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The London Advertiser Company, Limited.

LONDON, THURSDAY, MARCH 18.

A FAIR OFFER REFUSED. lamps and made it increasingly difficult with the Liberals.

for ships of the Mother County to enter

our ports. meet the conditions. The war certainly caused a greatly unsettled state in business, but it was not responsible wholly for the lack of funds. If the Government had not sought to hide the facts. the Liberals would have been willing to assent to whatever steps were neces-

against increasing the British tariff it ditions in his capital. gained a moral strength in the country!

no election. Great Britain can get along Golden Horn. On both its land and From the little worn breeches left lying ternal troubles than the old land, but series of forts, but unless they have for co-operation and proclaims a truce German artillery experts in the Turkish tend the olive branch in public, and in for the Allies to crack, secret send out documents that are Once more Christian, with the civil-

Foster. He counsels peace, and sees ference of the Turk to material progress. too much evidence of the return of the ordinary methods of party warfare. He naturally believes that his party's policies are right, but he is willing to A s was expected. Japan has con-

IS IT AN ELECTION?

House that a general election was pendit may well be that the smaller politicview, it would not be bad policy. Precarious as are the Conservative chances of victory, at any time, they will certainly be much worse after the war, America. than before it is ended.

Should an election take place, the course of the Conservatives is already plainly foreshadowed. We shall have the flag-waving in full operation. We alone, will be the cry, are the only defenders of the Empire. These disloyal Grits opposed the raising of money for captain of the Prinz Eitel what an easy national defence. Of course, that cry thing President Wilson is. should deceive no one. The Liberals in Parliament, and out of it, have been tions as anybody else. They have been | up crops "Przemysl" again. more pronounced than the Nationalist Conservative wing, which, if rightly represented by Mr. Boulay, declares that we are going too fast, and spend- makes a dent in the Germans. ing more than we will get back. Liberals have supported every war measure. They have contributed of their personal means. They have given their sons to the army. They have enlisted

But while they have supported Gov- been Germany's from the very start. ernment war measures, they have not been slow to criticize Government mismanagement, and to show up Government hypocrisy. They optose the extravagances in public expenditures Yes, gentle reader, the Dresden would Some darkly gifted Corsican, which have made special tavation for have been the product of the public expenditures. which have made special taxation for have been the natural "meat" of the His Louvre from my Vatican!

war purposes necessary. They opposed Canadian Pacific fleet of Laurier the unpatriotic policy which would in- cruisers. crease the tariff on British goods while Britain is carrying the burdens of the protective duties, which the consumer after him. will have to pay.

as in imperial matters, has been, and is, she knit? in the best interests of Canada and of the Empire. They are prepared to defend it on all occasions. If they allowed the by-elections to pass without Kaiser has not yet discovered "the contesting them, it was only because they were trying to keep the truce that

It may not be creditable to Canada fess to 45 by powdering her nose. that one political party should be held -part overflowing with a verbose lov-W ITH enormous rates in ocean alty, and the other half indifferent to shipping, British ships with the Empire's future. Even in Ireland British goods coming to Canada had a Ulster and Connaught stand shoulder to on the soldiers," said one alderman.

CONSTANTINOPLE.

It was this additional tax on British goods that made the Liberal party take C weeks will pass from Turk to some French prisoners, the city was a decided stand on the tariff issue. In Christian, has a population of nearly fined \$100,000 by the German commandthe first place, it wished to have the two millions, made up of Turks, Bulgar- ant. And if they fail to cheer the tariff called by its proper name and lans, Greeks, Armenians, Jews and Kaiser first time he is there they will prevent the impression going around Arabs, with a sprinkling of natives from doubtless be mulcted another \$100,000. that the war had been directly respon- most of the countries of Europe. Where sible for the necessity of advancing the Constantinople (or Stamboul) now Whatever course President Woodrow tariff. Without war, the Borden Gov- stands, once stood the great city of By- Wilson has seen fit to adopt, goodness ernment would have been faced with an zantium, which in 328 A.D. was de- knows, there have been protests enough enormous deficit, and would have had stroyed by the Roman Emperor Con- from the people of the United States stantine the Great, who laid the founda- and from the best newspapers, which tions of the present city, and named it are the best barometer of general opinafter himself. From that time until ion. On The Advertiser's list of ex-1453, when it fell into the hands of Mo- changes there is not one pro-German hammed, the greatest of Moslem war- United States newspaper. We have riors, Constantinople was ruled by the been disappointed that no legal protest Roman Empire.

sary to insure adequate income. But the Government blamed everything on trasts. No other city in the world is at Allies' cause there can be no impeachthe war, and increased the British once so beautiful and so ugly, so mag- ment of the motives of the American nificent and so squalid, so picturesque citizen. And it will not do to cry too Hon. George P. Graham, in the and so plain. Splendid temples, palaces much about the "pocket nerve" being House, offered on behalf of his party and mosques are cheek by jowl with struck. We appear to have contractors to withdraw all opposition to the tariff, hovels and filthy alleys. The gorgeous with a "pocket nerve" in Canada. in order that the appearance of harmony buildings of the royal palace, notably might prevail, but he asked that the the famous Garden of Delight, are in British tariff be left as before. His some respects unsurpassed for architecgracious offer fell upon deaf ears. The tural beauty, but the homes of the pop-Conservative benches were unresponsive ulace are as a whole of the crudest. to the invitation for co-operation, and human warrens, lacking in modern sani- By the caps and the sweaters that cumthey refused any compromise. The Lib- tation and the commonest comforts that erals did not have the numerical mark the homes of the western world. strength to carry out the want of con- The Turk through all the centuries has fidence motion, but when it voted done nothing to improve the living con-

Constantinople is laid out in the form which will make its return to power of a triangle with water on two sides. the city resting on a peninsula which All true Canadians hope there will be extends from the Sea of Marmora to the without one, and Canada has fewer in. water sides the city is protected by a n the old land, when a Government asks been made especially powerful by the it means what it says. It does not ex- army, they will not prove a hard nut

grossly partisan. While the country was ization that will mean, Constantinople at war the Conservative party was cir. should rapidly develop into a modern culating reams of campaign literature metropolis of the first rank. Under the attacking the loyalty of Liberals, even Turks it has made no progress. Perthough Liberals were doing their honest feetly situated to control the commerce hostages for the safety of American of a large portion of the near east, it has vessels in the war zone. W would be well, perhaps, if both had but a small fraction of the trade it parties took the counsel of Sir George might have controlled but for the indif-

CHINA AND JAPAN.

concede some fault on his own side. on China to such an extent, it is said, Perhaps his speech of recent date will that an amicable arrangement between restore good feeling and set all the able the two powers is assured. When the men at Ottawa working together. Pre- original Japanese demands were made mier Borden, however, must call in his public it was at once apparent that they campaign literature and trust less in could not be accepted by the Govern-Rogerism. The Liberals have gone on ment at Pekin. Their acceptance would secord as they desired. But there is no have meant practically a Japanese overreason why a session of unfortunate lordship of the Celestial Kingdom. dissension should continue as such. The Tokio had no expecuation of such a Liberals are ready to have the country thing. The Japanese simply placed conducted on common sense, patriotic their demands high in order to get as lines. The Conservatives should show much as possible when it became necessary to modify them. To have granted Japan's requests would have struck a blow at European and Amer-WHETHER Sir Robert Borden's ican trade in China that the powers threats and denunciations in would not tolerate, and both China Parliament are to be taken as political and Japan were well aware of this. bluff, or as an indication that he has This was probably the basis upon succumbed to the Rogers element in which the negotiations were opened. the Cabinet, is a question that a few There will be no closing of the door weeks should answer. There have been to the rest of the world, and the inpersistent rumors in the lobby of the jection of Japanese trade vigor and enterprise into the sleeping Chinese giant ing, and despite Sir George Foster's will help wonderfully to develop the pronounced opposition to such a course, natural commercial instincts of that tans are to have their way. And it may the American nation of the nightmare be admitted that, from their point of of a Japanese invasion of the United States, as it is clear Japan is looking to the future on the main land of

EDITORIAL NOTES.

There will be nothing left of Smyrna but a smear if it becomes necessary to

bombard that city. Perhaps Carranza tipped it off to the Shrapnel fire a bit too low-

just as ready to vote war appropria- compositor is getting down to normal, God above, not there to win?

Every once in a while the little Bel-

gian army comes in with a punch that If the war has taken the vulgar con-

accomplished a great world reform. The Conservatives are rattling "the Of color than old Titian knew emergency." The naval emergency has

The Zeppelin and submarine have Nor fire may burn, nor years may soil, alled to scare John Buil into submis- With ruthless trace of gathering moul failed to scare John Buil into submis-

sion. What bogey will they try next?

Up to date the German Crown Prince Empire. They oppose the attempt to hasn't gathered much giory out of the favor private interests by increasing, war. He hasn't even had a cigar named

Jane Addams, Chicago's great suf-The Liberal party is indifferent as to fragist, has started an agitation to get whether there is an election or not. Uncle Sam to intervene in the war. The Liberal policy in domestic, as well What's the matter with Jane? Can't

> emergency" which Mr. Borden said existed some years ago.

would have indicated the unity of the A Kansas legislator wants a law to Canadian people. If the contest of a prohibit women under 45 using face general election is desired by Conserva- powder. It ought to work, as where tives, Liberals are quite ready for it. | will he find a woman who would con-

Winston Churchill's name will stick up to view by the other as composed of disloyal people. It should not be a out in history as that of the man who cause for pride that the Canadian organized the British naval power in people are to be pictured as disunited such a way as to give Germany the part overflowing with a vertice low worst drubbing any nation ever received in naval warfare.

dragging anchor. But the Borden Gov-shoulder. If Canada is to have an unernment turned down the lighthouse savory reputation, the fault will not lie man general had the mayor of the city in his office, showing how much a week war levy was expected from London.

was made, but so long as the general Constantinople is a city of vivid con- mass of opinion is favorable to the

THE BOY IN THE HOUSE. [Newark News.]

There's a boy in the house, You can tell by the basket of blocks on the stairs.

ber the chairs-By the hoops at the door And the skates on the floor, By the stilts in the hall

And the dents in the wall. By the pane that he marked and the curtain he tore, There's a boy in the house.

From the hatchet and caw that can never be found.

around. From the stockings he strews nd the little scuffed shoes From the marbles, the tops And the buttons he drops-From tokens like these you may gather the news

There's a boy in the house.

AN IDEA.

[Lowell Courier-Citizen.] Pretty good idea to suggest to Ger- natural musical abilities. Music is the many that the 54 valuable German ships grandest thing in the world for a boy. interned in American ports will be

THE CRY OF THE WOMEN. How long, oh Lord, how long, Ere it shall be Thy will

To say to all the troubled nations

Peace, be still. Our sewing and our knitting Are baptized with our tears, While our hearts are crushed

By many doubts and fears We sit and work and ponder. But the end we cannot see: And in our great perplexities,

Our prayers arise to Thee.

Who wert our Father's God. Hear Thou the women's pleading To lift this heavy load.

When all, with one accord. And crown Thee Lord of Lords.

Then man to man shall brother be Bloodshed and strife shall cease. nd in Thy known good time and way Shall come that lasting peace

A CHARGE IN THE DARK.

[O. C. A. Child.] Out of the trenches lively, lads. Steady, steady there, number two! Step like your feet were tiger's pads-Crowl when crawling's the thing

Column left, through the sunken road! Keep in touch as you move by feel! Empty rifles-no need to load-Night work's close work, stick to

Wait for shadows and watch the clouds, When it's moonshine, down you go! Asia, not the Pacific coast of North Quiet, quiet, as men in shrouds,

Cats a-prowl in the dark go slow. Curse you, there, did you have to fall? Damn your feet and your blindbat

Caught in the open, caught-that's all! slaughter-we meant Searchlights!

Gets us though on the ricochet! Open order and in we go, Steel, cold steel, and we'll make 'em

Left, while my men go on the die! Take them in, sergeant, take them in!

Go on, fellows, good luck-good-bye! RICH THOUGH POOR.

(By Prancis Thompson.) Though I am poor and cannot buy The rare, time-mellowed things of Art ceit out of the Germans it has already accomplished a great world reform.

God keeps an open gallery Of glories for the poor in heart.

Whose walls are hung with grander

Wronged in the best cartoons he dres

All this is mine to have and hold: These wonders of the Master's toil: Nor can some restless child of Fate,

DAILY WAR PUZZLE



Out of commission. Find two nurses. ANSWER TO YESTERDAY'S PUZZLE .- Proper side up behind soldier.

OUR POETS OF WESTERN ONTARIO

SPRING FEVER.

Say, sitting in an office on a soft spring day With hazy lazy feelings in your brain, Is enough to set you yearning, tho' you're not sure what about, But you call it Old Spring Fever back again.

The city smoke and clatter has been your heart's delight, You've pitied all the reubens out of town, But the sunshine sets you thinking of green fields far away, And your joy in city pleasures has run down.

Your brain gets softly tangled with the business on your mind, And the robin redbreast's chirping in the grass, And you see yourself a youngster a-poking through the woods, And hunting first spring violets as you pass.

You begin to think of fishing and an old straw hat, Then suddenly your being's all astir, You remember how the orchard will be looking all a-bloom, And your mother, how the blossoms sing of her!

Then with a happy, reckless murmur, "I guess I'll take a day, I want to see the crab tree draping low In fluffy, pink profusion, so really, what's the use, I've got spring fever sure, and I must go!"

Music and Musicians

"Yet, hark! what discords now, of every kind; Shouts, laughs and screams are revelling in the wind; The neigh of cavalry; the tinkling throngs Of laden camels and their drivers' songs."

-Thomas Moore.

The Boy in Music. What a trouble it is to get that boy It is as follows: of yours to practice, isn't it? I know it is. At the same time, you are doing an extremely wise thing to keep him at it, supposing, of course, that he has It is the most refining influence that he can get from the outside. Perhaps

this argument doesn't appeal to some. There are people who think boys be-come so much refined by its influence that it makes them effeminate. Not at The study of good music is ennobling to the character. That's not a bad thing for a boy, is it? Then think what a grand thing it is for a young fellow, after he gets out into the world, to have the ability to play the piano How the other boys get hold of him by the back of the neck and simply make him play! And he enjoys doing it, too, and the other boys have a grand old time in a good old way, when might be occupied with things greatly to their own detriment. The young fellow at such a time always feels grateful to the parents who insisted on his musical studies when a

It is generally much harder to get a practice than it is a girl. He Though its words but imperfectly would rather climb a tree or knock a home run than play the piano. These instincts are natural, and should of set apart each day for the study of nusic will be something that he will bless his parents for all the rest of his days.

A Few Remarks About Our National At a time when we sing the National Anthem on an average about once a day, it might not be amiss to mention something of its origin and subsequent treatment.

The vast majority of those authorities who have gone into the subject give as the writer, Henry Carey, the composer of the immortal "Sally in Our Alley." It was written some time between 1736 and 1740, and was generally accepted as an expression of public loyalty in 1745. It is a remarkable fact that the melody has been used by countries other than our own, notably, United States and Prussia.

Many writers have tried their hand at revising the words of our National Anthem, for it cannot be said that it is a huge success as a poetical effusion. Tennyson added nothing to his reputation by his effort, but the Dean of Rochester's alteration of the second

verse is somewhat of an improvement O Lord our God arise,

Make wars to cease: Keep us from plague and dearth, Turn thou our woes to mirth. Let there be peace

This might be fittingly adopted at the The following addition by Longfellow is very beautiful:

Lord, let war's tempests cease. Fold the whole world in peace, Under thy wings; Make all the nations one, All hearts beneath the sun, Till thou shalt reign alone, Great King of Kings

The keynote of both these is peace. Our National Anthem has so far escaped the parodist, but W. S. Gilbert, who in his happy way pokes fun at everything puts the following into the mouth of one of his characters:

Like the Banbury lady whom everyone He's blest with its music wherever he

the devil himself couldn't scan course, be encouraged, but a short time | With composure polite, he endures day and night

That illiterate National Anthem.

Canon Harford has written an "Imperial version of the National Anthem for the whole British Empire." Two of its verses are as follows: O Lord our God, arise,

Scatter his enemies And make them fall Bid strife and envy cease Filling our homes with peace. Blessing us all.

choicest gifts in store. Still on our great King pour, Health might and fame. Long to his people dear Subjects his sway revere, Nations afar and near

Willgoose;

Western Ontario and the Great West

Winnipeg Man Writes of Advantages Following War in Which This District Will Share.

The following is an extract from a tions. How can one estimate the value

stances: the present circumstances. This might questions. The apply to all things other than real arises is, what will valuation? And surely at the present for instance, lumbering. If there is time there is no market, or I should very little construction,

say there are no markets. The other day my cousin, who is in- Cement plants. All building materials, try, was telling me that some furs had dropped in value, in fact, the prices had been cut so much that the fur trappers had stopped their opera-

etter written by an able Winnipeg of furs, when there is no demand for businessman of large experience. His furs? And in the same way, how can opinions are entitled to weight. It one estimate the value of real estate makes interesting reading, and is a at present when there is no demand; concise summary of the situation It must, therefore, be a difficult task created by the war and other circum- for you to answer the inquiries that keep coming from time to time. "It is difficult and almost impossible It seems to me that I can throw no to give a valuation of real estate under light on the subject except by asking first question the situation be estate, with the exception of food stuffs after the war is over? for it is certain and actual necessities. When there is that during the war a great many lines no market how can be standard that the standard that during the war a great many lines no market, how can one arrive at a of business will be at a standstill. Take,

terested in the fur trade in this coun- etc., will be in a like position. Will it

must be, more or less, at a standstill

are good. Farmers, and after all, that is what the prairie provinces are made up of are, by comparison, prosperous. They have just harvested, though a small crop in actual quantities, a large erop in actual dollars, owing to the high prices being paid for wheat, oats,

barley, cattle, horses, etc. ada is in a most fortunate position by comparison? We produce necessities and are receiving high prices for them. In the east, I understand the farmers who have been devoting their efforts to fruit raising are less fortunate, and in the south the cotton crop cannot be disposed of, but here in the west the farmers really do not know hardship, but are prosperous. If they did read the newspapers they would not know that a bitter struggle was going on in Europe, and that the whole

world was suffering.
What is likely to be the after-effect f the war in the way of immigration to America? Do you not think that over-populated Europe will be so sick of war, and a possible recurrence, that they will look and come to America for peaceful homes and to forget the hor rors that they have gone through? Is it not natural that Western Canada will, if large immigration should follow the war, receive its share of Belgians, Frenchmen, and even Germans, all glad to get away from countries where war is always possible and threatening? Do you not think that Canada will

recover more quickly from the effects of the war than other nations, and if so, do you not think that the prairie provinces will recover more quickly than other parts of the Dominion? Until the war is over, it seems to me that real estate will be at a standstill, but will not our Canadian cities such as Montreal, Toronto and Winnipeg recover more quickly in sympathy with Canada's recovery?

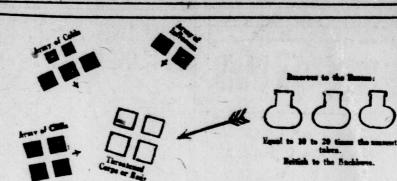
This fall has been ideal for the farmer. There has been a great increase in the amount of acreage prepared for next spring's sowing, and if we get ordinary weather conditions we vill have an enormous crop, for which, in all probability, we will again receive high prices. It seems almost as though Western Canada will be really pros-perous in spite of the war, because our efforts are almost entirely confined to farming. Of course, the other branches said, "What is the littlest one named?" of business and industry will suffer the same as they do in other countries, but, taken as a whole, the country will really be prosperous by comparison. Meanwhile, in the towns and cities many people will find themselves hard Highbrow, if there is anything vainer as is only natural. Property- than you authors about the things yo: holders here are not at all panicky, as write. they realize their troubles are not caused by local conditions. There is no attempt being made to unnecessarily press those who cannot meet their payments, and, generally speaking, I think things here are as well as can CATARRH POWDER 25C. stances."

Our Winnipeg friend is justly optimistic of the west. Western Ontario, with its mixed farming and entire freedom from speculation, is in an equally envious position. Both have bright outlooks.

THREE COLORED FLOWERS [National Monthly.]

Aunt Lindy had brought around her three grandchildren for her mistress to in room see. The three little darkies in calico smocks stood squirming in line while Lindy proudly surveyed them. "What are their names. Lindy?" he

WOMANS SOAP



Are you on Dangerous Ground?

F you are threatened by the bostile armies of illness if you are on "dangerous ground" because you are run down call Bovril to Bowril provides big reserves of strength to reinforce your health during these trying days. Those who are always "catching something," those who do not pick up as they ought after illuses, should sugment to their

Bovril brings big reserves of strength

Of all Stores, etc., at 1-oz. 25c.; 2-z., 40c.; 4-oz. 70c.; 8-oz. \$1.30c.; 16-oz. \$2.25 BovrilCordial, large, \$1.25 5-oz. 40c. 16-oz. Johnston's Fluid Beef (Vimbos), \$1.20

"Dey's name' after flowers, ma'am. Ah name' 'em. De bigges' one's name' S Hotel Dennis Gladiola. De nex' one, she name' Heilo-ATLANTIC CITY.N.J "Those are very pretty," her mistress A high class modern Hotel in America's first Winter Resort. Directly facing the Ocean. Sunshine everywhere "She's name' Artuhficial, ma'am." FUTILE STRUGGLES.

Capacity600. HOTEL LORAINE

St. Charles Place and Beach, Private fresh and sea water baths, running water in rooms; clevator; superior table. Reduced early season rates. Coach at trains. A. E. WAGNER, proprietor; W. Highbrow-There is, madam; our efforts to sell them. R. Layton, manager. GALEN HALL HOTEL AND SANATORIUM.

is sent direct to the diseased parts by the Improved Blower. Heals the ulcers, clears the air passages, stops droppings in the throat and permeuently cures Catarrh and Hay Fever, 25c. a box; blower free. Accept no substitutes. All dealers or Edmanson, Sates & Go., Limited, Torvato. Resorts-Atlantic City, N. J.

[London Opinion.]

Hostess-I sometimes wonder, Mr.

Atlantic City, N. J.
Always open. Always ready. Always busy. Cannot be excelled for comfort or table and service. A delightful place for spring. Tonic and curative baths, with trained attendants. F. L. YOUNG, General Manager.

THE WILTSHIRE Virginia Avenue and Ocean view. in rooms; elev.; excellent table; white service; rooms; elevator, etc. Music. Special: \$12. orchestrs; Amer. plan; \$10 to \$17.50 weekly weekly; \$2.50 up daily. Open all year. B Booklets. M. Walsh Dungan. Apl. 17 yet rooms; elevator, etc. Music. Special: \$12.50 pr

THE ST. CHARLES Most Select Location Fronting the Beach ATLANTIC CITY, N. J.

With an established reputation for its exclusiveness and high-class patronage. Thoroughly modern and completely equipped. Courte-ous service. Bathrooms, with hot and cold, fresh and sea water attachment, etc. Magnificent sun parlors and porches overlooking the board walk and ocean. Orchestra of soloists. Always open

NEWLIN HAINES CO.



Golf privileges. Illustrated booklet.

TO THE CANADIAN MANUFACTURER

What Does "Made-in-Canada" Mean to YOU?

F you were a stranger to your own Products, frankly now, how much would this slogan influence you to become a customer of your own goods: not merely "willing to become," but an actual revenue-pro-

The slogan will doubtless influence you (as it will thousands of other Canadians) to prefer Canadian-made goods, but there its value ends, for it has no directions as to what are Canadian-made goods, or how and where to recognize them.

Isn't that just the weakness of the "Made-in-Canada" movement to-daya great deal of impulse but no action. On the one hand a great public willing to prove their patriotism by supporting Canadian Manufacturers; on the other hand, Canadian Manufacturers (with a large number of worthy exceptions) echoing a cry but taking no measures to turn that impulse into action by giving publicity to the facts concerning their products, their brands or their trade-marks.

But the tide of interest in advertising among Canadian Manufacturers is rising, and more of them are, at least, considering how to direct the patriotic impulse in their direction.

It is at this "considering stage" that J. Walter Thompson Company can help you so much.

We are in a position to advise you as to the proper steps that should be taken in order to prepare your business for advertising. Then, when you are ready, we are prepared to plan and con-

duct your Advertising Campaign. On the other hand, if you are already advertising, it is altogether lilely that we can bring out new selling features or remodel your present advertis-

ing plan to suit present-day conditions. We shall be pleased to confer with manufacturers who are looking forward either to commencing advertising, or to making their present advertising more efficient.

J. Walter Thompson Co., Limited

ADVERTISING AGENTS Lumsden Building, Toronto

(Phones Main 329 and 330)