ondon Advertiser

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TORON > REPRESENTATIVE, F. W. Thompson, 56 Mail Building. The London Advertiser Printing Co., Limited. LONDON, TUESDAY, APRIL 21.

Wilson will make the latest war scare bloodless as long as possible. Somebody should inform Huerta that

a salute in time will save nine-inch If it comes to a question of "gun for

gun' Huerta may find that strength ties in numbers. Well-intentioned but overzealous persons frequently overreach themselves and

arouse incurable hostility. 'Tis said that figures never lie, but with the modern gown it would be diffi-

cult to tell anything but the truth. Clean-up week has commenced in London. It should be made a time for serious consideration of the unsightly places.

A Philadelphia millionaire-sportsman complains that church services are too dry, but at a recent banquet over which he presided "extra dry" was a feature.

Our idea of a real hero is a man who can remain away from a ball game and beat the parlor carpet, meanwhile whistling merrify, "This Is the Life for Me."

The movement to do away with the office of publicity commissioner is ill London has a man who is earning the money and not saying much about it.

HUERTA'S CRAFT.

TUERTA'S attitude, that is, the at-Titude he maintained yesterday, would indicate that he is attempting a then increase the rate from twenty-four pretty piece of diplomacy at the expense of the United States. In the first place he can hope to gain nothing by a superficial defiance of the United States. He has nothing to gain by playing to the of the eighty dollars, being a boost of The gallery will not applaud 50 per cent on the sum of sixty dollars. event, and Huerta's power

would be crushed at Mexico City within The third knife is labelled "Frontage a few hours. But he thinks that he tax," and was designed to evade the 2 can draw his shattered people about a per cent taxation law. When the 2 per cent was reached, then they added more common flag, and rise supreme as the by way of frontage tax, until the here born of a national crisis. frontage tax in some cases was a burden A few weeks ago he was applauding in itself. The three methods of stick-Wilson for the latter's decision not to ing the taxpayer are very effective. It's a great triple alliance: First boost the

Intervene. He has thrust aside his pride on matters of greater moment than the incident which caused the sudden shuffling of American arms, and he has no cause to suspect that he can long remain president unless he checks Villa, Therefore, with a shrewdness that indicates a certain order of statesmanship, he brings the United States in as an involuntary ally. It may be possible that If his ruse fails to postpone his downfall he will prefer to see his country plunged into war with a great power, but his intention to make national patriotism respond to an alarm from outside may be at least conjectured.

"OUR POLICY."

for a hunger-strike; but the Germans THE Hon. Mr. Perley, returning from don't want any May Richardson sneak-La tour in Quebec, declares that the ing up to the most splendid of all French-Canadians are opposed to Sir Raphael's madonnas, for example, with Wilfrid Laurier's naval policy. But a ripping knife or a splatter of chemwhen the Conservative policy is explained to them, "they see the wisdom icals. The manufacture of the latter is a specialty, by the way, in Dresden. Anof it, and are prepared to support us. other thing, the Dresden china factories It is simply a question of explaining to at the suburb of Meissen are a bad place them our position, and they become enfor mad heifers to get loose in. Frankthusiastic." It really seems a pity that ly, militants are not wanted in Dresden. Mr. Perley should confine his explanations to the people of Quebec. Why not explain things to Ontario? Quebec may The Cubists are bringing out a new paper. It is entitled "Blast." It is expected to take the wind out of many be satisfied with the Government's policy, and perhaps Ontario might be satisfied with it if we only knew what it was. The Government has been in power three years, and has not yet announced its naval policy. It is true it proposed on the way to her wedding, but insisted on going ahead with the ceremony. A broken leg was easy beside the possibility a \$35,000,000 contribution to the British navy, but it was very emphatic in declaring that was only a temporary expedient to meet an imaginary emergency. [Quebec Telegraph.]

A London man nearly a hundred years Its permanent policy was to be brought old has begun to study music. However, down later. The Senate blocked the conhe has had the satisfaction of beating tribution scheme by insisting that the time already. people of the Dominion should have an opportunity of voting on it. Since then there has been ample time to produce that permanent policy which we were by Mr. Skroder, the secretary of the told was in course of preparation. But Society for the Prevention of Cruelty to Women and Children. This is the first there has been no hint of it. Why? Despite all the protestations of their time in the history of the world that such anxiety to help the empire the Governa proposal has been made. How silently and bravely we men have borne our woes ment has been doing nothing, and sugall down through the centuries! gesting nothing. The emergency policy failed, but that is no reason why the permanent policy which has been so often talked about should not be forthcoming. We hear a great deal about the shamehamiliating position in which Canada stands in the sight of the world because it is doing nothing in imperial work. Whose fault is it? The Liberal Government started work in aid of the Its successor has stopped that

work and taken up nothing else. "Our policy," of which Mr. Perley is a policy of doing nothing. as a Province, is not in favor of dicy. The Nationalist section of iservative party in Quebec is quite point, his language and his marvellous ability to give action and climax, clash that policy. The Nationalist section of satisfied with it, but the French-Can-

adian Liberals are ready to carry out and color in a sentence should be a glowhe Liberal policy of building a Canadian navy, and thus relieving the em-

pire of part of its burdens. The Nation-

alists are supporting Mr. Borden in do-

ing nothing. That suits them all right.

of the Government on the understanding

and did not mean anything. Postmaster-

their constituents what it meant. It

was simply an expression of good will.

There was no time fixed in the Govern-

ment resolutions at which the money

should be paid. There was no likeli-

hood of its ever being paid over. The

leaders of the Nationalist section had to

make some explanation to their follow-

ers as to why they consented to Mr.

Borden's contribution, and that was the

reason they gave. It was satisfactory.

And, as Mr. Perley says, they are quite

enthusiastic over it. The only mistake

Mr. Perley makes is when he says that

all Quebec is in favor of it. Nationalist

Quebec doubtless it; Liberal Quebec is

not. And Conservative Ontario is not.

It accepted Mr. Borden's contribution

cheerfully, and wanted it to be paid over

promptly. But as that cannot be done it

wants an active permanent policy. It is

waiting patiently for it. It does not say

anything because part of it has faith in

Mr. Borden that he will do something,

and the other part is prepared to let the

empire go if it's necessary to keep the

DANGEROUS TRIPLE ALLIANCE.

HE taxpayers of London at the pres-

ent time remind one of the man at

the old-fashioned side-show, standing

with his back against a board, and an

expert is throwing knives into the

board, as close to the man as possible

That is what our civic rulers are trying

to do in fixing the tax rate. The first

knife they throw is a big sharp gulley

Commissioner Grant to boost the assess-

missed the board and struck the tax-

payer. About a thousand or fifteen hun-

dred dollars added to an assessment of

three thousand dollars is what is called

The tax rate must go up on top of

this, and the second knife is labelied

"Boost the rate." That works out this

way: Increase the assessment from three

thousand dollars to four thousand dol-

lars, say from sixty to eighty dollars,

mills to twenty-seven mills, or one-

eighth again. The sixty dollars in-

creased to eighty dollars is again in-

creased to ninety dollars, or one-eighth

assessment; second boost the tax rate;

The result will be to put London in

Lambeth and other desirable suburbs.

The people cannot ever stagger along if

this increase in the taxes is continued.

IT IS not merely that, as the Ottawa

many, has a backward publicity policy.

There is another reason why the au-

thorities there would not let Sylvia lec-

ture. In Dresden is one of the finest mu-

seums in Europe, where the dangerous lady might indeed be conveniently lodged

LONDON DEPORTS THIS.

[London Standard.]

MIGHT BE WORSE.

[Montreal Mail.]

KNOWS THE RUDIMENTS.

AS TO US HEROES.

[Montreal Herald.]

A Society for the Protection of Men

MARK A GREAT REPORTER.

[Philadelphia Bulletin.] The greatest journalist the world ever

new lived 1,500 or more years before the

aidwinter Bible conference at the Baptist

temple on the writings of St. Mark, and

St. Matthew put his chronicles in

vondered at the marvels that he might

ave accomplished if he had lived in the

hapters; St. Luke used 24 to tell his

story; St. John used 21, but St. Mark cov-

ered all the details more vividly in 16, and

St. Mark, Dr. Palmer said, was the re-

true to the spirit of action that animates

his kind, put a miracle in every chapter.

evention of type, according to Rev.

Frank N. Palmer, who addressed

days of printing presses.

their Wives is the proposal made

New York broke her leg

third boost the frontage tax.

in everyday language a "body blow."

"Instructions to Assessment

That is thrown already. It

party in power.

without hitting him.

rent asunder. He is the only one among his brethren who stopped dutifully to de scribe the color of a given scene. In the writings of his fellows it is told that the They supported the contribution policy people went to the Sermon on the Mount. Mark writes vividly that the people ran. In writing for the Romans he used colthat it was a contribution in words only, orful allusions and the references to wild peasts to touch their intelligence in sym-General Pelletier and Deputy Speaker pathetic fashion at every stroke. Blondin, in their respective papers told

FINANCIAL PRESSURE. [Fliegende Blatter.]
"Poppa, if you spank me I'll never give you any money out of my money-box

NO ESCAPE.

[London Sketch.] The Dentist's Daughter (anxious to explain the presence of a young man in the passage)—Oh, Ronald, darling, here's father coming. Quick! You'll just have to say you've come to have a tooth out.

THE UNNOTED HEROES.

[S. E. Kiser.] There are heroes who have never Heard the fearful din of battle, Heroes who, unknown foever, Labor where no sabers rattle; There are heroes who are giving Joy to others day by day, Who are making life worth living Just by earning honest pay.

There are heroes who are wearing No bright medals for their merit; Heroes who may not be sharing Splendor that the proud inherit; there are heroes who prefer the Tasks of righting wrongful things, And thus make themselves more worth Than the pampered sons of kings.

There are heroes, uncomplaining, Who are striving daily, yearly, So the goals we would be gaining each morning shine more May

They are heroes, unrewarded,
Who, by toiling late and long
In surroundings that are sordid,
Help the luckless to be strong.

There are heroes with wan faces Who unlift their fallen brothers; Heroes who, in lowly places, Labor for the love of other, Why not pause sometimes to For the courage they reveal?

Why not willingly revere them
For their patience and their zeal? NOT THE GLAD HAND. [National Monthly.]

was over and as Mr. Scott was bout to leave the table his daughter Muriel said: 'Father, young Frank Saunders is comng to see you tonight?"

What for?" "To ask you for my hand." 'Ahem! Shall I give it to him? "Yes. I have just heard that he posed to Alice Crane last week, and she refused him. Give it to him, father, for all you are worth.

SONG TO SUIT.

[Judge.] Since colored hair is all the rage, The balladists will soon be seen nspiring plaudits on the stage "Silver Threads Among Green.

From Western Ontario Press

[Brantford Courier.] This is the time of year when many men have to beat it—that is, the family

WHISKER FASHIONS. [St. Thomas Journal.]

[St. Thomas Journal.] Since the maple syrup crop was some-what below standard, let us perk up with the assurance that the rhubarb pie crop will be more succulent than ever.

THE AWAKENING. [Guelph Herald.] Dr. Creelman says we are in for a rural awakening. Yes, indeed, lively times are ahead in the country, where everything

will commence to do some shooting. ANOTHER SLAM.

[Guelph Mercury.] London tailors refuse to employ wemen because they talk too much. They might find work in a carriage factory, where waggin' tongues come in useful.

WHERE ARE THE POEMS.

[Guelph Mercury.] The pussy willows are starting to make show, and the frogs have been heard in the swamps. Skipping ropes and marbles have come and gone, and baseball is ready for the season's fun. All this, and yet never a line from the spring poets. Something's gone wrong hereabouts

O OTTAWAL

[Galt Reporter.] O Ottawa, O Ottawa— We really are not joking— 'Tis sad to hear your pretty girls Are devotees of smoking! The cigarette, the cigarette, Young maidens, fle upon it! The dictates of society May well stop at the bonnet.

Voice of the People

As One Ratepayer Sees It.

the Editor of The Advertiser. In your issue of Saturday there is a good deal for the electors to ponder over. I use the word electors, because it matters not whether it be owner or tenant in this case. Both are hard hit and of the two the tenant will likely feel the squeeze the most, for thus far he has in a measure been getting as compared to other places a snap large number rent. And owing to the of empties so very conspicuous in the past, the landlord was unable to get anything like his own. Now, howeverhe will be forced to keep pace with times, and where his assessment has been doubled he must double, the

million will be put on this year. Hence

squeezing as never before. sale of the old city hall we were looked upon with disdain, and after the mischief was done and we tried to get the city and county in line for a joint building we were again subjected to

the same derision. \$100,000 has been squandered wasted on the old court house, of which the city has by legislation and without the consent of the taxpayer arranged to pay \$50,000. And we still have the old girl in all her outside

Hayman has for about the city's share built a modern up-to-date structure on the one time Eccles corner, hence one may well ask, "Where

has that \$100,000 gone to"? Foreseeing what would happen if we lion dollars before the apprentice councils will get through with the new one, we can see by the court

Wash Goods



woman should Everyhave her summer sewing done by the 24th of May. The pretty Wash Materials are here, looking their very nicest. Don't you want some of them?

FRENCH REPP, a popular wash fabric for dresses and coatees. In tan, sky, rose, pink helio, champagne, gray, white and black; 27 inches wide at, per

CREPE RATINES-One of the new effects this season. In copen-

SPECIAL

COTTON RATINES in plain shades of sky, rose, pink, champagne, cadet, helio, plack and white; 27 inches wide; regular price, 35c yard. A special offer for this week only at, per yard 29c

NEW DRESDEN CREPES-The latest novelty at, yard.... NOB CREPES-In wanted col-

Oxford Gray Print, lined waist, wide skirt. Sizes 34 to tweeds or blue serges. Special 42. Special price 79¢ price \$8.75

Sizes 6 to 14 years, made in one-

piece Balkan style, kilted skirt attached

to waist with belt, low neck and short

sleeves. Choice of linen, white, fancy

stripes and checks. Special price, 98¢

with a seam allowance.

Print Wrappers A clearance of Fifteen Women's Suits, in fancy

Women's Suits

New Idea Patterns, the only 10 cent pattern

A Table of Girls' Wash Dresses

House cleaning calls for neat looking house dresses

Practical and Serviceable House Dresses, made in most attractive styles, waist and skirt button down the front, low collar, and cuffs are of contrasting color. Choice of blues, tans, grays, and black and white, percales and ginghams. Sizes 34 to 40. Special price 98¢

H. CHAPMAN & CO

239-241-243 Dundas Street

may expect in the new proposition, and when we are all through what better ing draweth nigh." By the close of 1914 shall we be for the change? Add to our debenture debt will run close to this the blunders of annexation of the the eight million notch. Nearly two several suburbs which we have got to mother for 15 years on a tax rate that something has got to be done and as will not keep the wheels tired; anywe have no Oliver Cromwells in the one can readily see where we are headwe have no onver cromment and a ling for. Jacking up the assessment and the rate as well spells no new in-When a few of us tried to stop the dustries for London. And Mr. Tenant your \$30 house will move up to \$40, and a little later to \$50.

So get ready for your medicine, for you have got to take it, "the board of control, the wisdom of the administration has ruled that you shall."

You were not satisfied with a one hand vote. You put up both and some of you were so very anxious to get the city moving that you hoisted your feet as well, I am confident Mr. Grant never intended, as you say, to spread the butter so thickly, but he is not the boss. He has simply got to take his orders elected.

In other words the majority ruleth and by their fruit they shall be known, and as they have sown so shall they likely stand the citizens a cool mil- reap, and the unfortunate position for

JOHN M. PARSONS.

fashion sample an apt illustration of what we Whiskers, according to one CROWNS EFFORTS FAMILY WHO WENT BACK TO THE LAND!

Tree Press suggests, Dresden, Gernany, has a backward publicity policy Ex-\$18-a-Week Clerk Is Independent for Life.



"I LOOK ACROSS THE RICH FIELDS, THE ORCHARDS, AND ALL THE

THINGS OUR HARD WORK HAS WON." keep ten cows, fifty hogs and 300 munity. A co-operative creamery and chickens. Ought to earn ye \$1,600 a laundry has been built and plans are "I'm going to keep 20 cows, enough are not talking about going to the

We had ten cows that season.

CHAPTER VI. Tom was getting along splendidly year." in school. In two years it would be hogs to turn the skim milk into cash city. high school; then agricultural college. us as we talked the question over— and 500 chickens. I'll raise all of the she wasn't going to be left out of our rough feed and as much of the grain either. And we counted the as I can. I'm making every dollar's worth of grain I buy now earn \$2.75." "You'll more than double yer earnost of education for her.

works and a good lighting system, an ings that-a-way," said the cheerful house. up-to-date dairy barn, silos-and the neighbor, "and reduce yer risk twosix-cylinder—it was plain that we thirds. mest increase our earnings somehow, tin the manure on the land, you'll git Would we try it by buying more it so rich after while that crops will

The cheerful neighbor dropped in. calf. A pair of registered Poland-"Goin' to buy that forty?" he asked. China hogs cost \$50. "Farming as well as I am now, how of the original stock was gone and much would it add to our incomeif we paid for it all right?"
"You're doin' better than the avertheir places filled by better ones. age \$1,500 a year, maybe.

"And more than twice acres to plow, plant and harvest. More seed, fencing and machinery. No, I'm going to put that capital into the land we've got now as fast as I she was pastured. can earn it and add \$1,500 to our in-

reeding and crops to cut green for ket would take.

Mary finds time for a social center.

It meets weekly at the school house, little capital and the ability to fight, it meets weekly at the school house, little capital and the ability to fight, on sometimes in connection with the sometimes in connection with the sometimes in connection with the school house, and the solid to sometimes in connection with the sometimes in connection with the school house, and the solid to sometimes in connection with the sometimes in connection with the school house, and the solid to som

and grain elevator. The young folks

Last season we sold \$800 worth of poultry and eggs, and cleared over \$1,000 on cream and pork. We built made other improvements the silo. and banked \$900 toward the new

I am writing this in the new house. Our plan is a proven success. December the cows and poultry net-

ted \$175, and the January figures will I gave him \$200 for a registered bull go above that. I look across the rich fields, take in the neat fence, the cows contentedly All munching their alfalfa from the racks

in a sunny yard on the south side of heir places filled by better ones. the barn, the poultry houses, the I raised a succession of crops to cut orchards and all the things our hard rye, alfalfa and corn. I found that My eyes strike the road, and my less than two acres could be made to thoughts travel down it to the depot feed a cow instead of four acres when and far away to the roll-top desk in

Mary had four incubators and found at it, dreaming, maybe, of the time to oversee the picking and sale skies and a bit of land beneath it to of strawberries from a half-acre that call his own. Perhaps he and another brought \$100. "More and better cows, hogs and brought \$100. We planted an acre in Mary are wondering if they dare poultry. A silo this fall for winter August. That was about all our mar- make the break.

The only answer I can give has feeding and crops to cut green for ket would take.

Mary finds the server in the control of parties.

Nobody Here! Guess I'll help Myself! TOASTED CORNO FLAKES CORN FLAKES

Men Wanted-_Who Save Money

The man with a savings account gets the job. It isn't luck—perhaps he is no genius but he is a methodical worker. Employers appreciate the characteristics a savings account denotes. A dollar starts a savings account with

us and we pay our depositors 31/2 per cent. compound interest.

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-3-in-One oil keeps rust off tools