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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., May 29, 1918.

THOSE MILLING PROFITS.

SOME ACQUIRE riches; others have riches thrust upon them. The latter seems to have been the fate of Canadian millers, thanks to the legislation which fixed their profits at 25 cents a barrel of flour.

This limit appeared quite reasonable to the unthinking and unsuspecting public, which was trying to make itself believe that the authorities were working for the good of the people, and it was welcomed by the millers; not too ostentatiously but nevertheless warmly. The public did not know something of surpassing interest in this connection—that the millers were already making fortunes at a barrel profit of 18 cents.

When it became evident that millers were continuing to pile up profits, an inquiry was instituted and now the truth is before the nation; the legislation succeeded in putting a higher price on flour, enriching millers more quickly and placing additional burdens on the consumer.

Canadians would like to know a few truths about this legislation, and it is the duty of the Government to enlighten them. Who was responsible for fixing the profits at 25 cents? Was it done with full knowledge and understanding of the consequences? Or was it merely a haphazard guess made without any consideration of its results? In either case the people have been served badly, and have been deceived. W. F. O'Connor, ex-commissioner of the cost of living, demands that these abnormal profits shall be taxed back and profiteering made unprofitable. The indorsement of this demand will be practically unanimous. The least the Government can do is to restore what it so ignorantly or mischievously gave the millers out of the public's pocket to its rightful owners. After that it might consider Mr. O'Connor's suggestion to add other war-profiting corporations to the "merry throng" whose money-making is limited.

A TRADITION SHATTERED.

GENERAL approbation has greeted the appointment of Rev. Dr. H. J. Cody, rector of St. Paul's Anglican Church, Toronto, as minister of education. No man ever entered public office under more favorable and sympathetic auspices, and while the applause heard upon the appearance of the new minister can scarcely be mistaken as an ovation for his predecessor, yet Hon. Dr. Pyne retires with little censure if with slight enology. The general public seems to be so well pleased as to reserve comment on what has gone before in the administration of this most important department.

While it would be ill-advised even on the part of his warmest admirers to predict sweeping reform and unbroken success for the new minister, he, like every other man, having to prove his pulling power in the harness, it cannot be denied that Premier Hearst had added to the strength of his reputation as a public man by smashing a tradition and appointing a man who is not a politician to assume office. Even with the wonderful Union Government the practice of choosing the big men of the country rather than the conventional political leaders has not yet been evidenced. The cabinet is largely composed of old-line politicians from one side or the other. The Lloyd-George habit of searching for a Rhonda or a Geddes has not been operative in this country, and possibly Premier Hearst is the first to reach out and select a minister from some other source of supply than the political bin. In this he has done the province good service, and no fair-minded person will withhold due credit.

Dr. Cody, on the other hand, has done his share in smashing an old tradition. It has been said that the so-called "big" men of the country were not ready to cast in their lot with the elected rulers, and to take an active part in the country's affairs. There are plenty of good men available, it has been said always, but they would not come out into the limelight and show what they could do. Perhaps they were never asked; perhaps the log-rolling politicians were too eager for the places, but in any event the selection of men for the job has been rare and the selection of the job for the man has been customary. When he was called to come forward Dr. Cody gave up a high position in his church as well as a larger salary than he will receive as minister. He gave a lead to other men and the whole action may, with profit, be scanned by other governments, federal as well as provincial. The Advertiser has frequently stated that there are few questions in the province upon which there is a disagreement among the parties; least of all should education be tainted with a suggestion of partisan direction. The people as a whole will welcome the change as well as the manner of it, and will look forward to further radical appointments by means of which men of high calibre will be called forward to test their merit in fields of endeavor for which they are fitted. The Cody tradition should be toward modernizing. He is a man with a keen mind, neither stodgily conservative nor extremely radical. The whole teaching profession will be given an opportunity, it is hoped, to clear their ideas and to advance the school system beyond its tendency toward mustiness and quillness. Let the children be given the sort of education that makes of them fine citizens, with high ideals, with broad minds, with resource and confidence to face the world that lies just beyond the eighth grade or matriculation. Let the parents be made to understand what education means to the new generation they have reared. Let the darkness of ignorance be dispelled with a new clear light that shall in the days to come make this province more

worthy of its destiny, more capable of producing men and women who shall go forth into every other province and every other land, with less of ingrained prejudice and more of human outlook. In these things at least, all will co-operate to achieve with the new minister.

WHAT ONE FARMER SAID.

A STURDY OLD FARMER came into the city the other day to see his boy go into the army. He said he needed the boy, and that he had land which would go untillied now. He flourished a sheaf of more than ten telegrams written and sent prior to December, 1917, in which he was promised exemption for his son and any bona fide farmers who were employed on his place.

The farmer was a North of Ireland Conservative. He had things to say about his local member and other great promisers which would not look well in print.

"They tricked me," he said with a glare. "I'm willing for my boy to fight as his friends are fighting, and he might have been in long ago but for these (and he waved the telegrams). I was told that he should be kept at home, and I went ahead and made investments. He's into the army now. I shall not try to keep him out, and he won't try either. But they tricked me, and the man who did it should resign. How did my member know that it was safe to leave my boy at home. I thought myself the big drive would need more men. They expected to get 100,000, and didn't get 'em, and when the drive came they saw the chance to get 'em. These telegrams say to keep my boy at home. They tricked us both—and as for these rural members resigning you couldn't pry them away from their jobs with a crowbar. It's all rotten bosh, such as we got in 1911. But they will not trick me for the third time. Twice is enough."

Up to the present time, as the farmer observed, there has been no wild scramble on the part of rural members to resign in order that they may be able to look into the faces of their constituents and say they kept faith with them, and did not use the most pitiable kind of an election-cheating device.

EDITORIAL NOTES.

Not content with making Austria toe the mark, the Germans make them adopt it as national currency.

Former German minister at The Hague has committed suicide, setting an excellent example to his fellow German ministers.

Of course Wilhelm and his family will set the example by going barefooted; goodness knows they are thick enough in the skin.

Alien enemies in the United States must dig and hoe. It will not sweeten their knowledge to know they are helping to feed the American army.

If Lloyd George is correctly quoted, he still speaks of the Russian "Empire." No significance need be attached to what is probably a slip of the tongue.

Germany is said to be running short of metals for munitions. If only concrete would answer, the heads of the royal family might become of some use at last.

It has taken the Frankfurter Zeitung a long time to realize that air raids on "a peaceful homeland" are inadvisable. It will learn a more bitter lesson in time.

Returned soldiers have expressed their opinion of the striking Victoria, B. C., shipbuilders by taking their places. They would have been among the first to sympathize had not a living wage been paid.

Fearing that the American soldiers had not developed enough hate to make good soldiers, the Huns bombarded their hospitals to give the needed stimulus. There is no doubt of the efficacy of the plan.

The German submarine commander who wrote an ironical letter to Lloyd George soon had the self-complacent smile wiped from his face, his own craft being sunk soon after he had sunk the Inniscarra.

Brantford men are reported to be boasting about the ease with which they can obtain quarts of whiskey in Hamilton. Evidently the fable of the killing of the goose which laid the golden eggs has not reached Brantford.

MARSHAL MORE MILLIONS TO BATTLE THE HUNS. (H. Longfield, Formerly of London, Ont.) Go fashion dread weapons to combat the Huns—Let the hymn of our hate be the roar of our guns! Deal death to those demons far over the sea. Who would throttle and fetter all men who are free.

For they are fierce fiends and white savages—they Who plot and caused all this horror today. So sharpen your swords and grease your guns. And marshal more millions to slaughter the Huns! They have no respect or regard but for force—Of arm and navies and cannon, of course; And so we must meet them with terrible power. With machinery to kill them—a million an hour!

Oh, woe to this land, and all woe to the world, If those hateful legions of Huns, who are hurled Against our brave brothers in far-away France, Should sever their line or much farther advance.

So make wicked weapons and gather great guns, And drill mighty millions to battle the Huns—For death and destruction and sorrow untold Will blight all the earth if they are not controlled.

STUCK TO HIS GUNS.

The late James Gordon Bennett was a fearless man. Before the battle of the Marne, when the Germans were threatening Paris, causing a hurried exodus of a large part of the population and the French Government, and the French newspapers withdrew to Bordeaux, Mr. Bennett stuck to his guns. He remained in Paris and brought out the Herald every day during that crucial time, although many of his employees were frightened away.

THE LEAGUE OF LOVE IN ACTION. (By Edwin Markham, Author of "The Man With the Hoe and Other Poems.")

O League of Kindness, woven in all lands, You bring Love's tender mercies to your hands; Above all flags you lift the conquering sign, And hold invincible Love's battle line.

O League of Kindness, in your far-flung hands, You weave a chain that reaches to God's hands; And where blind guns are plotting for the grave Yours are the lips that cheer, the arms that save.

O League of Kindness, in your flag we see A foregleam of the brotherhood to be In ages when the agonies are done, When all will love and all will lift as one.

SIR TOM WHITE, PLEASE ANSWER.

(Brookville Recorder and Times.) Isn't Sir Thomas a bit previous to charge us all with extravagance the day almost he returned from spending a luxurious winter in sunny and expensive California? Mighty few of us could afford such a luxury.

BIG REMOVAL SALE

FOR 3 DAYS

Thursday, Friday, Saturday---May 30, May 31, June 1

The people of London and vicinity are to have an opportunity of buying Musical Instruments of all kinds such as have never been offered in London before. This sale is not to be like many so-called removal or fire sales. It is not merely an effort to dispose of a lot of old shopworn stock. We are changing from our warehouses to another, at 265 Dundas Street, owing to the tremendous increase in our business during the past 12 months, and before doing so are going to make a CLEAN SWEEP OF ALL STOCK in our present warehouses. This is not to be a long-drawn-out removal sale for months, such as is sometimes put on with a view to keeping people calling for bargains indefinitely, but will last for THREE DAYS ONLY, being Thursday, Friday and Saturday of this week, as we are obliged to be out of our present store on June 1.

We have over 400 phonographs in stock as well as 10,000 records, and a large stock of

Pianos, Players, Organs, Benches, Stools, Record Albums, Etc.

Phonographs from \$10 to \$400 --- Records from 85c to \$8 --- Organs from \$10 to \$85
Stools and Benches from \$2.50 to \$10 --- Pianos and Player Pianos from \$72.50 to \$850

Everything Will Be Sold Regardless of Cost!!

STARR PHONOGRAPHS

Are famous for their beautiful singing musical quality of tone, and attractive designs. This is the phonograph with the wonderful singing throat and horn of silver grain spruce. This is an exclusive feature in the Starr, and perhaps the best proof of its superiority is found in the fact that there were 40,000 Starr Phonographs sold last year, and our sales in Canada increased 700 per cent on a monthly basis during the past 12 months. A year ago the Starr was not well known in London, owing to the fact that Canada had not been developed, although 30,000 phonographs had been sold in the U. S. A. the preceding year. The last 12 months, however, has seen hundreds of Starr Phonographs find a place in the homes of the best people and best musicians in Canada. People critical in musical tastes have exchanged their former phonographs for a Starr.

The Starr includes many exclusive features. It is a genuine Universal machine, playing all makes of records perfectly, including the Starr, Victor, Edison, Columbia, Pathe and any others. It not only plays the different makes of records, but plays them better and with a quality not found in any other phonograph on the market, due to the peculiar quality of the silver-grained spruce.

Spruce is recognized the world over as the ideal musical instrument wood. It has been used by the Old Masters in making the finest violins. It is used in all piano sounding boards, harps, cellos and guitars. In fact, it is the recognized wood for any sound-producing instrument calling for soft, sweet, full, round, tone, eliminating entirely the nasal effect found in phonographs where the metal horn is used.

You are not asked to accept our unsupported word regarding the superior quality of the Starr. Come in and have a demonstration. It will convince you as it has others of the superiority of the Starr above every other phonograph in London.

Gourlay Pianos and Player-Pianos

Are so well known in London and recognized as a high quality instrument that it requires little introduction. It is now in the homes of some of the best musical people in London and throughout Canada, also in many schools, churches, conservatories of music, colleges, etc., which demand a strictly high grade instrument.

During the 3-Days' Big Removal Sale

It is our intention to make some very, very attractive offers, and a prospective purchaser would do well to call and investigate our proposition before purchasing elsewhere.

A call will convince you that we have nothing but high class goods, and the sale offer will convince you that we certainly intend to dispose of every instrument in the warehouses at practically your own price during the three days' sale.

THE STARR COMPANY OF CANADA

J. A. Croden

261 DUNDAS STREET

W. Stevenson

WHOLESALE DISTRIBUTORS FOR CANADA FOR STARR PHONOGRAPHS.
SOLE AGENTS FOR GOURLAY PIANOS AND ANGELUS PLAYER-PIANOS.

New Address Will Be 265 DUNDAS STREET, 2 Doors East

Bits of
Byplay
by Luke McLuke

Copyright, 1917.

No joke.
"Contentment is the lot of some."
But it will have to serve:
"But if you take things as they come
My son, you won't get much."

Foey!

The faker who was peddling Electric
Salve was attracting an audience to his
wagon by performing feats of magic.
"It is easy to get money," he an-
nounced, "and you need never be broke.
When I need any money I say, 'Hokus
Pokus, Diddle-doo!' and then I remove
my left shoe thusly. And what do I find

in the shoe? Ah, there it is! A ten-dol-
lar bill!"

St. Meddergrass was deeply impressed
by the simple recipe for obtaining
money, and he hurried around the cor-
ner and sat down on a doorstep and
said: "Hokus Pokus, Diddle-doo!" Then
he removed his left shoe. But all he
found was a scent!

Strange.

Our language puzzles many men.
But it will have to serve:
We say a man is nervous, when
He hasn't any nerve.

Bang!

Oh, bad were the words that the poor
fellow said,
But the pain will continue to linger;
He was trying to hammer the nail on
the head.

But he hammered the nail on the
finger.

Paw Knows Everything.

Willie-Paw, why is truth stranger
than fiction?
Paw—Because we are not so well ac-
quainted with it, my son.

Why So Apprehensive, Dearie?

(Situation Wanted Ad. in Columbus
Ohio, Dispatch.)
APPREHENSIVE GIRL WANTS
position in clerical work or cashier.

Notice!

If O. K. Haystack of Huntington, W.
Va., has no objections we will put him
in the left in the club barn.

Huh!

"Is there any way a man can avoid
paying alimony?" asked the worried-
looking man who was seeking free ad-
vice.
"Yes," replied the lawyer. "He can
stay single."

Oh, Buttercup!

Apollo de Belvedere Murphy of Ba-
tavia, Ohio, has enlisted in the Marine
Corps.

Atta Boy!

Eat potatoes by the ton,
Anything to beat the Hun;
Baked or boiled, in skins or nude,
Eat 'em sober, eat 'em stewed.

Of Course, He Meant Limousine.

A short-skirted girl named Irene
Was stepping into her machine;
A guy with an eye
For all he could say.
Cried, "Oh, what a fine limousine!"

You Win, Dusty, You Win!

(Winning Journal-Republican.)
Luke McLuke says that the two lies
that are told the oftentimes are, "I beg
your pardon" and "Excuse me." Why

not include, "Thank you" and "You are
welcome?"

Outch!
(Vanceburg, Ky., Sun.)
Not long after they had a falling out
and Washburn got hit in the fracas.

Gosh!

Sign on a photographer's establish-
ment in Tippecanoe City, Ohio:
"Crook's Studio—Framing a Specialty."

Police.

Hey, men, get the valuables into the
safe! Rob Robb of Crooksville, Ind.,
has joined the club.

Our Daily Special.

A blacksmith gets paid for swinging
the hammer. Do you?

Luke McLuke Says.

One of the things that a man learns
as he goes through life is that all of the
attractive women are not pretty.

The man who tells you that his town
doesn't amount to anything is usually a
fellow who doesn't amount to anything
in his town.

It makes us sore every time we hear a
healthy man squawking about his luck.
Any man who has good health is simply
swimming in luck.

Many a woman who was born without
a family tree goes ahead and branches
out for herself.

And don't ever get the fool idea into
your head that the girl with the dreamy
eyes isn't wide awake and on the job.

It is all right for a woman to use paint
on her face after she becomes showman.
But why a young and pretty girl uses
paint we can't understand.

A boy's idea of cruel and unusual
punishment is to be compelled to go
without one of his regular meals.

When one housekeeper wants to knock
another housekeeper she says that you
can write your name in the dust on the
floor under the other housekeeper's bed.

We know the difference between some
things. But what the heck is the differ-
ence between a clerk and a sales per-
son?

We are advised that we should always
tell the truth. And we are advised that
we should always be polite. But any
man who tries to do both things will
find himself up against it.

POOR APPLE CROP IN N. S.
Halifax, N. S., May 28.—That the apple
crop of Nova Scotia will be away
below normal, even if it is not a com-
plete failure is indicated by the poor
showing of blossoms. In several sec-
tions a frost on Sunday destroyed the
blossoms of the early varieties. On ac-

count of the prospects many orchardists
are abandoning spraying operations.

AUSTRALIAN PREMIER
AT AMERICAN CAPITAL.

Washington, May 28.—Sir Thomas
Hughes, premier of Australia, arrived
in Washington last night with a party
of Australian officials en route to a
war conference in England. He will
call on President Wilson while here.

CEETEE
UNDERCLOTHING
Guaranteed Not To Shrink.

BISURATED
MAGNESIA

For Dyspepsia, Indigestion,
Heartburn, Belching, Sour, Acid Stom-
ach, Gas in Stomach, etc., take a tea-
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izes stomach acidity and sweetens the
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and painless. Sold by druggists every-
where.

TRACTION COMPANY

Notice to the Public

An important change in time,
which will reduce the service,
will take effect on June 1 next.

LONDON AND PORT

STANLEY RAILWAY

Timetable Effective Sept. 30.

TO ST. THOMAS—*5:20, *6:30, *7:30,
*8:20, *9:20, *10:20, *11:20 a.m., *12:30,
*1:30, *2:30, *3:30, *4:30, *5:20, *6:20, *7:20, *8:20,
*9:20, *10:20, *11:20 p.m.

TO PORT STANLEY—*6:30, *8:20,
*10:20 a.m., *1:20, *3:30, *5:20, *7:20,
*9:20, *11:20 p.m.

Limited trains London to St. Thomas,
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