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THE LONDON ADVERTISER COMPANY.

London, Ont., Wednesday, Nov. 6.

M.P.'S AND THE VICTORY LOAN. HERE ARE all the great political leaders

during the Victory Loan campaign? Where are the elected members who went through the country exhorting the farmers to vote for duty's sake and return them to Parliament? Are they to be found in positions of leadership in the campaign? Not conspicuously so.

One would think if there were any body of men to whom the "putting over" of the Victory Loan should be a first consideration, those men are the members of Parliament. They are not overworked in the country's behalf. It is a long time since they sat through most of last session responding to the whip's instructions to vote for certain orders-in-council. There has been no tremendous work thrown upon their shoulders. But their voices, so loud and so full of urging to duty at the time of the last election, are unheard today except in exceptional cases.

Why are the rural members not spending their time to advance the loan in the ridings from which they come? It is in the country districts that organization of an effective kind is most difficult. The member for the riding is the best-known and "biggest" man in his constitu-ency, or should be. He has organized the riding thoroughly for political purposes. When the votes were needed he had his henchmen in dugouts at every crossroads, and when meetings were required to advance the interests of his ampaign, his district chairmen and secretaries were untiring in their efforts to drum up a big attendance and to set the community throbbing with enthusiasm.

But where are these rural members now They must be aware of the fact that many of the ural communities are lagging behind in their subscriptions to the Victory Loan, Farmers are being canvassed in a somewhat haphazard way, and the story is being brought to the city that bey are refusing in large numbers to take any hare of the loan. They have not been assured that the leaders of all political parties are urging that the Victory Loan be subscribed, and they have little leadership from the men who repreent them at Ottawa. The men who approach the armers are frequently paid canvassers from the ity organizations, and it is with difficulty that ney secure the sympathy of the man on the

The farmers of Western Ontario should be he first to subscribe to the loan. They are the wners of the land. The conditions which obtain to Lloyd George; Pershing to Foch to Haig. the whole country affect the welfare of their calling first of all. They have been prosperous; and they must realize that the Victory Loan is s much a necessary part of prosecuting the war

the Milners, et al., than from most people in his is mit he necessary part of prosecuting the war and financing demobilization after the war as the actual participation of the soldiers in the actual participation of the soldiers in the inc. The country must have money, and every man, farmer and city dweller alike, should gively should greatly increase in value, making the 6 per cent mortgage seem an indifferent incestance.

The rural member shows himself a self-seek-the politician when he takes no work of leader-hip in assisting the Victory Loan. His very alray depends upon the success of the campaign of the country in the count

vestment, but in the spirit of performing a rvice to Canada, the Canada of which YOU are citizen, should the country districts roll up

eir allotments! Surely the ministers and members of Parliaent should be doing more in the Victory Loan mpaign. Apart from a stereotyped message or o and a big "hurrah" at Toronto one week Sunday the country has had nothing in the y of an inspiring message from the cabinet inisters or the premier himself. At Queen's ark, Toronto, a 3-ringed circus was held on the abbath Day. Sir Robert Borden was advertised have three bands, while Mr. Rowell, in a spirit noble self-sacrifice, contented himself with ly two. Step this way ladies and gentlemen! e man who destroyed the demon rum will be und on the left, while the premier, back from vacation, will be found in the big ring surunded by massed bandsmen! You won't do any siness if you haven't got a band, as George Cohan would say, so here's a chance to gather my thousands and stir them up for the Victory an, even if the regulations say there shall be public gatherings during the epidemic! And ile we do not know how many of the small ys will buy Victory Bonds, it looks like a big h to the country, and the bands will put the ople in a mellow mood for the speeches. Rangfrom the premier down, with three bands, eabinet might have been arrayed with valuais musically expressed, until Hon. Tom Crors was observed, flanked by a tin whistle and bass drum. Of course, the idea of matching

outburst. The country has been "carrying on" despite the fact that the cabinet suspended operations immediately after the Toronto meeting. The "jazz" band idea was fine, but the hard work of the fellows on the city streets and the crosslines is the thing that is putting over the loan. Quite proper to say that this isn't the affair of the Government, but of the count: 7. Thank God for the country!

THE KAISER'S TORTURE.

ILLIAM THE WOULD-BE Conqueror may survive the war. One cannot predict that the Allies will draw and quarter him or Are there ridges on your back? boil him in oil. His life is not forfeit according to the terms so far laid down. Once removed from Are there spots before your eyes? the throne of Germany, he will probably be

A man without a country, he is going to be much misunderstood. Something is going to be Do your teeth hurt when you bite? gnawing at his heart in all the years he may live. Do you ever nave a iright? He is not simply a sinner who has erred in human frailty. He is a calculating, cold-blooded murderer, one who has betrayed every instinct of Are you thirsty when you eat? decency. The world's people may punish him terribly by passing him by as they would a leperand one must remember that not even a leper is If you feel a little ill, sufficiently abhorrent a creature by which to Send right off for Dr. Pill, measure the kaiser. Lepers are pitied and succored and helped. The kaiser and his brood will suffer from a disease of the mind, a slow malady He won't wait to diagnose, that longs for the compassion denied others. "So writhes the mind remorse has riven." In a fearful loneliness of spirit he will wander like a lost spirit For two weeks he's had no rest, until a death more merciful than man has claimed Has no time to make a test, his tortured soul.

REINCARNATION?

THE "ALL HIGHEST" has expressed his intention of deserting his "sorely tried" people and visiting one Baron von Kleist at Chateau Buonas on the Lake of Zug.

Surely Switzerland will rise from her neutral torpor when confronted with so serious a menace to her peaceful civilization, and disallow the symbol of "frightfulness" to crystallize itin the hearts of her faithful "bourgeoisie." But perchance Switzerland may do the

From Mount Pilatus, the watchdog of Lucerne, one can turn one's eyes eastward, and, passing over Lake Lucerne on beyond the crouching form of the Rigi, view the ribbon-like strip of Lake Zug.

Blessed with the glories of a late autumn day no sight could be more impressive, no sight more conducive to the bringing about of a contrite heart and the resultant confession of its sins against humanity and God.

There it may commune with a nature emblematic of the sixth commandment, "Thou shalt not kill," and ere long the diabolical scales falling from the eyes may reveal the handwriting on the wall, "Thou shalt not covet."

Then, and then only, may he entreat of the Creator, and in the words of the Publican, "God be merciful to me, a sinner."

EDITORIAL NOTES.

In the game of war the victor is the umpire.

Victory Bonds will make a rope to make the peace bell peal.

The anthems of the coming Christmas may have a real ring of peace.

Recent triple plays-Wilson to Clemenceau

The kaiser seems to get more sympathy from the Milners, et al., than from most people in his own country.

from Raiph, mother, and tell me if it isn't the most exasperating thing you ever heard." And with an abused manner, she read aloud:

"Dear Sis—I know you will be as disappointed as I am to learn that Lieut Roberts will be the specified as the specified as I am to learn that the same tha

There is nothing like making the matter plain So now we propose to say it again, Hate of the heart, do you understand? Hate of the head and hate of the hand, Hate of the sausage and hate of the beer (We hope we are making our feelings clear) Is hardly so much as a circumstance Tea, we will give you our solemn pledge That our hate for you is the absolute edge, England!

Hate! That's what we are driving at, Hate of the dachshund and hate of the cat, Hate for a nation that keeps its word. course which is palpably most absurd, Hate for the traitors that struck us down As we were annexing the Belgian Crown, Hate for the curs that espoused the right When we had decided they would not fight, Hate for the cowards who won't be scared By the mighty forces our land prepared, Who valued their pride far more than pelf, Come now, aren't you ashamed of yourself, England?

But the thing that worries us all a bit Is the fact that hate doesn't score a hit; It doesn't appear to make you blench Or hustle one Tommy out of his trench, Our hate may burn with a steady flame, But we don't seem to lick you, all the sam And though in our kaiser's eye there gleams A hate that is double sewn in the seams, A hate that is guaranteed the best That ever has burned in a human breast, You treat it as if it wasn't there-That's why we hate you. You're so unfair, England!

HYPOCRISY THEIR COMMON FACTOR. [New York Globe.]

rs was observed, flanked by a tin whistle and bass drum. Of course, the idea of matching sic with mightiness was not thus carried out, Mr. Rowell was certainly magnanimous when took one band less than Sir Robert Borden. It a ripping affair, but it was not a travelling cus, and it closed down after the one Toronto ms, and it closed down after the one Toronto who pull about equally for kalserism

BY LUKE McLUKE

give them any heat."

The Limit.

-Luke McLuke

A careful man is Daniel Dent,

As careful as you'll meet;

Another careful man that we

Have met is Abner Grote;

Would want to take your note.

Our Daily Special.

Luke McLuke Says

A woman can tell a real blonde from

a chemical blonde by merely glancing at her. But the only way a man can tell is by marrying her.

The first thing a married woman reads in a newspaper is the Death Notices. The first thing an old maid reads is the Marriage Notices.

There may be ideal husbands and ideal wives in this world. But, somehow or other, they are never married to each other.

We like to hear an old-fashioned ways a begin to application for hear and the results of the results.

woman begin to apologize for her poor cooking before we sit down to her

man is that it is so blamed hard to get him started.

For every man who is trying to get corner on Knowledge there are a lozen who are trying to get a corner

We know that we are going to

war is over.

From January 1 to December 31.

If he lent you attention, he

If he paid you a compliment,

He'd ask for a receipt.

That Flu Stuff. If you have a tummy ache, It's the Flu! If you're weary when you wake, It's the Flu! Is your memory off the track?

It's the Flu! Are you fatter than some guys? It's the Flu!

It's the Flu!

It's the Flu!

He will say, despite his skill: It's the Flu! It's the Flu!

Hasn't time to change his clothes, So he'll class you with the rest-It's the Flu!

Paw Knows Everything. Willie-Paw what is the different between plain and simple? Paw-Well, a man may admit that he is plain, but he won't admit that he is simple, my son.

You Know Him. He is one of these gabby jokes, I speak of Oswald Bears: And he wastes his time telling folks That they should not waste theirs.

"What is there in this world tha causes as much trouble and misery as whiskey?" demanded the prohibition-

"Marriage," replied the rummy. Finding Them Out. Some men are crooked, there's doubt."

Remarked old Uncle Will; And if you want to find them out, Call on them with a bill." Notice!

table. We know that we are going to get a real meal:

A lazy man gets a heap of comfort out of the proverb about the race is not always to the swift.

And the trouble with an easy-going If the smart Aleks in the club will promise not to turn any mice loose. Elizabeth May Jump, of Ft. Myers, Fla., will join the ranks.

Our Joe Miller Contest. Mike Sulilvan claims that the oldest oke is the one about the fellow who away.

The Advertiser's

arred the smooth whiteness brehead. "Just listen to the

sibility of traveling unchaperoned; and her cup of happiness was quite filled to overflowing as Mechanic Sommers, with chest inflated, placed on exhibition "My Sister" before the "fellers" standing with gaping mouths at the unusual vision of loveliness among their monotonous uniforms of khaki.

And Madeleine loved to make the daily trip from town to camp, despite the tiresome, hard ride upon the rickety rambling, one-line car—the only means of access to the camp. At the "Y" there was always a crowd of eager, manly boys waiting about the plano for the magic music she could make with fingers and voice, and other magic with her eyes. This night was the bugler's warning call of "tattoo" which sent her scurrying for the street car's last trip back to town, ably escorted to the car line by an even dozen khaki-clad figures on each side. on each side.

Madeleine turned to wave a pleasant

Madeleine turned to wave a pleasant good-night from the platform, and as the conductor jangled the cord the car moved lumberingly off. "Fare, please," came in the mechanical tone of habit. Her purse! It was gone! No, she remembered leaving it on top of the piano at the Y. M. C. A. How would she pay her fare? Would the conductor put her off? It was far to town and the night was dark.

dozen who are trying to get a corner on Ignorance.

All we know about politics is that while a politician may sometimes conceal his hatchet, he never throws it

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THE NAME OF ROBERTS. By Lincoln Rothblum.

"Well, I declare," ejaculated dainty safeled Sommers as a pretty frown arred the smooth witteness of her rehead. "Just listen to the smooth witteness of her rehead. "Just listen to the smooth witteness of her rehead."

"Do you really want to repay you, if—"he again interrupted, very excitedly, as if against his better judgment. And without giving her an opportunity to answer: "I've an invitation to a dance tonight, and don't know a female soul to ask. Will you come with me?"

Madeleine looked around the car. There were no other passengers, and she laughed out loud. "Sure," she gamely answered.

The ride had never "I should like to repay you, if-"Do you really want to repay me?

"Just listen to this letter and both commented on the fact. It

there is no need to become panic-Skin and Clean Bowels. To carry off the poisons that accumulate within the body and to ward off an attack of the aloe, root of jalap, and is to be had Purgative Pellets." If a bad cold develops, go to bed, wran

up well, drink freely of hot lemonade Have the bedroom warm, but well ventilated. Obtain at the nearest drug off? It was far to town and the night was dark.

"Pardon me, madam, but may I assist you in your difficulty?" And as Madeleine looked up she found the owner of the dulcet tones handing the conductor the necessary coin and saluting her with military precision.

"A first lieutenant and decidedly goodlooking," she thought as her eyes took in collar insignia and the features above. Aloud, "Thank you, sir; I am very grateful."

store "Amuric Tablets" to flush the kidneys and control the pains and aches, Take an "Anuric" tablet every two hours, together with copious drinks of lemonade. If a true case of influenza, the food should be simple, such as broths, milk, buttermilk and ice-cream; but it is important that food be given ful." The officer bowed and moved up to-ward the front of the car. When he seated himself he found the young lady beside him.

regularly in order to keep up patient's strength and vitality. After the acute attack has passed, which is generally A blush of faint pink suffused her from three to seven days, the system cheeks. "I would like to repay you, should be built up by the use of a good iron tonic, such as "Irontic" tablets, to be obtained at some drug stores, or to the window?"

Madeleline accepted the courtesy, and because she did not know whether or not she should speak, and if she should, what to say, she ran her fingers up and down the iron bars of the opened window, humming the lilting tune of a should be built up by the use of a good iron tonic, such as "Irontic" tablets, to be obtained at some drug stores, or that well-known blood-maker and herbal tonic made from roots and barks of forest trees—sold everywhere as Dr. Pierce's Golden Medical Discovery.—Advt.

BYPLAY

"I thought you might like to go motoring this morning," he explained, "and perhaps after dinner you may care to visit the camp."

Madeleine decided that daylight did not detract from the man's personality. "Delightful," she answered; and a delightful ride it was. Out on the country road speed did not lessen his careful driving. Twelve o'clock brought them to a hostelry in the valley, and to his other attributes Madeleine added the knowledge how to order an excellent dinner. On arrival at camp the lieutenant, now in his own element, became even more engaging, but experienced disappointment that this most attractive girl should fail to find any interest in the life and surroundings which meant so much to him. But how was he to know that instead of being a novel experience it had been her daily program for two weeks past? He racked his brain for an idea to arouse her lagging interest. "Till have my company drif with rifles," he suggested, "you'll like that."

As they proceeded down the company street, Madeleine recognized a familiar figure coming toward them.

"Hello, sis." Ralph called out, sliding his arm through hers as he saluted the officer. "Where did you meet Lieut.

"Hello, sis." Ralph called out, sliding his arm through hers as he saluted the officer. "Where did you meet Lieut. Roberts?" "Lieut. Roberts!" Madeleine exclaimed in a dazed manner. "Certainly not your Lieut. Roberts?" the lieutenant smilingly and wonderingly asked

Roberts?" the lieutenant smilingly and wonderingly asked.

"When ais learned I couldn't come home on a furlough," Ralph explained, "she wrote me she hated even the name of Roberts."

"Hush, Ralph," Madeleine whispered, holding up a warning finger against her pretty mouth
And then Ralph did a very unmilitary thing. He saluted his superior officer and deliberately winked. And although it is not on record, it is very possible that as he made an about-face, he marched off with a big grin spread from ear to ear. -Newark Advocate. The Open Season for Kindness Las

marched off with a big grin spread from ear to ear.

"Do you think," the lieutenant asked, as his eyes eloquently pleaded his cause, "that Mrs. Roberts sounds like a very bad name?"

Madeleine's laugh gurgled from her throat for joy. "On the contrary," she answered looking up archly at the straight figure, "I believe I shall find it very much to my liking."

The lieutenant glanced down the company street and saw his men standing rigidly at attention, their spotless rifles gilstening in the midday sun.

"Sergeant," he called out, trying hard to conceal the happiness in his voice, "there'll be no drill today. Dismiss the company."

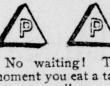
UPSET? Pape's Diapepsin ON YOUR FEET company." Don't get downhearted because you happen to make a mistake. Every time a smart man makes a mistake he learns something.

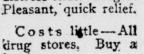
Don't laugh at a hairless dog. He is one of the best little flea discour-When Captain Scott discovered the South Pole and the large uninhabited continent surrounding the pole, he didn't know that he had located a dandy place to herd the Hun after this

For Acid Stomach, Indigestion, Gas

Instant Relief when your meals sour and upset the stomach—Indigestion Pain stops at once!









The Daily Tragedy of BELGIUM

May this country never know the bitter agony Belgium passes through EVERY DAY.

May WE never live to see our people rationed on a bowl of soup and two pieces of bread a day.

Our children emaciated by slow starvation and falling easy victims to consumption, rickets and all the diseases fostered by mal-nutrition.

It's the little children that suffer most fearfully. The daily ration provided by United States loans to the Belgian Government is so pitifully inadequate for a growing child; it no more than momentarily stays the gnawing hunger.

There is hope for Belgium and her future generation only if YOU and the thousands who in the past contributed so generously to Belgian Relief, will help again. The brave souls who are attempting to administer the needed help to Belgium's children must have the necessary funds to carry on.

Mr. Hoover in his appeal of July 8th, 1918, for help for Belgium's children says, "This transmi money is absolutely safeguarded by virtue of an agreement between the belligerent Governments, the C.R.B. and the Neutral (Spanish and Dutch) protecting Ministers in Brussels."

Don't wait for someone to come and ask you for a contribution. Send it in. Be generous. Be quick.

Make cheques payable and send contributions to

ONTARIO BRANCH: Belgian Relief Fund, 95 King Street W., Toronto.

Talk No. 10

The Reasons Why-

HIS is what war-time conditions have done in the case of the telephone business:

Increased the cost of new telephone construction from 50 to 100 per cent or more-

Doubled the price of steel, copper wire, platinum and Increased the cost of all labor that goes into tele-

phone plant and equipment-Made higher wages necessary for telephone em-

Increased the traffic so that a larger number of employees is necessary—

Drawn to the colors a large proportion of skilled male employees, making ordinary upkeep both difficult and expensive.

Made it necessary to give the subscriber more service

to take care of his thriving business-And made it necessary also for us to get some in-

crease in rates to cope with mounting costs. We are therefore asking for what is necessary. We can see no other solution.

The Bell Telephone Company of Canada

