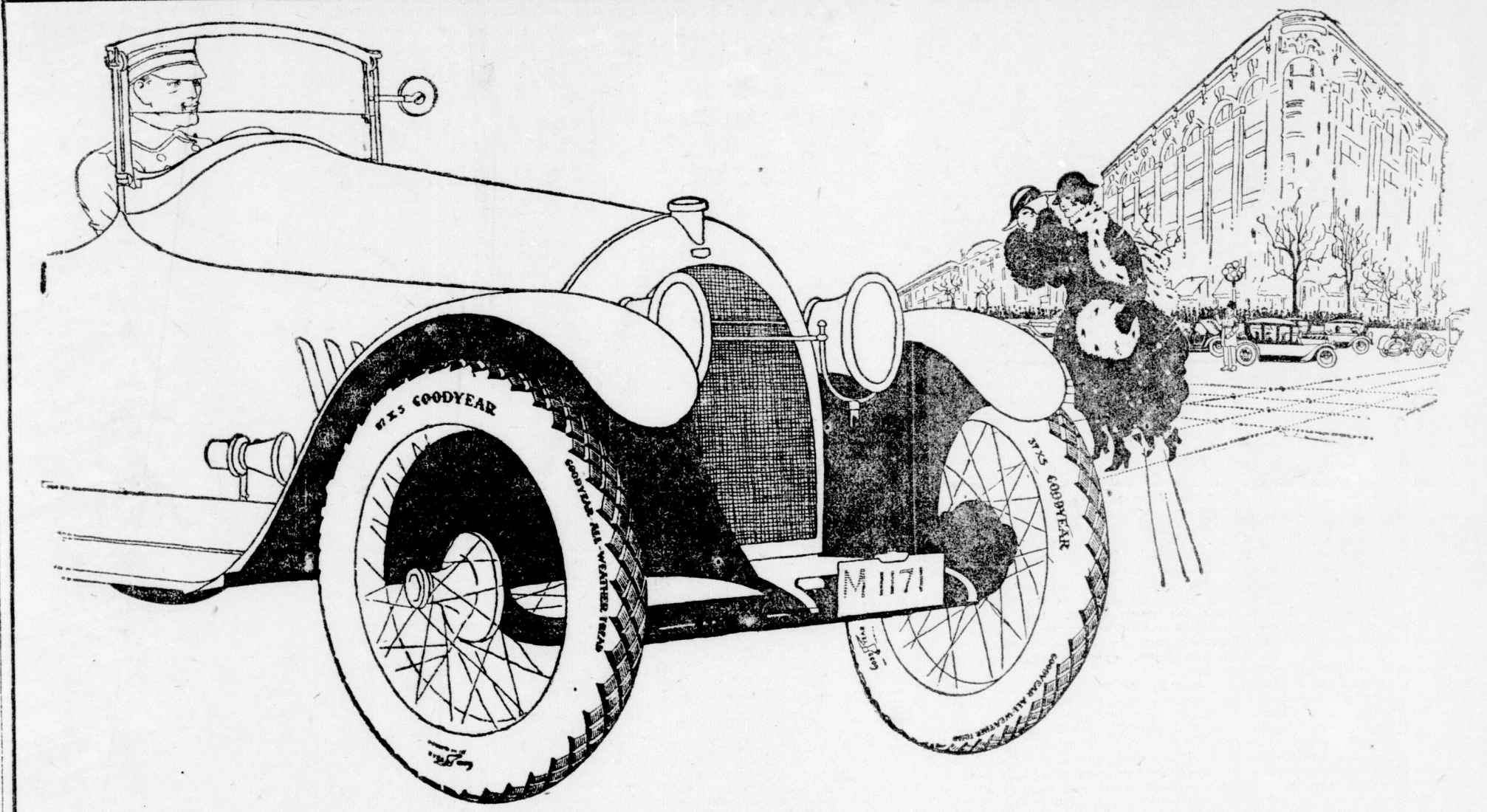


Young women who are troubled with  
painful or irregular periods, backache,  
headache, dragging-down sensations,  
fainting spells or indigestion should  
take Lydia E. Pinkham's Vegetable  
Compound. Thousands have been re-  
stored to health by this root and herb  
remedy.

Write for free and helpful advice to  
Lydia E. Pinkham Medicine Company  
(confidential), Lynn, Mass. Only women  
open and read such answers.

CARE FOR  
YOUR  
HAIR

With Cuticura Soap  
and Ointment. They  
cleanse the scalp, re-  
move dandruff and  
promote hair health.  
Sample of each free  
with 32-page skin  
book. Address "Cutu-  
cura," Dept. S, Bos-  
ton.



## They Serve Extra Well on Front Wheels

Goodyear All-Weather Tread Tires serve a double function on front wheels. They steer easily, yet resist skidding. Rows of big, diamond-shaped blocks run straight around the tire—just like a smooth tread for easy steering, but sure-footed cleats against slipping.

It is easy to climb out of ruts, or to cut diagonally across wet or icy street car tracks, with All-Weather Treads on your front wheels. And when you turn your steering wheel to round a corner, you go round the corner—not across the street.

The same efficient tread will protect you against skidding when you apply the brakes, if you have Goodyears on your rear wheels.

Greater service and mileage are not the only advantage of Goodyear Tires. Their price is fair, because they are made in Canada. From the table below you will see that good smooth tread tires imported from the United States will cost you more than Goodyear All-Weather Treads made in Canada.

| Size    | Style       | Cost of Goodyear Tires if Imported | Goodyear Made-in-Canada Prices | Saving to Canadian Motorists |
|---------|-------------|------------------------------------|--------------------------------|------------------------------|
| 30 x 3½ | Plain       | \$26.00                            | \$20.00                        | \$ 6.00                      |
|         | All-Weather | 30.42                              | 23.00                          | 7.42                         |
| 32 x 3½ | Plain       | 30.42                              | 21.60                          | 8.82                         |
|         | All-Weather | 35.55                              | 25.90                          | 9.65                         |
| 34 x 4  | Plain       | 44.46                              | 34.80                          | 9.66                         |
|         | All-Weather | 51.94                              | 41.75                          | 10.19                        |
| 36 x 4½ | Plain       | 62.62                              | 48.60                          | 14.02                        |
|         | All-Weather | 73.17                              | 58.30                          | 14.87                        |
| 37 x 5  | Plain       | 76.66                              | 58.55                          | 18.11                        |
|         | All-Weather | 89.70                              | 73.20                          | 16.50                        |

The Goodyear Tire & Rubber Co. of Canada, Limited

GOODYEAR  
MADE IN CANADA