## London' Advertiser

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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Thursday, June 13.

GERMANY'S NAVAL THREAT. THERE is a possibility that the Germans will ·attempt a great naval offensive in order to an "article" can it be called an "ad"? drive the British off the high seas, but it is

only a possibility. Swiss dispatches state that an official telegram is being spread broadcast throughout Germany which says such a movement is under consideration; high naval officers have been called home from neutral countries, where they have been spending leave, in order to be ready, and von Tripitz has issued a statement that the German navy is in a position to accept battle with the

One may be permitted to inquire what is the idea in making all this preliminary noise before the event. Germany has, on more than one occasion, announced a land offensive which later has been launched and she has succeeded in creating a certain degree of surprise by this trick, since the Allies were inclined to doubt that, if an attack were contemplated, it would be advertised. That scheme, however, is played out, and the constant watchfulness of the British fleet will not be affected by any Berlin reports. There is no chance of surprise on the seas

The Teuton armies have made a partially successful drive towards Paris, and its early progress aroused enthusiasm among the people. They hoped it was the beginning of the end and that victory would crown the effort immediately. The assault slackened, and the temper of the masses changed; they were cast down from elation to something resembling despair. That is a fact vouched for in authoritative dispatches from those line rate. Otherwise the Richmond street journal He fooled himself into the thought That he could fool his wife. who have moved among civilian Germany in the might have been spared from making such a last few weeks. While there is still some hope humiliating spectacle of itself. But now and for that the offensive will reach Paris or the channel, there is the counterbalancing certainty that further fearful losses will be inflicted and that of that journal, "HOW MUCH DID THAT the continuation of the war for some time to come | COST" is assured. This knowledge is depressing for the

Would it have a good effect if we hinted that That song which says "The Yanks Are Com-we were about to attack the Allied naval forces? ing" should be revised to "All the Yanks Are Would the masses gain heart with the thought | Coming.' that we believe ourselves capable not only of breaking up the blockade, but also of destroying the dreaded British navy? It is easy to imagine Belgian officer. Belgium still has something for the German admiralty asking such questions and which to be thankful. scheming to bolster up the nation's morale by such deceptions.

If the German navy were afraid to risk battle with the British and French for four years of war, as it was, is it to be supposed the risk will be taken when its enemies have been strengthened by American fleets? Only as a last resource can such an adventure be imagined.

There is something significant in the Tirpitz answer to the question as to whether the German navy dare challenge the British. He says: "Yes," French and English back to the other side of this item lies in the statement that he thinks. Paris, it will be the turn of the kaiser's boats to been accomplished.

### "EDITORIALS-\$1,033.33."

Our contemporary (The Toronto Globe) thinks this journal should explain the use of the word "editorials" in rendering the election account. This is readily done. The word was used in error by an accountant, to distinguish certain articles allotted to the Cronyn campaign committee. These articles were set in advertising type and occupied space devoted to advertising matter and on a page altogether apart from the editorial page. They were prepared by one of Canada's leading advertising agencies, whose services were solicited by the Cronyn campaign committee for this purpose, and the only connection with these articles had by The Free Press was the disposal of the space in question at advertising rates.-London Free Press.

PRETTY SMOOTH, EH? The Toronto Globe gave its Unionist confrere a hole through. which to squeeze and, believe us, the little old Richmond street warbler certainly took the advice of its new-found big brother, and made a dash for the fence. But we think that it left a hind foot in the gap, for someone closed the gate. The result will be a few more squeals.

The item in the bill rendered by the London such dread significance to the readers of that paper and to itself was a simple statement, 'Editorials \$1,033.33.' In explanation of this 'error' we find the following defence, glibly and

articles contained in an advertising space al-

lotted to the Cronyn campaign committee." Why should a newspaper accountant of long was an honest accountant who made his entries according to the facts! He would probably have been "fired" long ago if the scandal would not lead to further complications. It is customary, and the accountant and everyone else who ever our wild oats many years ago, but it seems not. But then a pool a bill from a newspaper knows it, to charge a good discing and harrowing will usually destroy weeds, by the line for all advertising matter and to so there is hope yet of reform. pecify the number of insertions. In the case of 'Editorials-\$1,033.33" the sum was charged in oulk. No lines were specified nor were insertions

ing that "reading matter" advertising was charged against an individual in such a manner? 2. "These articles were set in advertising

type and occupied space devoted to advertising matter and on a page apart altogether from the editorial page."

Just what can be meant by advertising type? Was the type the same size as that which is used on this page, in this article? Any kind of type may be called advertising type, and an editorial is known not so much by its location as what it strives to achieve. Did these articles appear as a part of the policy of the paper, without being marked "advertisement," and were they in the form of ordinary news or advertising make-up? Because the size of the type was increased for election hysterics does not alter the fact that the whole matter was charged up as "Editorials-\$1,033.33," and that no indication was given that the editorials did not appear on the editorial page. Were the articles such as would be regarded by another newspaper as editorials, special election editorials, if you like, but editorials for which no decent newspaper would make a charge? And if they were advertising or "reading notices" why were they not marked and charged as advertising is always charged? And when a thing is called

The Free Press thinks one of its editorials by

any other name would smell as-sweet. 3. "They (the editorials) were prepared by one of Canada's leading advertising agencies, whose services were solicited by the Cronyn campaign committee and the only connection with these articles by the Free Press was the disposal of the space at advertising rates."

Methinks he doth protest too much! This effort to blame it all on advertising, while they call it "articles," and the talk about "rates" is rather difficult to follow? What were the rates? I Why were the "rates" not specified in the bill? Why were not so many lines of space charged up, if it was not editorial space? Can you blame this on the accountant who "seen his duty and done it"? Can you produce these wonderful, stingless articles which were contracted for so regularly and charged so irregularly? Can you seats when we pay fares."

"Huh;" said the street car magnate "Huh;" said the street car magnate of th goes unexplained, with the accusing finger of long standing, isn't it?" journalism pointed at you and the public finally sighing with the relief of having found out for sighing with the relief of having found out for sure, at last, while the self-condemning words "Editorials—\$1,033.33" plead guilty with a "The good that men do is interred with their bones," observed the Sage. "Yes," sighed the Fool. "and you don't see many overcrowded coffins." simple eloquence and force which no amount of explanation will overcome. The charge was this, "Bridle your tongue and make a hit," Advised old Mr. Kemper; that the London Free Press sent an account to the Unionist candidate in which a definite figure for editorials was charged. It is regrettable that a newspaper's influence cannot be measured at a all time the public may ask, as certain "principles" are strenuously supported in the columns with his brother Hum. all time the public may ask, as certain "prin-

#### EDITORIAL NOTES.

There is not a pacifist in Belgium, declares a

When Rumania's interests are considered, after the war, let her be judged by the actions of her Queen, not of King Ferdinand.

The time is coming when people will ask the more important question: "How many were killed and wounded?" Instead of the less vital: "How much ground was gained or lost?"

Hon. T. W. Crothers thinks expressions made by farmer delegates on the M. S. A. do not corbut adds: "After our land forces have pushed the rectly reflect agricultural opinion. The news in buy their stuff in that town, you can

drive the British off the high seas." It will be Some Toronto aldermen, having learned that Tirpitz has no desire to act unless there the bray of a mule or donkey can be removed by purposes should not bother Albert Many-pennys of St. Cloud, Fla. is tremendous land success, and that has not yet a simple surgical operation, want experiments made on some of their colleagues. Londoners take

> Late dispatches say that the young woman from Quebec who was sent to Kingston penitentiary was guilty of house-breaking and theft in addition to wearing male attire, which facts alter the situation considerably.

> Two denominations join in the consecration of a minister at Portsmouth; a Presbyterian chaplain conducts services at the front aided by a Catholic priest at the piano and another singing solos. Oh! yes, the world is improving.

Little London is eagerly recruiting a battalion of women to serve overseas. Strange what desperate means are taken to escape the deadly dullness prevailing there. -Hamilton Spectator.

Now, that's unkind. Just because we haven't a murder every thirty days and a new clue to the murderer (who is never caught) on each of the intervening twenty-nine days, Hamilton jeers. Then, of course, Hamiltonians can go to the lake-Free Press to the Unionist candidate which had side and watch the waves come in, for added ex-

### SOLDIERS AND POLITICS.

[Westminster Gazette.] "error" we find the following defence, glibly and with much oral oil, handed to a long-suffering public. Let the argument be taken up "clause by clause":

1. "The word (editorials) was used in error by an accountant to distinguish certain articles contained in an advertising space alplexion. Before that doctrine is adopted it will be well to neasure its possible consequences. The supply of good eaders for the army is not inexhaustible, and a few quick experience use the word "editorials" when he competent staff at all, and in the most hopeless confusion.

meant "reading notices"? Simply because he we do not care to see the doctrines of Bolshevism applied o the British army.

### OFF THE WAGON!

[From the Swan River, Man., Star.] The old saw, "no fool like an old fool," is surely good

#### SNEAKING FONDNESS FOR VULGARITY. [Buffalo News.]

bulk. No lines were specified nor were insertions indicated. The other items charged up had \$1, 100 may be specified to them, which brought the amount to the round sum of \$1,500. Can the London Free Press produce from its ledgers another case show-

The Toonerville Trolley That Meets All the Trains



COPYRIGHT, 191%

"We are here to protest against the

The Wise Fool. Advice.

A thousand times the pair have fought. Their lives are filled with strife;

How Be Ya?

Well, Well. McKinley Blue has escaped from the reformatory at Anamosa, Iowa, and the authorities believe he has gon back to his mother, whose name is Indigo Blue.

'Eyes are the windows of the soul," Remarked old Henry Hine; 'I think they are," agreed Dan Dole, "For I have pains in mine."

—Luke McLuke.

I'm also sure that they made.

For one of mine, alas,"
beserved old William Henry Tree,
"Is made, you see, of glass."

—Newark Advocate. I'm also sure that they must be,

What? What has become of the old-fashioned groceryman who used to give you a sack of candy every Saturday night when you paid your bill?

that Bob would be entirely worthy of the gift. Not a great deal passed between the young engineers regarding the picture, but when they parted at the end of their work there together it was agreed that as soon as Bob could return to the northern state where the Ferrels made their home Gregory would introduce them. And having arrived home before Bob, Gregory Ferrell did not lose any time in informing his family of the countless virtues that made Bob Lamar "the finest fellow in the world."

"He's the kind of fellow that can go through the world without a single

-By FONTAINE FOX.

believe he ever sowed a wild oat in his life. Some girl will be lucky to marry him—that is, of course, if he ever takes the notion to marry." ever takes the notion to marry."

Helen registered her interest in the character so glowingly painted by her brother by blushing ever so slightly and looking more intently than ever at her knitting. But Grizelda, eighteen-year-old "child" of the family, tossed her brown locks and said something that sounded like "poo-poo."

"Just 'cause a man never sows any wild oats doesn't mean he's the 'finest fellow in the world'," she announced. "You are pretty nice and I guess you sowed some, Greg. I guess there are some people that just can't help being foolish enough once in a while, and Grizelda might have gone on with her theory of wild oat sowing had she not been cut short by a reproving, "Grzelda, why do you say such awful things?" from the elder sister.

A manth later Bob Lamer had re-

things?" from the eider sister.

A month later Bob Lamar had returned to civilization in general and to the section of civilization in which the Ferrels had their being in particular. Through a few brief letters exchanged it was arranged that Bob Lamar should visit the Ferrels on a certain week-end in June and, though nothing was said to indicate that Bob's visit was designed especially that he might meet Helen, the entire Ferrel family seemed to make preparations with that end in

to make preparations with that end in view. That is, all the family but Grizelda.

When Gregory met Bob at the station of the town where the Ferrels lived there was something grave and serious in the face of Gregory that immediately solicited an inquiry from mediately solicited an inquiry from

asked. "Helen isn't ill-or-or any my thing?" Her name had not been mentioned since his arrival, five minutes

What What?

What we become of set of old of the control of the proposed and proposed and the proposed and the proposed and the proposed and proposed and the proposed and proposed and the proposed and proposed

of a Panama engineering camp, Bob Lamar had seen the picture of Helen Ferrel and it had seemed to him as if all the loveliness that the word woman that she had, and then laughing a little and taking her warm young hand. could possess for him was indicated and taking her warm young hand,

Learn One New Thing Each Day. Ants do not know each other. They have no sense of distance or direction. Their acts are but movements by re-

## Special Offer

## of Ladies' Panamas

for Friday and Saturday Trimmed Panamas

Very popular this season. They are trimmed with silk ribbons, corded ribbons, fine satin ribbons, velvet ribbons, wings and novelty bow effects. Just the thing for sport and dress wear. Special offer for Friday and Saturday. \$1.95, \$2.45, \$2.95, \$3.95

## Special!---Extra!---Special!

Ladies' Fine South American Panamas, in about fifteen different styles, including large sailors, telescope, dro op, mannish and pencil brims. They sell regularly up to \$4.00. Special for Friday and Saturday

\$1.35 and \$1.95

## MATRONS, ATTENTION!

Included in this large showing of Panamas we have a wonderful line suitable for matrons' wear. We know they are more particular and harder to please; therefore we have collected one of the finest assortments ever shown in London. Just what they like-rolled to one side. Others have a little droop, small and large sailors, and some styles with

Just think of the price. Regular up to \$4.00.

### SPECIAL FOR FRIDAY AND SATURDAY \$1.35 and \$1.95

We suggest that you come early Friday or Saturday, as we may not have such a variety to choose from again this season.

You will also find an excellent assortment of Genuine

\$2.95, \$3.95, \$5.00, \$6.75 and \$10.00

These hats are guaranteed against rain and are hand-



246 DUNDAS STREET NEXT TO MASON & RISCH PIANO STORE. The Only Exclusive Panama Hat Store in London.

serious in the face of Gregory that immediately solicited an inquiry from Bob.

"Has anything gone wrong?" Bob asked. "Helen isn't ill—or—or anything?" Her name had not been mentifined since his arrival, five minutes before.

"Why, no, Helen is not ill. But to tell you the truth, you have come at a rather trying time. I'm afraid you will feel the depression of it—you see, my sister, Grizelda—"

"Oh, the little girl with the brown ringlets."

"She was a little girl in the picture you saw," Gregory said, "but she's grown up since then. She's eighteen—and the ringlets were brown."

"Well, what color are they now?"

"Poor little girl," said Bob, and then ""Poor little girl," said Bob, and then """

derest blue, And both the gleaming stars of tremulous light,
They swiftly took them to the God of To make her eyes, that are my heart's delight.

—Amy E. Campbell.

# BY MORNING-TRY

Get a 10 Cent Box of cold. Why don't you get a box of Cascarets from the drug stere now? Eat "Cascarets" for Your

Liver and Bowels.

one or two tonight and enjoy the ni gentlest liver and bowel cleansing you ever experienced. You will wake up feeling fit and fine, Cascarets never gripe or bother you all the next day, like calomel, salts and pills. They act Tonight sure! Remove the liver and bowel poison which is keeping your head dizzy, your tongue coated, breath offensive and stomach sour. Don't stay bilare harmless and children love them.

us, sick, headachy, constipated and fu

## THE SAFEST MATCHES IN THE WORLD

also the cheapest, are

EDDY'S SILENT 500's SAFEST because they are impregnated with a chemical solu-

tion which renders the stick "dead" insuediately the match

is extinguished. CHEAPEST because there are more perfect matches to the sized box than in any other box on the market.

War-time economy and your own good sense, will urge the necessity of buying but EDDY'S MATCHES.



Fifth Ave. & 29th Street New York City. Convenient to all best she Ideal for Out-of-Town Visi

Single Rooms, with Detached Bath, \$2.00 per Single Rooms, with Private Bath, \$2.50 per day upware Rooms, with Bath, for Two, \$3 to \$5 per day. Parlor, Bedroom and Bath, \$5 to \$10 per day. Descriptive booklet, with room plan stating all prices, on request. JOHN F. GARRETY, Mgr.

Once in a while you meet a girl who is so pretty that she startles you. But, at that, she isn't nearly as pretty as she thinks she is.

lost stars' gleam.

And taking two soft flowers of tenderest blue,
And both the gleaming stars.

And the gleaming stars and lit with any man who imagines that a woman lacks courage had better look at what she wears on a hot day and then change his mind.

HORLICK'S

Maked Milk for Invalids A nourishing and digestible diet. (Contains rich mill and malted

grain extract. A powder soluble in water.

The terrible struggle to breathe, the

choking from restricted throat muscles find wonderful help and permanent benefit.

Asthma Remedy