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THE LONDON ADVERTISER
COMPANY, LIMITED.
London, Ont., Saturday, Feb. 24.

THE BRITISH RESTRIC-
TIONS.

THE immediate raising of barriers
to prevent the importation of
"non-essential" products into the Brit-
ish Isles, as announced yesterday by
Premier Lloyd George, will be reflected
at once in Canada. Not only will the
serious purpose of the pronouncement
and the underlying necessity for it
cause Canadians to regard the situation
with more gravity, but a further effort
toward thrift and conservation will be
certain to follow. A considerable
amount of our export trade will be
affected at once.

Prices in certain commodities such as
paper, leather, fruit, lumber, articles
of wood, salmon and some vegetables,
are likely to be reduced in this con-
tinent, but it is doubtful if the effect
will be drastically harmful unless the
restrictions become more extensive as
John Bull trains down to fighting form
for the final round. Canada will still
have a vast amount of supplies which
the motherland is anxious to purchase.

Canada in 1916 sent agricultural
products valued at \$195,077,876 to the
United Kingdom. Animal products
thereof were sent over the ocean to the
value of \$67,821,759; fisheries for the
old land were \$6,731,794 (of which
canned salmon amounted to \$4,018,394),
and products of the forest valued at
\$14,147,250 were included in our ex-
ports to the motherland. The restricted
articles are a small part of our export
in natural products.

Apples sent from this country to the
British Isles in 1915 were valued at
\$2,594,561, and the value of total fruits
sold there was \$3,073,569. The vegetable
exports amounted to \$408,335.

The curtailment of the use of paper
as proposed by Mr. George would mean
the temporary loss of a trade which
amounted in 1915 to \$593,038, while
wood pulp to the value of \$2,195,038
went into the hands of British buyers.
Only a partial curtailment of paper
importations is announced, however.

Our fur trade with the mother coun-
try was below normal in 1916, being
\$1,237,702, but in 1914 it amounted to
\$2,059,305. The loss of the old country
market will be a vital matter to this
trade.

Our British exports of agricultural
machinery have been less than half a
million, but our leather business with
the British Isles amounted in 1915 to
\$4,689,580.

In one sense, the determination of
the British to get down to necessities
will be a signal for Canada to produce
greater quantities of the essential
products. The British have less food
than at any other time, and this coun-
try will be called upon to furnish
enormous quantities in 1917 and 1918.

The premier's warning that disaster
would face the nation unless the most
drastic measures are adopted shows at
once the serious possibilities of the
German warfare and the determination
of the British premier to be prepared
for the worst results the submarines
may achieve. It's a good sign when the
British start to fight with such determi-
nation. They mean to consider the
danger now, not when it is too late.

Premier Lloyd George knows that dras-
tic measures will save the situation,
and without waiting to see, he is
striking while the iron is hot.

BRITAIN AND DRINK.

THE ADVERTISER has received a
copy of the London Times, in
which appears a page advertisement
issued by the "Strength of Britain
Movement," which seeks to prohibit
the use of intoxicants in the British
Isles during the war. The roll of
the first thousand citizens of the
United Kingdom, who "appeal to the
Government to put the nation on its
full strength," contains hundreds of
Britain's most prominent men. In a
list of those in the army and navy
who wish to remove "the weakening
power of alcohol," appear the names
of 21 admirals, four vice-admirals, two
rear-admirals, nine generals, thirteen
lieutenant-generals, 25 major-generals,
four brigadier-generals, eight sur-
geon-majors, 33 colonels and lieuten-
ant-colonels, and a number of other
officers.

The work of producing munitions is
represented by the names of 150 direc-
tors of munitions, and a number al-
most as great has to do with the
privy council, parliament and imperial
service.

In the department of literature and
art such men as Thomas Hardy, Rob-
ert Bridges, H. G. Wells, John Mas-
sard, Dr. E. J. Dillon, John Gals-
worthy, Sir J. Forbes-Robertson and
Martin Harvey appear, flanked by
famous editors and artists. A long
list of leading financiers includes Sir
George Paish and other masters of
money. The public services, univer-
sities and colleges, school teachers,
medicine and public health send their
most distinguished representatives to
this first petition.

In view of the statement made by
Rev. Dr. Flanders of the First Metho-
dist Church, which caused a local
furore, it is interesting to note that

the "Strength of Britain" petition
makes statements at least as drastic
as those ascribed to him by that
pleader for the brewers' interests,
known as "Windermere."

The introduction to the petition
contains the following:

"We, citizens of the United
Kingdom, appeal to the Govern-
ment to put the nation on its full
strength. Two grave dangers
stand before us, holding back the
power of early victory and throw-
ing a shadow over the vision of
peace. One is the wasting power
of alcohol; the other is the im-
perilling of infant life.

"Among the factors of weakness
these confront us with terrible
vividness, and they lie within our
control. With the weakening
power of alcohol removed, our na-
tional effort against the enemy
would gather increased strength;
with increased strength and more
rapid supplies our losses in six
campaigns would have been sub-
stantially reduced.

"Now that that nation has fol-
lowed the example of our allies in
enrolling its full manhood, we ap-
peal that we may range ourselves
with our greatest allies and put
on the whole armor of Britain. The
power exerted by alcohol cuts
through the efficiency of the na-
tion; it weakens our fighting forces
and must lengthen the war. These
facts stand out concerning this
powerful trade.

"It hinders the army; it is the
cause of grave delay with munitions;
it keeps thousands of men
from war work every day; and
makes good sober workmen second
rate.

"It hampers the navy; it delays
transports, places them at the
mercy of submarines, slows down
repairs and congests the docks.

"It threatens our mercantile
marine; it has absorbed during the
war between 60 and 70 million
cubic feet of space, and it retards
the building of ships to replace
losses.

"It destroys our food supplies;
in twenty months of war it has
consumed 2,500,000 tons of food,
with sugar enough to last the na-
tion eighty days. It uses up more
sugar than the army.

"It wastes our financial strength;
in the first twenty months of the
war our people spent on alcohol
\$200,000,000.

"It diverts the nation's strength;
it uses 500,000 workers, 1,000,000
acres of land, and 1,500,000 tons of
coal a year; during the war it has
involved lifting and handling on
rail and road a weight equal to
50,000,000 tons.

"It shatters our moral strength;
its temptations to women involve
grave danger to children and
anxiety to thousands of soldiers.

"These striking claims are followed
by a long prayer, in which the hor-
rible influence of drink in England since
the war is described. The petition
declares that "the men in the trenches
are betrayed by an enemy at home."

In the concluding paragraphs of the
appeal the petition says: "We are no
temperance reformers, as such. We
stand for the great desire of all good
people to strike the mightiest blow
for freedom of which Britain is capable."

In view of Lloyd George's state-
ments in the House yesterday, it is
impossible to believe that greater re-
strictions than those announced, if
not total prohibition, will not soon be
enforced in the British Isles.

TAXATION REFORMS.

ONE THING that must increasingly
engage the attention of political
thinkers is the question of taxation
reform. The whole matter of taxation
needs to be thought out radically and
comprehensively, and conclusions re-
solutely applied regardless of class
influences and selfish interests. The
war has forced great alterations in
Great Britain and the paying of our
war debt in Canada calls for a revenue
raised in a logical fashion.

Another thing, the war has brought
home to all the nations the need of
population, of an enhanced birth rate
as well as of immigration. At present
no account is taken of the number of
people depending on a ratepayer. In
determining the rate of his taxation.
If the falling birth-rate in civilized
countries is to be corrected, not only
are subsidies for children a possibility,
but the man of small or no family
and a large income will have to be heavily
penalized in taxation.

It is sometimes argued that the
more money a man has, the fewer will
his family likely be, and therefore to
help the poor man financially will not
encourage but restrict the growth of
families. So go on taxing the poor to
keep them poor and their families
large. But on this very reasoning the
rich need to be taxed to bring them
down to the child-bearing level! And
a heavy tax on the bachelor or child-
less married man or woman will also
be felt as a penalty, as a stigma.

It has been noticeable that in this
war thousands of only sons have per-
ished. This is due to the voluntary
restriction of births. What is needed
is a system of taxation and bonuses
combined, to check in a strenuous
manner the decay that wealth entails.
Make the penalties heavy enough and
the rewards, too.

EDITORIAL NOTES.

What with fish scarcity and potato
scarcity, the living won't be very sat-
isfactory this Lenten season.

Something is coming down in price
if it's only canned goods. It's time we
canned the high cost of living.

Germany is becoming quite expert in
diabolical scheming, but not quite so
fortunate in carrying out her schemes.

The reports in regard to conditions
in Belgium, Serbia, Poland and Ar-
menia via each other in frightful-
ness. When will there be an end?

It might be safest to travel to Amer-
ica via the Trans-Siberian Railway, for
by the time one got back into the
world again all the excitement of the
war would be over.

Canada has already spent \$443,000,000
on the war, and if the war continues
another year it will cost her \$435,000,000
more. But this is cheap, if it pur-
chase liberty for Belgium and the
world.

The desperate coal situation of the
past weeks calls for a question. What
would Canada do to export coal? This
is a possibility which should be con-
sidered.

"I DON'T THINK HE IS A BAD WOLFIE, BUT--YOU CAN GO OUT AND SEE."



Advertiser Illustration.

THE ADVERTISER'S DAILY SHORT STORY

(Copyright, 1916, by the McClure
Newspaper Syndicate.)
CALLED OUT OF TOWN.
By Joan Bugby.

Jack Newton took down the tele-
phone receiver as the bell rang sharp-
ly. "Hello," he called.

"Hello, Jackie!" came his sister's
voice. "Are you in a very good humor
today?"

He knew what was coming, so he
was prepared. "Not very," he answer-
ed.

"Oh, pshaw! Well, anyway, I'm going
to take a chance. This is Saturday and
you're going to be in the office."

"Well?"

"Get tickets for the matinee, won't
you?"

"I had planned to go fishing."

"I just thought so, that's why I'm
heading you off. Now be clever, Jackie,
and say yes. It's the best show of the
season."

Jack knew it and began to soften. "I
don't know, sis, I'll see."

"That's the spirit, big brother. You'll
thank me some day for saving your
life. It's too cold to fish. You'll get
pneumonia. And Jackie—" she paused.

"What is it?"

"Three what?"

"Tickets."

He smiled a mouse. "Why?"

"Go on Van Buren's bench."

He exploded. "I thought there was
a nigger in the woodpile!"

"John Newton!"

"Well, you got me into a corner and
I got some of your Foxy Quiller busi-
ness. Why didn't you say so in the
first place! I'm willing enough to
take you, but I balk at an extra skirt.
Why can't you take care of your own
friends?"

She was accustomed to his roaring.
"All right, Jackie. We'll be at your
office at 2. And do be in an amiable
mood. Flo is dying to meet you. She
saw your picture on my dresser, in
which, dear brother, you look like a
combination of Croesus and Apollo and
that drives all the girls crazy trying to
guess the secret of your life. Live up
to it, John."

"Live up to—" he answered, but
she had hung up hastily.

"I'm not going to spoil a perfectly
good Saturday afternoon by trying to un-
derstand a fool girl," he declared. "I'll
get the tickets and leave them here,
but I'm going fishing."

Which he did.

He went home after lunch, changed
his clothes for all the old things he
could find in the attic, rubber boots and
all, found his fishing things in the
cellar and went out the back way
across lots, down the road and across
country to the river. No one saw him
except Susan, the second maid, who,
looking out of her own window, saw
him leave the yard.

"If those tramps don't stay away
from this place," she said, "I'm going
to ask Mr. Newton to get a dog.
Wonder if the kitchen door is locked."

In the meantime Claire and her guest
went to Jack's office promptly at 2.
On the table was a note with two
tickets inclosed. "Sorry, not to be
with you, but was called out of town
on business. Have a good time, Jack."

"The beast!" cried Claire.
"Never mind," laughed her guest. "In
the story the beast vanishes only to
reappear a handsome prince."

"Don't worry. He's afraid to put in
an appearance of any kind after this.
Well, we'll go to the theatre, anyway,
by ourselves. No use letting this spoil
the afternoon. I guess we'd better
hurry. What time is it?"

Flo pulled back her cuff to look at
her watch. "Why, I—it isn't here! I
haven't got it; it's gone!"

"Florence!"

"Yes, sir, I've lost it! And dad gave
it to me when I graduated."

Claire looked her distress. "Oh, I'm
so sorry, dear. It was the handsomest
one I've ever seen. Maybe you didn't
put it on."

Flo thought a minute. "Yes—I did.
I remember. But I may have taken it
off downstairs to put on my gloves and
then forgotten it. I believe that's what
it is. It's on the living-room table.
Can't we telephone?"

But Claire was already calling up
the house. "That you, Susan? Will
the look on the reading table in the
living-room and see if Miss Van Buren
left her watch there? Look all around
everywhere."

In five minutes Susan returned. "No,
Miss Claire, I don't see it. I was just
thinkin'. I saw a tramp leave the house
a while ago, and I'll bet he stole it."

Claire screamed. "What's wrong?"

cried Flo.

"It's gone—stolen! Susan says a
tramp took it. I'm going to call up the
police. Which she did.

Jack Newton, sitting peacefully by a
bridge and puffing at his pipe, heard the
clatter of hoofs. Looking up he saw
three black uniforms, gentlemen in
black helmets riding his way, and evi-
dently interested in him.

"Brown hat turned down, old grey
suit and red sweater. It's him," said
one, riding quite close.

"Yes, it's me," answered Jack, and
I wish you'd shut up and go away.
You're scaring all the fish."

"You're the fish were after, my
man," answered the other. Stand up!
We're going to search you."

"I'm hanged if you will!"

"No, not hanged—but jail maybe.
Get up."

"I won't."

"Yes you will. Come on fellows!"

The fellows came on, and they turned
out poor Jack's pockets. And there was
the watch! One of the policemen held
it up triumphantly. "Here's the watch
he stole from the Newton house. Come
along with us."

"But I didn't get that watch in the
Newton house. I found it there on the
bridge."

"Tell that to the judge. Just now shut
up and come along."

There was nothing else to do, so Jack
went.

He would get no hearing until Mon-
day he knew, so he tried bribery. "Say,
bobby, when you telephone to the New-
tons that you found the watch, ask Miss
Claire to come to the station, will you?
I'll see that you get something nice
for it."

"What's the idea?"

"Oh, I just want to see her, that's
all."

"You can't beg off that way."

Jack whispered something.

"All right, I'll see what I can do."

So at 6 o'clock Claire and Flo ap-
peared and were taken to the prisoner's
quarters.

"Jack!" screamed Claire.

He grinned. "Did they give you the
watch? I found it on the bridge, and
they pinched me for a tramp."

"That's where we got out to fix the
tire," both exclaimed at once.

"Jack, this is Miss Van Buren. But
I'll introduce you better when you're
out of this horrid place. You've made
a nice mess out of things this after-
noon. Now don't you wish you'd gone
with us?"

And while Claire went away to hunt
up somebody to get her brother released
he looked at the girl he had declined to
meet, and who, after all, he decided,
was far and away ahead of any one
he'd ever seen.

"Yes, I wish I had," he said intensely.
"It just served me right."

Wait a Minute!

By J. M. F.

Apparently the only citizen of Detroit
who is safe from gunmen is the chap
who lives in Windsor, Ont.

Speaking of peace ships, and pacifist
doctrines, and the like, we call the at-
tention of Hank Ford to the conditions
in Detroit. He should devote his en-
ergies to getting the Detroit gunmen
out of the trenches by spring.

February has produced all the
different varieties of weather, so
we ought to be satisfied. Every-
body got a taste of what he
wanted.

London has opened her heart and
her purse for patriotic purposes. In
London would grapple with the indus-
trial situation with the same enthu-
siasm and the same clear thinking Lon-
don might grow. The exodus of manu-
facturers from London may be closer
than expected, and somebody should
wake up.

Detroit newspapers should not say a
word about the horrors of war. Life
in the trenches is about as safe as liv-
ing in that city.

The German mass attacks are
proving as a rule simply mess
attacks.

England has her Bill Bryans, which
shows that England's tolerance is
much greater than her sense.

Count von Bismarck and his aides
had hundreds of sets of pyjamas on
board the ship. It looks as if they
will now have to slumber in the old-
fashioned nighties.

The new minister of militia is
doing good work, who are in-
formed. Let's see, who is min-
ister of militia now? His press
agency is working all right.

Hon. Bob Rogers has arrived in Eng-
land. It is stated that he did not ad-
dress a gathering of judges there.

Hon. Bob should be all right in the
trenches. He knows a lot about under-
ground politics.

A spy in the employ of the
German Government is said to
have been working at Ottawa.
Hope he did not steal all Sir Sam
Hughes' secrets.

One reads a lot about the folks go-
ing after the C. N. R. How much can
they get after the C. N. R. when it
is alleged that the men behind the C.
N. R. succeeded in keeping the well-
known mouth of Sir Sam Hughes
quiet? That's a fine puzzle to work
out.

The high cost of living is not so bad.
Johnnycake is coming back. Some
grub.

A New York man lost \$10,000

It takes a joint of beef to make a bottle of BOVRIL

On sale at all Druggists and Stores.

in loaded dice. All the hayseeds
do not come from the back 50.
The bigger the town the bigger
the boobs.

There are nearly five million unmar-
ried men in the United States fit for
war service. Must be quite a number
of Canadians in the bunch.

We read that Miss Rebecca Wren,
a member of the Housewives Com-
mittee, was arrested in New York. We
presume Mrs. Jones will soon be lead-
ing the Old Maid's Club.

The state of New York, having gone
to the dogs, is now going to tax cats.

Several persons have inquired, what is
an overt act?

And what we learned at school would
make one think

it is something done so openly, one
could not dodge the fact.

Any easier than a Chinaman could
prove himself no "Chink."

But Mr. Wilson, president of the United
States, plainly shows that he is looking for a
chance

To interpret that little word in some
new-fashioned way.

Which will prevent his fighting the
Germans a l'outrance.

An overt act, according to the presi-
dent, I fear,

Will mean a horror such as has not
been

Then he will write another note and
give the Boches time.

To follow that by doing something
would turn satan green.

Better, Mr. President, to ponder once
again

And decide an overt act is what it
means:

Namely, one that needs quick action.

Get our prices for Tin, Lead, Zinc, Babbitt,
Soldier, Sheet Lead, Lead Pipe.

THE CANADA METAL COMPANY, LTD.

FACTORIES: Toronto,
Montreal, Winnipeg.

Is a Pacifist a Traitor Or a Patriot?

The undoubted sincerity of our leading peace advocates does not prevent some keen editorial observers from pointing out that many of their activities in the present crisis play directly into Germany's hands. This view gets strong support from a United Press correspondent with Ambassador Gerard, who cables from Paris that the "German-financed" peace propaganda in America is regarded with suspicion by American officials on the other side as "a play for time that will enable Germany to make such disposition of her submarines as will enable her best to strike at America in case of war."

The New York Tribune adds "it is no mere accident that pro-German propaganda everywhere outside the Fatherland has made common cause with doctrinaire pacifism." And its quotes "a high Federal official" as saying that "most of the peace propagandists are pro-German," and that large German funds in this country are at the service of the pacifists.