London Advertiser

MORNING. NOON. EVENING.
Morning Edition.
City. 10c per week. $5.00 per year. Outside City, By Mail. $2.00 per year.
Noon Edition.
$2.00 per year by mail.
Evening Edition.
City. 10c per week. $5.00 per year. Outside City, By Mail. $2.00 per year.

TELEPHONE NUMBERS.
3670 { Private Branch Exchange, Connecting All Departments.
From 10 p.m. to 8:30 a.m., and holidays, call
3670—Business Department.
3671—Editors
3672—Reporters.
3673—Job Printing.

TORONTO REPRESENTATIVE.
F. W. Thompson, 57 Mail building.
U. S. REPRESENTATIVES.
New York—
Chas. H Eddy Co., Fifth Ave. Bldg.
Chicago—
Chas. B. Eddy Co., Peoples' Gas Bldg.
Boston—
Chas. H. Eddy Co., Old South Bldg.

The London Advertiser Company, Limited.

LONDON, MONDAY, FEB. 15.

FIND THE HIRED MAN.

THE Minister of Agriculture, Hon. Martin Burrell, has launched an ambitious and businesslike campaign for the stimulation of farming. To bring about a large increase in production, to throw open the facilities of the Government to each farmer and to reach every farmer in the country with the appeal by means of the best weekly and daily newspapers is an undertaking that will have whole hearted support from men on both sides of politics.

There can be no objection to a greater production on Canadian farms. The return to the farmer is sure to be greater, and as the war proceeds there will be an increase in demand that will not permit of glutted markets. At the same time, there will be an easement of prices to the city consumer that would not be in evidence if production remained the same or fell off.

Every farmer should write for the information that is offered by the Government in the form of a booklet which has many facts as to improved methods in agriculture and marketing. It is a piece of literature prepared by the experts in Canadian agriculture, a brochure of opportunity, making plain the open markets that are bare of Canadian produce and the splendid chances of export business. Think of what scientific methods of egg raising might do for this country—yet we are importing eggs in large quantities and allowing the British market to be the special property of Denmark, Russia and other European countries.

In the course of several years' study of the problems of the farmer, particularly in Western Ontario, The Advertiser has received the conviction that greater than all expert advice and urging to improvement, is the problem of the hired man. Those who have travelled through this district in connection with The Advertiser's "Stay in Ontario" campaign invariably brought back the verdict: "The farmer's will produce more if they are given capable men." You will find in the counties of Middlesex, Lambton, Elgin, Huron, Essex, Kent, Brant, Oxford, Perth and Norfolk many who are backward in their methods of farming, but in every district you will find men who are the most scientific of farmers, who without the handicap of lack of labor would bring about revolutions in agriculture. The man is the great problem. It is said that it is impossible to secure the right kind of men for the farm. Farmers have despaired of laborers picked up on the city street corners and later discovered to be unable to distinguish between a hayrake and a cultivator. They have tried and tried again. But have they always tried the right method?

One farmer recently used the "want" advertisement columns of The Advertiser to ask for expert farm help. Within a week 66 replies were waiting for him in this office. He had a wide variety to choose from, from unskilled laborers to veteran farmers. He saw so many indications of ability in the letters that he was in quandary as to which to choose. Several were from farmers in the United States anxi us to return to this country.

Another day, following an article in this paper, suggesting that vacant town lots should be used for gardens together with the strip of land between the city and Springbank, a gardener wrote in making known his willingness to take a plot and to develop it. A man in Essex, who has a business of his own, and fifty acres of fine land, saw the item and wrote in fairly begging to be told the name of the gardener. He wanted a man to work his fifty acres on shares. The gardener is now in communication with him and, we trust, there is now a prospect of a mutual and lasting benefit for both of them.

The Advertiser would respectfully recommend to Mr. Burrell and his associates in this campaign that in addition to the splendid educational campaign they are conducting through the newspapers they should also urge the use of the humble "want ad," or give a share of their space to the ...rmers to be used to advertise for ... At a cost of thirty or forty cents ...t hired man and the farmer ... him and is ready to house ... im properly may often be ... This is not done with the ...ing newspaper revenue, ...o any newspaper would ... small, but it is urged ...e business method. ... must urge upon the ...e housing is pro... ...n. He cannot be ...ut comforts and ...e will do better ...reatment, and ...s have found ...r in a portion ...onders. Not ...as an ideal ...factorily in ... the well ...ent" to ...e exer... will do ... disposition of both employer and employee, for the farmer is hard put to get the right assistant, and there is no doubt that thousands of men with farm experience are out of work.

The Advertiser wishes the campaign for increased production every success. Every extra bushel or dozen or quart or pound produced is good for the country; it is good for the consumer; it is good for the railways and their employees; it is good for the stronger ties of trade with the Mother Country. But it must proceed on the same practical lines as have marked its commencement. Every aid must be given in the stimulation of the "Produce More" sentiment, and the farmer must be assisted in securing the right men, even if it became necessary to place a man in every county to give the problem special treatment.

The advertisements which are appearing in the newspapers will at least prove to the farmer how important is the part he plays in times of peace or war.

YESTERDAY.

SPRING has many beginnings. Some say the first of March, if it comes in like a lamb. Wordsworth fixed on "the first mild day of March" as the appointed time from which to date "our living calendar." The equinox has its supporters, while the pessimists who cry that we have "seven months winter and the rest mostly fall," will probably defer the glimmer of spring to April or May.

St. Valentine's Day is, however, the date of the optimists, of youth and vision. It felt like spring yesterday, with clouds racing from southward and streets bathed in streams. A day or two more like this and robins will float in with characteristic dash.

Perhaps it is safer now to say that St. Valentine belongs rather to the children than to youth. The game once played in sentimental earnest by lovers has now descended in some measure to the careless sport of unconscious childhood. And yet the older people even, and shining adolescence itself, have not quite forgotten the charm of the occasion. A bouquet of violets showed in more than one window yesterday; many a lover, young and old, no doubt stirred the flame or the embers of the ancient rite. As a children's day, the 14th of February ranks below Christmas indeed, but above Hallowe'en or April Fool's, or even Easter Monday and Pancake Tuesday. For lovers new and old there is an atmosphere of rosemary or budding rose, as the case may be, and a keen hint of spring and summer bowers ahead.

ROWELL'S FINE WORK.

IN A ringing address made before the Montreal Canadian Club a few days ago, Mr. N. W. Rowell, leader of the Ontario Opposition, pointed out in striking manner the grave crisis that confronts the British Empire and the necessity for all Canadians seriously considering the situation. Mr. Rowell's motto, "What matter if I perish, what matter if you perish, if freedom live," should be kept ever before us these days. One of the telling features of Mr. Rowell's speech was his contrasting of German and British national ideals. With the British, the state exists for the individual; with the German, the individual exists for the state. This was the theory on which Bismarck worked when he welded the various Germanic peoples into a single nation. Mr. Rowell pointed out that if Cromwell, instead of the Iron Chancellor, had shaped the destinies of Prussia, the great world war would not have been launched. The people would have ruled, not the state, and the Kaiser would never have been permitted to start on his mad adventure. Germany victorious would mean the forcing of their system on others. Freedom was imperilled, and Mr. Rowell called on Canadians to respond to the call to arms as readily and heartily as have Englishmen, Scotchmen, Welshmen and Irishmen. Voluntarily we had entered the war, and assumed our portion of world politics. Therefore it was our duty to send the last man to the front at the present world crisis.

Speaking at St. John, N. B., Mr. Rowell made another stirring appeal to Canadians to enlist. He declared that all Canadians of a fighting age should join the colors. He does not think that the Germans will defeat the Allies, but he says that if they do it will be because the men who have been brought up under the freedom of British institutions have failed to live up to their responsibilities. German "kultur" will triumph over Democracy, unless Democracy is prepared to make great sacrifices. If the people of the British Empire fail to give themselves freely to the cause of liberty, might will certainly overcome right. The man of fighting age should not ask himself "Why should I join the colors?" but "Why should I not join the colors?" He was confident, however, that there would be no hesitation, once it was realized that more men are needed, and will be needed for a long time to come, until the good cause of liberty had triumphed.

Since the outbreak of the war nobody has done more and few as much as Mr. Rowell, to place before the Canadian people the seriousness of the situation, and by his eloquence stimulate recruiting. Mr. Rowell has for months now unselfishly given of his time to this work. For some reason there have been too few of our prominent men engaged in this work. Sir Robert Borden and Sir Wilfrid Laurier have done their share, notably the latter, but apart from these not more than half a dozen of the many gifted speakers amongst the public men of Canada have taken the platform in the cause of the Empire at the gravest hour in its history. Canada already owes the Ontario Liberal leader a great deal for his virile, stirring speeches on the war and our relationship to it, and this feeling is vividly shown in the following comments of the Maritime press:

Halifax Chronicle: It is not a mere compliment to a visitor to say that Mr. Rowell's presentation of the issues involved in the war, and, above all, his masterly exposition on the principles upon which Britain's greatness is founded, and through which imperial unity and strength have developed, made his address easily the finest which Halifax has heard since the outbreak of the war. Ontario may well be congratulated upon enlisting in its public service such a gifted leader as Mr. Rowell. The message which he delivered to the Canadian Club will be an inspiration in the days of stress and anxiety which are to come.

St. John Telegraph: If those who heard Mr. N. W. Rowell yesterday before the Canadian Club of this city could have their way, they would, no doubt, have everybody in New Brunswick listen to the same speech. Perhaps no one who has spoken in this city since the war began brought out so pointedly the duty of every citizen of the Empire in these circumstances. The address of Mr. Rowell is at once an inspiration and a battle-cry. He is now being heard for the first time in the Maritime Provinces, and those who had the pleasure of hearing him must all have regretted that he was not speaking in a great hall where thousands could hear him. The Liberals of Ontario have in Mr. Rowell a rapidly rising man and a great leader.

Moncton Transcript, New Brunswick: Mr. Rowell's speech was a literary treat, a great oratorical effort, and breathed a sound spirit of patriotic fervor and views along British democratic, constitutional lines.

Moncton Times, New Brunswick: One of the best addresses yet given under the auspices of the Moncton Canadian Club was delivered by Mr. N. W. Rowell, of Toronto, his subject being "Democracy vs. Militarism."

THAT BLANK CHECK.

PERHAPS in that blank check which the British Commons has just handed the Government for war purposes there are hidden possibilities of which the world has not dreamed. The object of the blank check was of course to conceal from the enemy any information it might be able to secure from definite estimates. There are many uses to which this vast fund, for there is no question but that the privilege will be utilized to the limit, could be put during war time, secret uses such as financing the operations of Allies. Is it not possible therefore that some of this money may be used in helping to transport a Japanese army to the scene of the war? Following her wiping out of Germany's power in the Pacific Japan's entrance into the western zone of the world war is quite legitimate. It all rests with Kitchener, and now that he has at his disposal unlimited funds it may be that his plans for a spring campaign include a formidable force from the Flowery Kingdom for operations in both Egypt and France. One of the thrills of the next few weeks may be the active participation of the little brown fighters, the British of the Far East.

EDITORIAL NOTES.

To the lass in Tipperary it must seem like a long, long wait.

Every stamp will help put the heel of justice on the Kaiser.

Patriotism and Production—and a good place for the hired man.

May promises to be the warry, warry, instead of the "merry, merry" month.

The Audacious has shown a splendid audacity. What a disappointment for William Randolph.

Perhaps that aerial raid was a screen for the transporting of the Canadian troops across the channel.

The patriotism of the Allies is sober patriotism; the German brand is patriotism on a blind "drunk."

If you gave your whole fortune to the Belgians, you would not be doing as much for them as they have done for you.

Holland has been described as holding an unsheathed knife at the back of Germany. The Dutch are dogged neutrals.

No publisher has yet been enterprising enough to get out a dictionary of terms suitable for describing the horrors of this war.

The movement to secure vacant lots in the city to be cultivated by citizens needs leadership. Much energy is wasted on less deserving objects.

It is difficult to convince the New York Staats-Zietung that President Wilson is neutral. What a howl it put up after the note to Germany on neutral shipping.

The British papers have branded Dr. Carl Graves, alleged German spy, as a "fake," out and out. He is shown to have had things happen to cabinet officers before they were cabinet officers in localities which they have never visited.

Plucky Grahame-White! He survives the most thrilling experiences almost weekly. And, by the way, isn't it a peculiar thing that none of the famous American birdmen have been heard of on this side of the water for a long time? We warrant there were Beacheys and Attwoods in that raid of the thirty-four.

Canadian municipalities are getting their loans placed in the United States market. Also Ontario is bringing over $3,000,000 of American money to pay off loans now retiring that were made in England. And the Conservatives in 1911 solemnly warned us against just such dealings with the Yankees, telling us it would lead to annexation.

LEGISLATIVE.

[Cleveland Plain Dealer.]

"Fewer needless laws and better enforcement of what we have," it put forth as a new Hoosier slogan. But what fun of credit would belong to being a legislator under such a rule?

POSSIBILITY.

[Chicago News.]

That idea of the initiative and referendum applied to wars might be more popular if all women had the vote.

NAVY NOTE.

[Pittsburg Dispatch.]

It is heard from Washington that pressing business will prevent the attendance of European navies at the San Francisco ceremonies. However, we hope for the presence of peaceful ships from Spain, Argentina, Portugal and Cuba, countries that have kept clear of the business of killing.

A BILL FROM CUPID.

This day of good Saint Valentine, Chateau de Psyche, Spain.
Miss Arabella Lovibond, 600 Lovers' Lane,
For Merchandise detailed below, to Daniel Cupid, Debtor:
To 7,000 Compliments, conveyed per Tongue or Letter;
To 50 Cases Deathless Love, expressed per Burning Sighs;
To 20 Cases (like above), expressed per Melting Eyes;
To 18 dozen Fervent Vows, dispatched per mail or spoken;
To 18 dozen Flaming Hearts, irreparably broken;
To Passage 6 Despairing Swains en route to Foreign Parts;
To 14 Arrows, snapped and spoiled on 14 Flinty Hearts;
To 15 Locks of Human Hair (black, yellow, brown and sandy);
To 37 hundredweight of Tributary Candy;
To 40 Rides in Runabouts and 90 Auto spins;
To 8 Disused Engagement Rings and 19 College Pins;
To 60 Bales of Violets and Roses (out of season);—
Oh, well, for these and other things beyond all Rhyme and Reason,
Please pay, to Francis Happychap, my Agent, on Demand,
In settlement on Claims, in full: 1 Vow, 1 Heart, 1 Hand.
Dictated, to Arthur Guiterman, in Woman's Home Companion.

True Love's Adversities.

[Battell Loomis, in Judge.]

He kissed her by postal and parcel post,
By letter and registered mail;
But his methods proved vain as the kiss of a ghost,
Till this lover at last hit the trail,

He kissed her by cable and wireless gram,
Come closer—by telegraph; yet
She would not admit that she loved him, shrewd lamb!
E'en by 'phone—not until their kismet.

IF.

[Town Topics.]

If you can wear your flannels when your neighbors
Are shedding theirs and poking fun at you;
If you can take precautions, though your labors
Are watched and criticized by quite a few;

If you can swallow sulphur and molasses,
And calmly wear red flannel round your throat;
And take bad doses from alternate glasses
Until you feel your very heart's afloat;

If you can catch a cold and keep your temper,
While all your friends suggest a dozen cures;
If you have influenza and distemper,
Yet sympathize with cases "worse than yours;"

If you hear "How is your cold?" and answer sweetly,
Or hear "I told you so," and not get cross;
If suddenly you lose your voice completely,
And never breathe a word about your loss;

If you can stick to rubbers and umbrella,
When all the world is wearing summer suits,
And smile benighly at the other fellow
When he makes fun of you with jeers and hoots;

If you can grapple with that tired feeling
And force yourself to work that must be done;
Then summer time your ills will soon be healing,
And probably you'll live till fall, my son.

DAILY WAR PUZZLE

Playing soldier. **Find two more boys.**

ANSWER TO SATURDAY'S PUZZLE.—Upper right corner down above pig. Upper left corner down, nose at soldier's shoulder.

OUR POETS OF WESTERN ONTARIO

JOHN BULL & CO.

[IN WAR TIME.]

[BY R. H. COWAN, BERLIN, ONT.]

"England and Wales, Scotland and Ireland, India, Egypt, Canada, Australia, New Zealand—the Empire holds together. From East and West and North and South sounds back the answering hum of marching men."—London (Eng.) Correspondent.

Said John Bull, "I've received some reports
From my partners, who're very good sports,
From all parts of the world,
Where our Flag is unfurled,
They are sending me help of all sorts."

Said Canadians, "We're taking our stand,
We're a part of the Imperial Band;
Ninety thousand or so
Of our brave soldiers go,
And we send best supplies in the land."

Said the Southern Cross men, "It is true,
Bismarck Islands we've captured for you;
We're Australia's sons,
Fighting Turks and the Huns,
And we're singing "The Red, White and Blue."

Said New Zealand, "The War Lord is vexed
That Samoa we quickly annexed,
But the Militant Kaiser
Will be madder and wiser,—
We'll be taking some more islands next."

Said the Boers, "We're a Nation just hatched,
And as fighters we cannot be matched;
Loyal Britishers now,
We will help in this row
Till the roof of the Kaiser's unthatched."

Said the proud, warlike Princes of Ind,
"Our allegiance we'll never rescind;
With our hosts, we're allied
At the front, by your side
And we'll scatter our foes to the wind."

Said Egyptians, "Where Pyramids pile,
There we're guarding the Land of the Nile,
And when victory shall be
For the Flag of the Free,
Then the Sphinx shall be wreathed with a smile."

Said the Scots, "We have made the advance
To the line of the fighting in France,
Where, on many a field,
We have made the foe yield
At the point of the bayonet and lance."

Said the Irish, "It's time to be cool,
We will stop faction fights in our school;
So, we'll now get the hide
Of that War Lord outside,
After which we will practice Home Rule."

Said the Welsh, "We will fight for King George
'Gainst the Kaiser who raises our gorge;
We'll prove we're his betters
And weld him strong fetters,
And we'll make all his robbers disgorge."

Then the partners all chorussed together,—
"We are all of us birds of a feather,
An invincible band,
United we'll stand,
And be British in foul and fair weather."

DEEDS VERSUS WORDS.

[Kingston Standard.]

They are talking in Great Britain of treating bomb-throwers as pirates. In Russia they are doing it. In this case again we prefer deeds to words.

HIS GUILTY SECRET.

[Montreal Gazette.]

After all, human nature is the same—even in Germany. It seems that a certain Landwehrman had received his hundredth pair of warm woollen stockings knit by fair hands. "Fritz must be a regular Don Juan," said one of his less fortunate comrades. "No," said another, a fellow townsman of the accused. "No it isn't that. The fact is, Fritz before the war came was teacher in a girls' school."

THE COMIC VALENTINE.

[Judge.]

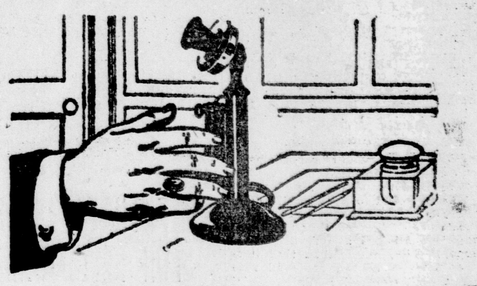
Some think it funny. That depends.
This one may laugh, that one regrets it.
It's funny to the one who sends,
But hardly to the one who gets it.

Mason & Risch Pianos.
From Factory to Purchaser.

Examine the Mason & Risch closely and you encounter many features which exceed your expectations—NEVER one that falls BELOW them. It is an instrument of character, the product of years, and the best that skill and money can produce.

VALUE is woven into it, for it sells at what it is WORTH, not a dollar MORE, and not a dollar LESS.

MASON & RISCH, LIMITED
248 DUNDAS STREET, LONDON.



Can you reach it?

Is the telephone within reach?

Is it within the reach of each member of your staff?

When you or your assistants want to use the telephone, do you have to walk across the room and perhaps wait until someone who may be using it has finished?

When a customer wants to talk to you or to a member of your staff, can he get you on the minute, or is the "line busy"?

Your answer to these questions will indicate pretty accurately the status of your business.

The cost of *an extension telephone* figures out at only a few cents a day. You should have one within reach of every man in the office!

If you have a Private Branch Exchange, an *additional line* to Central will care for business the value of which may outweigh a hundred times the expense of the extra line.

To have inadequate telephone equipment nowadays is to be penny wise and pound foolish—plus!

Every Bell Telephone is a Long Distance Station.

The Bell Telephone Co.
OF CANADA.

68u z

Teach the Family Teeth Insurance!

It's easy, by this pleasant method. Children—and grown-ups too—love these enjoyable, long-lasting and economical confections.

WRIGLEY'S is beneficial in many ways. It brightens the teeth. Removes food particles that would cause decay. Insures a wholesome mouth, firm healthy gums and agreeable breath. It means vigorous digestive action through increased saliva. It gives sturdy appetites.

If you like the flavor of mint leaves, take SPEARMINT.

If you want double strength Peppermint, get DOUBLEMINT.

Air-tight sealed package keeps it fresh and clean.

MADE IN CANADA BY Wm. Wrigley Jr. Co., Ltd., Toronto C11