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THE LONDON ADVERTISER COMPANY, COMPANY.

London, Ont., Thursday, March 14.

## 103 PER CENT PROFIT ON PAPER.

STATEMENT just issued by the Riordan Pulp and Paper Company shows that concern to have made a profit of 103 per cent on its preferred stock during 1917. The net earnings were \$1,943,651. A large allowance was made for depreciation. More than 21 per cent was earned on the common stock. The company made \$375,364 in 1915.

It is safe to make the assertion in view of this showing that in 1917 this paper company made more money than all the newspapers of Canada put together.

## FREE SPACE AT AN END.

THE press of Canada is at all intents and purposes the official mouthpiece for the nation. The business of all governments is promulgated through the columns of newspapers. If the governments had to make known by any means the business which they transact, the cost would run into millions. At the same time the issuing of dry documents to the public would not be designed to increase the spread of public information. Newspapers get at the vital facts of government and serve these facts in such a manner as to appeal to the public, together with world and local activities and many special features.

The Government having permitted an enormous increase in the price of newsprint through its commissioner, the tendency for newspapers to be printed less and less of the thousands of columns of free publicity which are given each year to Government enterprises. Newspapers will be compelled to conserve their space as never before. The free reading notices sent out by most Government departments will be "boiled down" or thrown away. The Government will find that in its appeals to the public and its principal movements it will become necessary to reach the public through the medium of paid advertisements. For many years the newspapers have been giving away much of the only stock-in-trade which fills their shelves—news space. The enormously increased cost of paper does not leave the newspapers any choice in the matter.

For every page of a daily newspaper of 30,000 to 100,000 circulation the cost will range from \$50 to \$100. Every page must yield a certain return unless the newspaper is to close its doors. The paper-makers will receive the large share of this yield. For the next year most Canadian newspapers will be working largely for the profit of the paper manufacturer.

## BRITAIN CURTAILING BEER.

BRITAIN has made some concession to American and Canadian opinion in deciding to reduce immediately the tonnage to be used for the carrying of brewing material. The figures given in the House of Commons show that only about one-third as much tonnage will be allowed the brewers in 1918 as was placed at their disposal early in the war.

This reduction of 60 per cent in the manufacture of ales, beers and porter would have been looked on as extremely radical had some other Allied nations not gone much farther, and would have been almost drastic enough to satisfy, temporarily, the most extreme temperance people. It is when comparison is made with the total prohibition coming in Canada and the steps taken towards the same end in the United States that it fails to impress with its true force.

Britain has more difficulties to face in dealing with the liquor problem than have Canada, and the United States. It has to make the utmost possible use of every man in the kingdom, and it has to take cognizance of the life-long custom of many of these drinking beer as freely as water. Discontent among the workers means slackening in production, and there has been the fear, rightly or wrongly based, that the total stoppage of beer production and sale would lead to discontent. Against this has been placed the weakening caused in man by intoxicants, and an attempt has been made to compromise.

Gradual reduction of the supply of beer is a step in the right direction. While it does not go as far as some would wish, it marks progress and points to the conclusion that before many years Britain will be among the countries where there is no opportunity to "look upon the wine when it is red."

## THE BACON SITUATION.

WHILE Canadian soldiers in England are giving up their breakfast bacon, voluntarily, in order that their comrades in the trenches may be supplied during the shortage which exists over there, stocks are piling up in Canada because the French cannot finance purchases they desire to make here. The statement regarding the surplus at home is made by Alberta's minister of agriculture, and is given by him as the reason why the consumption of bacon at home has not been prohibited.

Canada's civilian population has been appealed to to eat as little bacon as possible in order that there may be enough to send overseas. We are continually having it impressed on us that the eating of bacon is unpatriotic, as well as expensive.

Does it not seem inconsistent that Canadians are asked to go short so that the bacon may be sent overseas, while stocks are accumulating here for lack of European buyers? If France needs, as is said, 70,000 tons of bacon, could some of that Victory Loan money not be used to finance the purchase on her behalf? If this is not possible, could not some of the surplus pork be sent

over to Britain in order that the men in khaki there could have their needs supplied?

Bacon held too long deteriorates in food value, and eventually becomes unfit for human consumption. It would be a serious loss if any of that accumulating in Canada should reach this stage, and those who were responsible for causing it to be held would be guilty of crime. The food controller and Government ought to co-operate to see that stocks are kept moving, and that no waste is allowed to occur.

## JOHN DILLON, IRISH LEADER.

JOHN DILLON, M.P., is now the Irish Nationalist leader, and brings to the position years of parliamentary experience and devotion to the Irish cause. In relation to the war, he has not appeared quite so wholeheartedly determined that nothing should stand in the way of Allied victory as did his predecessor, the late John Redmond, but of his loyalty there is no doubt.

Perhaps the greatest difference between the old leader and the new is that John Redmond realized that the war problems were so immense and so pressing that everything else must wait, while in John Dillon's view Ireland comes first.

## WESTERN COAL TO THE RESCUE.

"WHY SHOULD the homes and industries of Ontario want fuel while the coal mines of Alberta lack orders?" asks a booklet recently issued by the coal operators of Northern Alberta.

This question is well worth immediate consideration by the Dominion fuel controller and by the people of Ontario. Mr. McGrath was formerly manager of one of the western mines, and should be able to bring his experience to bear upon the matter. If the statements made by the western coal operators and by John T. Stirling, chief inspector of mines of the Province of Alberta, are based on facts, there can be little defence for continuing the present system of coal supply for Ontario and the district west of the Great Lakes.

Mr. Stirling points out that during 1917 the production of coal for Alberta was 4,863,414 tons, and with sufficient demand the mines at present in operation could increase this production to 7,500,000 tons without increasing the amount of labor at present engaged or the overhead charges.

The inspector asks why it should be necessary to import into Western Canada 3,000,000 tons of coal per year from the United States at a time when the operation of industry in the United States and Canada is being slowed down because of the shortage of coal. Not only could the western mines provide more than sufficient fuel to meet all demands existing in the provinces of Manitoba, Alberta and Saskatchewan, but the mines could also provide a considerable amount for the American territory within easy reach of the mines.

The westerners claim for their coal that it is entirely suitable for both domestic and industrial consumption. "It is used in stoves and furnaces with immense satisfaction," to quote the pamphlet.

"Why, then, should Canada be cold?" ask the mine operators. At the present time the mines of the west are operating less than fourteen days a month. Full operation would enable the railroads to make use of boxcars at a time when grain is not being carried. Redistribution of the whole coal supply of Canada would enable the country to dismiss its coal problems for next winter, and prove to the United States that Canada was willing to relieve her ally's burden as much as possible. The fuel controller should take some steps toward making full use of Canada's coal supply. Three million tons would help mightily in relieving the eastern situation. Now is the time for action rather than next winter. Since \$25,000 fuel experts did not seem to effect much benefit, why not try a little common-sense?

## EDITORIAL NOTES.

New York state assembly shies off at the national prohibition boogie. It looks as if it would have to accept it eventually.

Newsprint makers decide to trust the Government. The past has proved that they have friends at court, to put it mildly.

The Germans have slain the woman who wrote "Keep the Home Fires Burning," but they have not killed the spirit of the song.

If an expenditure of \$200 will prevent outbreaks of sickness when the city water becomes infected, there should be no hesitation in providing the money.

The most earnest desire of the zeppelin crews who raided England on Tuesday evening seems to have been to get rid of their bombs as quickly as possible and escape.

No surer way could have been chosen to start false and damaging rumors concerning the accommodation afforded wounded soldiers on transports than holding the inquiry in camera.

Windsor Board of Education is discussing the alleged love-making between female teachers and their fiancés in the school corridors. Is this just a new and clever free advertisement for more female teachers?

## THE FOOD OF LOVE.—A LYRIC OF MEATLESS DAYS.

[Punch.]  
Eat to me only with thine eyes  
And I will munch with mine  
Or let my lips but brush thy locks  
And I shall seem to dine;  
The hollow 'neath my belt that lies  
For flesh of beaves doth pine;  
Yet might I wolf a roasted ox,  
I would, of course, decline.

I sent thee once a juicy steak  
To prove thy truth and see  
If in that stern orator's test  
Steadfast thou still wouldst be,  
And thou thereof one sniff didst take  
And post it back to me.  
Since when I wear it next my chest,  
Potted, for love of thee.

## A JUG-HANDLED BILL.

Although Mr. Dewar stood alone in his opposition to the bill extending the life of the Legislature, the case against his argument is not as strong as the majority. If present, and future extensions can be provided for as they appear necessary. As the Government, notwithstanding the law, can dissolve the Legislature whenever it pleases it is not too much to say that the arrangement is jug-handled.

## REAL GOOD OLD TIMES.

[Regina Leader.]  
Once upon a time people used to get a Ladies Aid chicken dinner, in the basement of a church, with ice cream and real cake for two bits!

## WHY THE HESITATION?

[Minneapolis Tribune.]  
The Kaiser, who professes to be deeply religious, is a little slow in expressing gratification over the fact that Jerusalem is now in the hands of Christians.

Bits of Buylay by Luke McLuke Copyright, 1917.

Correct.  
Yes, dear reader, you guessed right the very first time. The Hamm Company deals in hams in Vincennes, Ind.

Notice!  
Private Allen Still has been transferred from Camp Jackson, Columbia, S. C., to other quarters.

Oh!  
We do not know whether they raise robins, larks or nightingales, but we do know that the Breeding-Bird Orchestra supplies music for the dances in Shelbyville, Ind.

Our Joe Miller Contest.  
Ed Busse claims that the oldest joke is the one about the negro who went into the depot in a little Tennessee town and asked for two return tickets to Nashville. The agent knew the negro, and usually asked him who was going with him, replied "Brother," replied the negro, "He's out there in a box. He's dead."

"Well, if he is dead you won't need a return ticket, will you?" asked the agent. "Yes, sah," replied the negro. "You see, it's this-a-way. We ain't going to bury him in Nashville, but we have about 40 kin folks in Nashville, and I figured it would be cheaper to carry him to Nashville and let them see him and then bring him back than it would be to have them 40 kin folks campin' on us here."

The H. C. Well, Well!  
Heavenly days keep some of us empty, but you can always find Peter Paul in Vermilion, Ohio.

Our Daily Special.  
A High Flier Never Gets to the Top.

Wuff!  
The housewife told her mending sat. "Life surely is for me, that's pat. One durned thing I don't like to do." —Elizabeth Fry Page.

Luke McLuke Says.  
A lot of the folks think it is mainly to smoke cigarettes. But a Snuff will not make a good ward politician until he can carry one half of a sack of snuff to school in his pocket and the other half in her hip pocket.

Every married man who has kids and a bossy wife has to do two forms of penance on Sunday. He has to go to church and he has to read the comic supplement to the kids.

If all the pests were in the pest house the pest house would cover about 10,000,000 acres of space and be 60 stories high.

This Snuff movement is spreading. A farmer tells us that eggs are scarce because the busy street boys are strutting around and trying to learn how to crow.

As a rule you will find that the man who knows how to converse in six different languages doesn't know how to be silent in one.

Wait a Minute!  
By J. H. F.

The Unionists want all the seats in the world, and simply will not leave Duncan Ross and Bill Kennedy alone. How Joe Flavelle loves the people!

Speaking of dangerous pastimes, don't change 'em yet.

Detroit reports all quiet along that sector. No casualties for the past two days, although trench raids are feared.

Bill Proudfoot is doing the Kuro-patkin stuff to beat the well-known grass band. It is about time he announced that the Hearst Government is the only one-pure, honest-to-goodness, magnificent government in the world. He acts that way.

Windsor teachers have been hugging and kissing their beaus in the corridors. It is said. You got to hand it to the Windsor young men for being game birds.

Several thousand pounds of cold storage chickens have been destroyed in Winnipeg. It might have been a lot of folks, if it had been used for food. Corporations as a rule have a sense of humor about the size of that contained by a jackrabbit.

The Kitchener-Winnipeg game proved conclusively that a good big man is better than a good little man. It is ever thus in any game.

No international crisis has developed since Bill Bryan had the muffs put on him. It looks as if there are few complaints.

It would appear that Mr. Mee writes breezy literature to allow Ben Spence to read it and keep him from missing "Three Weeks," and French novels.

The world was creating one dog-gone problem after the other. Let the Japs and Chinese get into this thing. It might as well be as bad as it can be while they are at it.

A gent with an unsterile mind says that Germany is like Holland—low lying, and damned all round. It is not so bad when one slants it a little quickly.

Some British munition firms have made \$11 per cent profit. This is enough to make Joe Flavelle weep himself to death.

Horse meat is the only diet in Petrograd. And they thought they were consuming numerous dishes of crow these days.

Flashing is not much and these days, but the succulent sail will soon parade. Let's hike to the woods.

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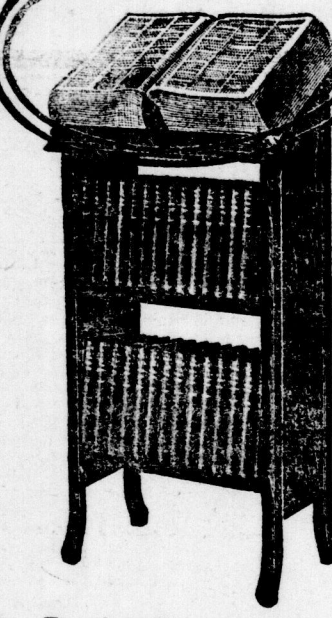
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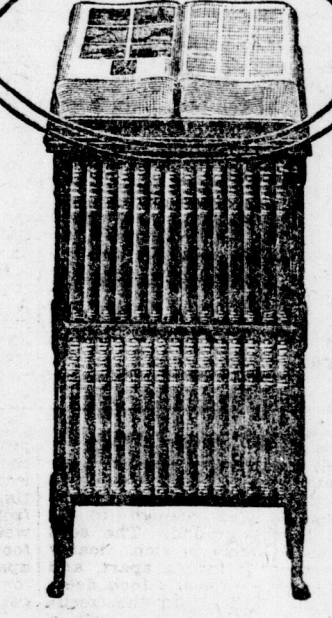
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