

## NORTHCLIFFE A EUROPEAN POWER

Wield's Tremendous Influence Through His Papers

Now in United States

Will Help New Ally to Avoid Blunders Which Britain Made in Earlier Days of the War

(Toronto Mail and Empire.) Lord Northcliffe, who has been paying Canada a flying visit, is hailed as the greatest newspaper man of the age, the greatest force that the printing press has ever produced. He is now chief of the British War Mission in the United States, where his activities have nothing to do with newspaper matters. Knowing the state of military, political and domestic affairs in the British Isles better, perhaps, than any other man not a member of the government, he was an ideal choice for the post, particularly as he has long been a keen admirer of the United States, of the American people and of the "American idea," which, it is said, he represents in England. He is in the United States to give advice, when called upon, to the end that some of the grave errors that Britain made in the early days of the war shall not be duplicated on this continent. If mistakes are to be made, they will be American mistakes, not hatched-over British blunders.

The Schoolboy Publisher.

There is no better example of the self-made man than Lord Northcliffe. He is a self-made man as Carnegie or Rockefeller, though he had the original advantage of a better education. In a sketch of his career in "Everybody's Magazine," Isaac Marcossow says that Northcliffe, then Alfred Harmsworth, began his publishing career when a schoolboy. The first issue of his school magazine announced cheerfully, "I have it on the best authority that this paper will be a marked success," and in the following issue, reviewing its eventful career to date, he observed, "I am glad to say that my prediction as to the success of the magazine proved correct," and the next month he advertised "The Grand Extra Double Summer Holiday Season Number of the Magazine."

The United Baptist Superintendents' Union of St. John was organized last evening at a meeting in the Central Baptist church. Among those present were: D. C. Clark, of Charlotte street church; B. H. Parsons, of Ludlow street church; Donaldson Hunt, of German street church; and C. R. Wason, of Victoria street church. The election of officers resulted in L. A. Belyea, president; R. H. Parsons, vice-president, and C. R. Wason, secretary. It was decided to have a meeting Nov. 6 when Rev. W. W. Williamson will be present to address the newly organized society. The object of the union is to foster the Sunday school work of the Baptist churches and to promote good fellowship among the workers.

## Mixing Barley With Wheat

not only saves Wheat for our Soldiers and Allies but actually makes a better and more pleasing food—

## GRAPE-NUTS

Canada's Whole Wheat and Barley food has been known to thousands as the choicest of all prepared cereals.

With the incentive to save, new thousands are eating this delicious food.

Order a package from the grocer today.

All Food Value—Every Atom Works

Made by Canadian Postum Cereal Co., Ltd., Windsor, Ont.

the latter. The circulation of Answers was promoted by guessing contests, the handsome money prizes representing all the capital that the young proprietor possessed. The gamble proved a success and Answers achieved a tremendous circulation. The guessing contests continued, and gave daily newspapers were obliged to send respectable reporters to wait the announcement of winning numbers so that they might be telegraphed the length and breadth of England. There was as much excitement about the weekly drawings as there used to be in the Louisiana lottery.

A Newspaper Genius.

The money he made was turned into other publications, and before he was thirty Harmsworth owned more than forty periodicals of different sorts from Comic Cuts to the London Magazine. Each one of them was a money-maker, for Harmsworth was undoubtedly a genius in understanding what the people wanted, and giving it to them. He had an unerring instinct for picking up properties that seemed on the verge of bankruptcy and in a few months transforming them into prosperous and influential concerns. This is what he did with the London Evening News. Into this paper the Conservative party is supposed to have dumped \$2,000,000, and it seemed as though every dollar were a lead weight, for the paper sank lower and lower in public esteem and became the joke of the London newspaper world. In less than six months after Harmsworth and his brother, now Lord Northcliffe, had acquired it the News was not only an influential paper, but a flourishing business concern.

A First-Class Power.

Perhaps his greatest success was made with the London Daily Mail, which remains the most widely circulated of English newspapers, one of the most influential in the world. Later on he bought the Times, and refrained from the error of radically altering it. Lord Northcliffe continues to act as correspondent for his papers, when not engaged on national business, and as a reporter for the Times he visited all the battle fronts in Europe. When the war broke out it was the Times that voiced the demand for Kitchener as Secretary of War. It was the Times that pointed out the failure of the War Office to provide high explosive shells, for which service it was denounced by a million hot-headed patriots; but it was the Times which persisted, and had Lloyd George appointed Minister of Munitions and later on helped establish him as Prime Minister. Today, through his papers and his personality, Lord Northcliffe probably wields more influence than any Allied statesman.

### BAPTIST WORKERS' UNION.

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## HOW TO DEFEAT HUN AIR RAIDS

Expeat Urges Counter Raids on Germany

Prevention, Not Reprisal

A Matter of Destroying the Enemy's Offensive at Its Inception; Easier Than Defensive Measures and More Effective

(Toronto Mail and Empire.) While one may be dubious of the existence of a short cut to victory, although such experts as Churchill and Lord Northcliffe have asserted their belief in it, most people feel that more can be made by the Allies of their aeroplanes. Someone said not long ago that if there were 20,000 aeroplanes sent to France now, they could end the war in a fortnight, that they would do more damage to Germany than a million men. This may be only a slight exaggeration, but at the same time if the aeroplanes have to be sent in ships from the United States to France, and if some months have to be spent in training the aviators, it might be possible to get a great army in the field before such a fleet of aeroplanes could be constructed, transported and their pilots and bomb-droppers trained. Now it appears that there is a scheme on foot in the United States to send the aeroplanes across the Atlantic under their own power.

Best Brains on the Problem.

The aeroplane problem is one that is occupying the attention of some of the best military brains among the Allies, and perhaps one of the chief incentives to strenuous thought and exertion is the bombing of London, which has become almost a nightly affair. It is true that all the aerial raids so far have had less military significance than the raid on a front-line trench, too insignificant to be mentioned in despatches. Nevertheless it is also true that the thought of half a dozen babies being blown to atoms fills men with horror and hatred that the sinking of a shipload of troops would hardly provoke. Apart from this there is always the possibility that a stray raider over London might destroy the lives of half a dozen civilians that the country could not replace, or wreck memorials that millions of pounds could not purchase. A proposal, for instance, that Westminster Abbey should be torn down and sold to a South American republic for a billion dollars would be laughed at. Yet a ten-dollar bomb might utterly destroy it.

Just a Long-Range Gun.

Writing in the London Magazine under the heading of "A Bomb for a Bomb," C. G. Grey, editor of the Aeroplane, discusses the question of aerial reprisals from a point of view that most people overlook. He does not suggest that German babies should be killed for English babies, and German civilians maimed because English civilians have been maimed. He insists, however, that there should be raids on German cities and he mentions Cologne, Aix la Chapelle, Carlsruhe, Essen, Freiburg and Ulm, all within bombing distance. Mr. Grey says that we ought to cease to regard an aeroplane carrying a bomb as something essentially different from a long-range gun. We should consider it in the light of a gun carrying a shell 100 miles or more. Suppose, then, that at Cologne the Germans had a gun with which they regularly shelled London, what would be the proper tactics?

Stop Raiders at Their Base.

Obviously if in London there were another 100-mile gun, it would be turned on Cologne in an effort to find the German gun. If a shell missed the gun by a quarter of a mile and destroyed private property there would be no cries about barbarism, and the idea is to destroy the bases from which the aeroplanes launch their attacks. This, he argues, is a much more sensible plan than to wait until the raiders have reached England. It is more effective and can be achieved at much less cost. He estimates that if the British Isles were established the sort of aerial protection for which some public men have been clamoring it would be necessary to have 800 fully trained pilots and between 800 and 600 aeroplanes.

Not Easy, But Necessary.

The cities named by Mr. Grey are all within striking distance of the Allies' flying bases, and are cities of military importance, Essen being the home of the Krupp works. Zebrugga, a notorious base for both aeroplanes and submarines, however, would be an equally shining mark. It would be by no means as easy to attack these points as

to attack such a city as London, just as it is much easier to attack London than Paris. The reason that Paris is practically immune is that German aviators flying toward Paris are flying over ground alive with soldiers and big guns and over the camps of hundreds of aviators. If they flew at night in order to strike Paris at dawn, they would have to return by day, and their chances of getting home would be slim indeed. If, however, the problem of striking at the great German cities and munition works had been a simple one it would have been solved long ago.

## LIQUOR LAW IS DOING GOOD

All Classes in Alberta Tell of Good Results Achieved Under the Act

(Toronto Globe.) There has issued from the office of Hon. C. W. Cross, attorney-general of Alberta, a comprehensive and official report of the first year of the operation of the liquor act in Alberta, the period covered being from July 1, 1916, to June 30, 1917. The purpose of issuing statistics, the report states, is that "every person may have in concise form the results of the operation of the act."

In the four principal cities, Calgary, Edmonton, Lethbridge and Medicine Hat, the records show an enormous falling off in convictions for all offences for drunkenness and for vagrancy. The decrease in all offences is fifty-nine per cent., the decrease in drunkenness eighty-nine per cent., and the decrease in vagrants eighty-six per cent. throughout the whole province.

Churches Speak Out

A series of statements from the various churches in Alberta give remarkable testimony. For the Baptist church the Rev. A. J. Hundley, president of the Alberta Baptists Convention, testifies that he "cannot speak too highly of the beneficial effect of the Alberta liquor act."

For the Methodist church, Bishop Brown writes: "The drunken man is now seldom or never seen, and the wholesome respect for civil law is truly gratifying." For the Methodist church, Rev. W. J. Haghighi, president of the Alberta Methodist conference, says: "I am persuaded that great practical benefits have resulted from prohibition. Crime has been substantially reduced; business has been stimulated because of the fact of the greater efficiency, but, above all, probably the most beneficial results have been achieved in the home life of the people."

For the Anglican church, Bishop H. A. Gray states: "There can be no question as to the beneficial effect of the liquor act upon the community. I consider the liquor act was a tremendous move forward, whose effects it is not yet possible to estimate except superlatively."

Boon to Alberta

For the Moravian church, Bishop C. Hoyle writes: "All must agree that the act has been an inestimable boon to the entire province, and few would want old conditions restored." For the Catholic church, Archbishop Legal says: "As was expected, the consequences of the enforcement of the prohibition law in this province have been very beneficial, and I have been able in many places and localities to notice the good results."

Moral Effect Good

For the Presbyterian church, Rev. W. Shearer, moderator of the Synod of Alberta, states: "I have no hesitation in saying that the good results following the passing and the enforcement of the Alberta liquor act have exceeded all my expectations. The moral effect alone makes the act worth while."

Similar statements are incorporated in the report from industrial and commercial firms, including the International Harvester Co., the Tees & Persee of Alberta, Ltd., P. Burns & Co., Macdonald-Cooper, Ltd., as well as the general superintendents and chief inspectors of the banks operating in Alberta.

The statement is an official one, compiled by W. F. Gold, government inspector of administration of liquor act, and issued under the direction of A. G. Browning, deputy attorney-general.

The National War Museum.

The scheme for the establishment of a National War Museum in London, on the lines suggested by Sir Alfred Mond, is now taking definite shape, says the Times. It is intended that the museum should commemorate the naval and military efforts of the empire, and that it should include representative exhibits exemplifying the work of the dominion and Indian contingents. The work undertaken in munition factories and by substitutes at home will find adequate representation. Among the proposals is that of a Hall of Honor, rich in design, with an adjacent gallery devoted to the separate memorials of the navy and the army. The Hall of Honor might bear on its walls painted portraits, and on its floor pedestals carrying sculptured figures of men who have been specially distinguished by their war service.

## Discharge Depot Equal To Deluge

Quebec Receives 2,000 Convalescent Soldiers in One Day and Cares for Every Man

Official Canada glimpsed the meaning of demobilization when a hospital ship, a big liner, and a train from Halifax, each loaded with discarded warriors from overseas, arrived simultaneously at the discharge depot of the Military Hospitals Commission a few days ago. There were 2,000 men, an exuberant excited crowd which would have passed for 10,000 in the rush. They flowed from the coaches and gangways in long khaki streams which threatened to engulf the great structure like an incoming tide. There were men on crutches, men in bandages, men on stretchers, but whatever their state not one but grined happily at the touch of Canadian soil. The business of registering this army of home-coming Tommies, feeding them and stowing them away at night was a test for any organization, and the machinery of the depot moved without a hitch. "Lights out" saw every man tucked away between white sheets in the long wards, and seventeen tourists' sleepers filled with the overflow. The task of feeding the multitude was one of the most spectacular feats of the whole performance. A larder and kitchen staff which can stand up under the onslaught of such an aggregation of appetites speaks for itself, but only a short order cook or a housewife with unexpected company can fully appreciate the achievement of feeding 600 men in fifteen minutes as they did, and served them well.

The installation of cafeteria service in the depot is largely responsible for the dispatch in service. The men carry their own trays when they are able, and receive their food directly from the ice, or steam tables. Seating arrangements provide for 600 at one time.

The incoming men are released at the rate of 100 a day, before which they are medically boarded and their vocational histories taken. Those retained for further treatment or re-education in the hospitals and vocational training classes of the Military Hospitals Commission are directed to institutions near their homes; while men who have lost an arm or leg are sent to Toronto to be fitted with artificial members.

Every man who is able to travel alone is allowed to go home to his people for a two weeks' furlough before he enters upon further treatment.

## MEN AND WOMEN TO EARN MORE MONEY

The most powerful single influence in greater production, and consequently in greater earning power, is the energy of the worker.

To work his or her best, the worker must be in possession of perfect health. So many who start the day's work with full vigor, tire as the day's work goes on and are forced to make frequent stops to relieve an aching back. This backache is not due to the work, but to defective kidney action, and will disappear if treatment with Gin Pills is resorted to.

We have a number of testimonials on file from men who have had to give up work on account of backache, rheumatism, and the various ills that attend poor kidney action. Gin Pills enabled these people to resume steady work again, with the vigor of youth and all the happiness of untroubled activity. We will gladly send a free trial of Gin Pills to all who feel the need of this tested remedy, or we urge you to buy from your dealer on the strict understanding that your money will be returned to you if Gin Pills fail to benefit your particular case, accepting your word on this matter. Gin Pills are 50c. a box or 6 boxes for \$2.50. Write for sample to National Drug & Chemical Co. of Canada, Limited, Toronto, or to the U.S. address Na-Dr-Co Inc., 202 Main St., Buffalo, N.Y.

and Liberia have either joined the Allies or cut the official acquaintance of Germany in six months.

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## Mutt and Jeff—Is Mutt in the World Series? Can a Duck Swim?

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By "Bud" Fisher