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THE LONDON ADVERTISER COMPANY,
LIMITED.

London, Ont., Thursday, October 18.

THE SUBMARINE MENACE.

WASHINGTON believes, and not without logical reason, that German submarines will attempt attacks on the Atlantic coast of the United States and Canada before long. She bases this expectation on the report that Germany is about to declare these coasts a war zone.

It may be taken for granted that such attacks will be mainly, if not entirely, conducted with the object of doing damage and interfering with the transport of troops. It can hardly be regarded as possible that the enemy will endeavor to land troops, since the small forces which could be brought across underwater would be wiped out in either country without delay.

The greatest danger which may be anticipated if the submarines do begin operations on this side is that which faces transports. There is a great army under training in the U. S. A., and there will soon be another 100,000 men under arms in the Dominion. To prevent these or a portion of these crossing the Atlantic in safety would delay the day of defeat for Germany, and would be hailed with delight in that land. The waters around the British Isles and of the Atlantic on the eastern side are so carefully guarded now, especially during the arrival of troop ships, that there is little opportunity for the U-boats to gain success over there, so it is natural to expect they will make their attempts where the opening is more favorable, if they can arrange for the supply of fuel and establish necessary for such a campaign. Perhaps the craft to be used are large enough to carry their own supplies, but if there are bases on this side it will be the duty of the American navy to find them, since Canada has no navy of her own, thanks to the Borden Government.

Defence against this threatened attack is in the hands of the military and naval authorities. What preparations have been made or can be made to ward it off are not known to the public. One thing there is which can be done in both Canada and the United States; a close watch can be kept on the coast and inland for any means of communication which might be used by the enemy sympathizers on this continent to send information to the German vessels. Canada is not free of pro-Germans, who would be active if the chance offered. These must be "spotted" and watched so that the danger shall be minimized, and in this the people can play a part, especially near the coast, by quickly reporting anything they see or hear which arouses their suspicions.

It may be that the war is to be brought closer home by the submarines, and that some coast towns will shudder under the bursting of enemy shells. If this be so, it will only serve to strengthen Canada's will to win.

EQUAL PENSIONS FOR ALL.

THE soldier does not hear much talk of equal pensions for all just now. He did not hear much talk of it during the last session of Parliament. He will hear much of it when the Government speakers get on the platform. But he will not forget that there was little time for equal pensions or any pensions at the last session, just as there was little time for the high cost of living.

It cannot be said that the soldiers are exactly flush with money. They do not buy many motor cars or houses. They get along, and no more. The foolish talk about soldiers' wives being able to throw money about and left is heard no more. The soldier's wife who did this thing is now probably trying to meet her back debts.

Does anyone set up the claim that in the Canadian army there should be a standard of social inequality? Then why should there be a standard of monetary inequality?

THE BACON SHORTAGE.

BACON is scarce; we must conserve bacon in order that there may be sufficient for the armies overseas. This is the edict of the food controller, and there is no reason to doubt the correctness of his statement. But what has caused this shortage in a land in which pork has always been a favorite meat? The answer given to this question by some people in close touch with the subject is: "The action of the packers in 1912, 1913 and 1914."

According to these men, there had been a great awakening in the west to the possibilities of making money from hog-raising, just prior to 1912. Farmers who had previously kept only a few for domestic use began to build pens and prepare to go into the business more extensively. They purchased good bacon stock and began to breed, believing that at prevailing prices they would make better profit than by sticking exclusively to grain farming.

After the industry had got a good start, the western packers are said to have made a survey of the supplies in sight, and finding them plentiful, to have cut down the price for live hogs with unsparring hands. The producers found themselves with animals in their pens which would not repay the work and cost of raising and feeding. They came to a decision quickly, the result being that they retained and fattened those which had reached a certain age and were almost ready for market, but the small ones they killed and buried.

Before the war had begun, these farmers, disgusted with their experience and with the tactics of the packers, had rid themselves of all their pigs with the exception of a few kept to supply their households with meat. They had made a

good start in the pork-raising business, but this had been lost, and when the sudden demand began at the end of 1914 it found them back where they had been in 1900, and with even less desire to make another beginning, since wheat-growing promised to be so profitable for some time to come.

This explanation of the prevailing shortage and accompanying extremely high price of bacon today bears all the earmarks of probability and truth. It is interesting in that it fixes the blame for the trouble on the grasping tactics of the big packers, who are declaring now their inability to understand why the farmers have not anticipated the demand and prepared to meet it.

ALIENATING QUEBEC.

WHILE patriotic men all over the Dominion are earnestly pleading for a cessation of speeches and acts calculated to sow dissension between Quebec and the rest of Canada, some news dispatches from Montreal and other places, appearing in a portion of the press are, apparently, aimed at making mutual understanding difficult and increasing the bitterness which has been caused already in Quebec partly by the unfair statements made about that province.

Recently there appeared in certain papers a dispatch which said that Montreal young men had refused to submit to medical examination for compulsory service purposes, and were "taking to the woods" to avoid conscription. Surely this is a malicious statement deliberately sent out from the largest city of the eastern province. There has been no legal demand made on anyone to submit to examination as yet. The draft call was not issued until after this dispatch was printed, and previous to it all examination was voluntary. It would be as truthful to say that many young men in this city were refusing because they had not gone before the boards.

As to "taking to the woods" to avoid conscription, have not many Ontario men suddenly become imbued with the idea that their presence on farms is essential to the well-being of the country? Government employment bureaus tell of a great influx of would-be farmers. Yet Quebec has not, so far as is known, been supplied with "yellow" dispatches telling of this condition as indicative of the general situation.

The more partisan and rabid units of the Conservative press of Ontario are crying out against any dividing of the country in one breath, and with the next are trying to cause and bring about this division for party purposes. This is a species of despicable treason. Quebec has not had opportunities to learn the cause and aims of this war to the same extent as other provinces. The reason for this has been the Dominion Government's laxity in failing to deal severely with Nationalist agitators who have spread their treasonable doctrines broadcast. It was hard for Sir Robert Borden and Company to turn on their friends and have them placed in prison, and they refused to take the obviously patriotic action. Theirs is the blame. But, to try to make conditions worse than they are in Quebec is work fit only for the lowest of traitors.

EDITORIAL NOTES.

No corn in Canada! Yet the people are urged to use cornmeal to save flour.

British Columbia is closing two provincial jails at the end of the month. That is an indication of progress.

If there is any choice given Londoners as to their refuge during air raids, there will be a big demand for space in wine cellars.

When Germany declares the coast of Canada a war zone some people will realize at last that Canada is fighting for self-preservation.

Today let subscriptions to the British Red Cross truly reflect the feelings of the people towards its work. Then it will be a huge success.

When campaigning for the second liberty loan flotation in the U. S. A. W. J. Bryan should remember that "example is better than precept."

Henry Ford is convinced now that the entry of the United States into the war is the best thing that ever happened. It's strange he did not urge this action earlier.

The Government at Toronto is accused of ignoring the rights of municipalities. The province is beginning to realize the need of municipal representation in the provincial cabinet.

LAURIER AS SEEN BY BOURASSA.

[Hendri Bourassa in Le Devoir.]
We have read the letter of Sir Wilfrid Laurier to Mr. Wise, secretary of the Win-the-War League of Toronto. Mr. Wise's question may be summarized as follows: "If you are in favor of carrying on the war to the end, will you be for conscription when the voluntary system gives out?" To which Sir Wilfrid replied: "I am in favor of carrying on the war to the very end; I shall establish a system of vigorous and co-ordinated voluntary enrollment." But, on conscription he said neither yes nor no.

No doubt he will do as circumstances direct. Laurier finds himself in an extremely complex and difficult situation. During three long years he lent his hand to the policy of national suicide from the effects of which he wishes to save the country today. In 1912 he voted with the Tories for the abolition of the Catholic schools of Keewatin. He accepted the principle of direct contribution to the imperial navy and went further than the Tories by offering to place two entire squadrons to the imperial defence. In 1914 he accepted the principle of participation without reserve and concluded a treaty with the Tories. In 1915 he assisted the Tories to pass the war budget and to increase the number of troops in the field. In 1916 he ratified the foolish promise to send 500,000 men and blindly voted the hundreds of millions of dollars to be sent in the pit of war; he aided the Tories to disorganize the economic life of the country, and above all he benevolently accorded the Government an arbitrary prolongation of their parliamentary life that they had already so badly used.

The difference between the error of the Nationalists and that of the Liberals is that the Nationalists, having aided the Tories before they became criminals, have since denounced them, while the Liberals have given them open and constant support in all the wrongs that they have committed.

HOW CORRUPTION HAMPERED THE NORTH.

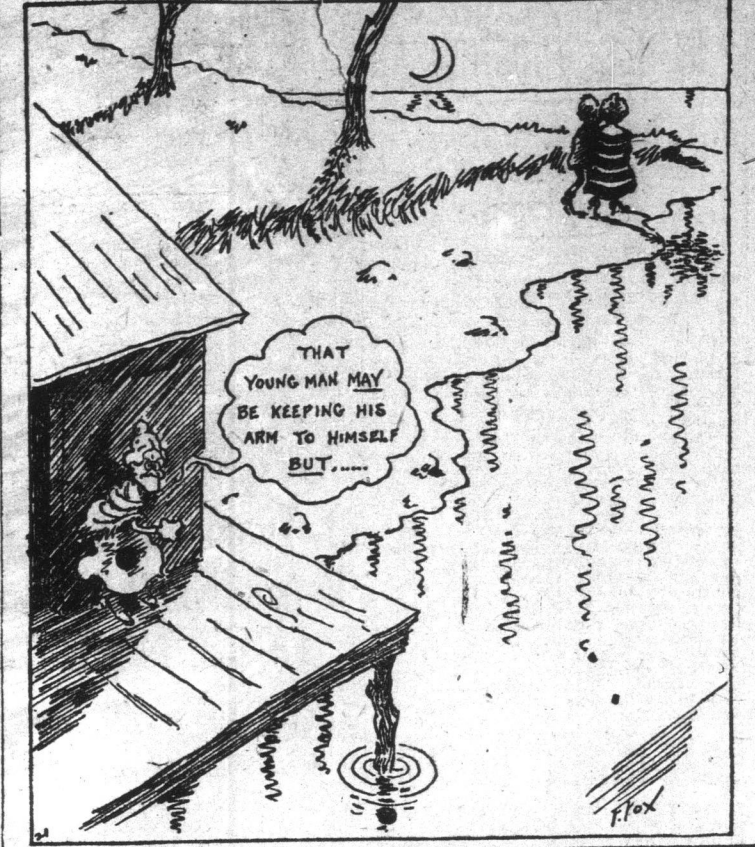
[Eugene Manlove Rhodes in "The Brave Adventure," a Story of the American Civil War.]

Everywhere the blighting effects of politics were felt. Into every department of government, into every arm of the military organization, into places low and places high, crept a few men of marvellous inefficiency—with paralyzing effect. Discard, distrust, factions, intrigue, self-seeking, inordinate ambition, alliances, cliques, division of authority, fanaticism, unreasoning bitterness, controversy, recrimination, detraction, spite, venomous scandal, contempt, ridicule, sordid flattery of wealth—by these sinister signs you may know that the North, despite her immense superiority of population and of resources, was at this time no overmatch for the South; a people proud, high-spirited, warlike, united and uncompromising, better fitted by reason of the aristocratic alignment of their society, to command on the one part or to obey on the other. And so the first year of the war, all things considered, left the South with at least an even chance.

GRANDMA, THE DEMON CHAPERONE, IS CERTAIN THAT CLARA'S NEW STRIPED DRESS IS CAMOUFLAGE.

By Fontaine Fox.

(Copyright, 1917.)



Bits of
Byplay
by Luke McLuke
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Correct.
Said old Mr. South.
To a friend: Bless my soul,
A punch in the mouth
Is worth two in the bowl.

When?
He is 40 years old, and he sells real estate in Englewood, N. J., but his sign reads: "Will B. Young."

Fact.
Those who both wealth and fame have won.
Have worked with zest and earned their pay;
And you won't earn promotion, son,
By looking at the clock all day.

Great Scheme.
"Why do you and your wife go visiting every Sunday?" asked Jones.
"To keep from being visited," replied Smith.

Gosh!
Of course you can deal where you please when you are in Montgomery, Ala. But how would you like to buy your meat from the Crouchy Sons, who have a butcher shop in that city?

Deep Stuff.
"Bear this in mind," said Oswald Bloss to several of his chums.
"The man who won't pay as he goes,
Must soon pay as he comes."

This Would Be a Position.
Our idea of a good job would be one in which you received a busy man's salary and a school teacher's vacation.
—Luke McLuke. You have hit on the right method of distinguishing between a job and a position, Luke.—Wilmington Journal-Republican.

Atta Boy!
Maybe you knew, or didn't you, that Will Carry is playing quarterback on the Cornell University football team?

Notice.
We regret to report that Rev. Frank Scattergood of Cincinnati, the chaplain of the club, has accepted the pastorate of the Central Christian Church at Bristol, Tenn., and has left us.

Here He Is.
R. Scott of Milwaukee is one of the old-fashioned men who raises a beard every winter to avoid colds and sore throats.

Names Is Names.
A Silvermail is an expressman at Poughkeepsie, N. Y.

Our Daily Special.
Every Man Has Credit Enough To Get Into Debt.

Luke McLuke Says.
More women would trim their own hair, only they know that the ones who trim their husbands for their hats would give them the laugh.
You will never gain any distinction by being a grouch. The woods are full of grouches. If you want to attract attention be an optimist. They are mighty scarce.
Don't curse your luck. We once saw a man catch a royal flush and he won a ten-cent ante with it. And the very next pot had ten dollars in it, and was won by a man with a Chinese face who had a lone pair of jacks.
The man who thinks he is too old to learn is usually too young to know any better.
If you were hungry and out of luck, which would you rather have—a rabbit's foot or a pig's foot?
Women are smarter than we give them credit for being. By talking as much as they do they do not have to listen to others talk.
A man may be crazy enough about a sunrise to stay up to see it. But you can't make him get up to see it.
When two women who have babies about the same age happen to meet, they have an good time swapping lies as to how many babies each has had.
Another reason why war cats are because the blindest things are either trying to get out of the house or trying to get into the house.
It is hard to tell whether a woman is attracted by the bargain in a show window or by the reflection of her face in the glass.

Wait a Minute!
By J. H. F.

Detroit's streets are as dangerous as Dead Man's Hill, according to the weekly casualties.

Senator LaFollette is said to have aged much during the past few weeks. Senile decay can't get that bird any too soon.

Argentina is the place of Italy in lingering on the well-known brink of war. One of our best little lingers.

Joan of Arc was a wonderful woman, but she never did anything to deserve to have that song written about her. She was all right, but that song, glory be! No language can do that justice.

Peru has voted to declare war on Germany. Now listen to the Peruvian bark.

Bill Hanna will not fix prices for anything. Now, we would like to see Bill fix gasoline prices. Really, we would.

Sir Robert Borden says that no person has stolen the St. Lawrence River. Oh, well, give some of those birds a little time.

We may have plenty of sugar soon, says a dispatch. This will possibly be used to sweeten the dispositions of the Toronto Globe and the Toronto Telegram.

There is an embargo on corn. The

ROYAL YEAST
Has been Canada's favorite yeast for over a quarter of a century. Bread baked with Royal Yeast will keep fresh and moist longer than that made with any other, so that a full week's supply can easily be made at one baking, and the last loaf will be just as good as the first.
MADE IN CANADA
E.W. GILLET COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL

WIFE DENIES MURDER.
MINNEOLA, Oct. 17.—Mrs. Blanca Desaulles, indicted here on a charge of murder for shooting her husband, John L. Desaulles, during a dispute over the custody of their son, on August 2, 1916, Mrs. Desaulles was acquitted by the jury which convicted her husband. The defence announced that it would appeal.

THE HOME BANK OF CANADA
"A man may, if he knows not how to save as he gets, keep his nose all his life to the grindstone."
Franklin.

One Dollar opens a Savings Account.
Full compound interest paid at highest bank rate on Savings Deposits of One Dollar and upwards.
Branches and Connections Throughout Canada.
394 Richmond Street (Opposite Smallman & Ingram's)
Branches Also in Delaware, Ilderton, Kemoka, Lawrence Station, Melbourne, Thorndale.

20 MILLION PEOPLE USE CASCARETS—WHY?

Only True Tonic for Liver and Bowels Costs 10 Cents a Box.

Cascarets are a treat! They even your liver, clean your thirty feet of bowels and sweeten your stomach. You

one or two Cascarets like candy before going to bed and in the morning your head is clear, tongue is clean, stomach sweet, breath right, and cold gone and you feel grand.

Get a 10 or 25 cent box at any drug store and enjoy the nicest, gentlest liver and bowel cleansing you ever experienced. Stop sick headaches, bilious spells, indigestion, furred tongue, offensive breath and constipation. Mothers should give cross, peevish, feverish, bilious children a whole Cascaret any time.

Military Service Act, 1917
Explanatory Announcement by the Minister of Justice

THE following are the principal provisions of the Military Service Act, 1917, which came into force on September 1, 1917.

1. The Act provides for the conscription of all Canadian-born males between the ages of 18 and 45, who are not already in the armed forces of the Crown.

2. The Act provides for the exemption of certain classes of persons from conscription, including those who are married, have dependent families, or are engaged in essential occupations.

3. The Act provides for the classification of conscripts into different categories, such as "A" (first class), "B" (second class), and "C" (third class).

4. The Act provides for the transfer of conscripts from one category to another, depending on their physical condition and other factors.

5. The Act provides for the punishment of persons who fail to comply with the provisions of the Act, including fines and imprisonment.

Should You Be Exempt?

Every facility is afforded those who have reasonable ground for applying for exemption under the Military Service Act. Each man's case will be considered by a local, civil board, sitting in the locality where he lives, and will be decided as is desirable in the national interest. The idea behind the Military Service Act is to call up first only those whose absence from civilian occupations will cause least disturbance to the country's economic and social life. One hundred thousand reinforcements—no more—are to be raised under the Act.

Cases of Exemption

Over 1,250 civic tribunals have been organized throughout Canada, known as Exemption Tribunals. These boards are comprised of 2 members, one appointed by the county judge and one by a joint committee of Parliament. It will be seen that these tribunals are non-military and independent. The members are men closely acquainted with conditions in the places where they sit and will be able to give each case sympathetic attention.

National Interest Will Govern Exemptions

Consideration will be given to applications for exemption received from men engaged in the production or manufacture of commodities necessary to the conduct of the war and the support of those at home and cases in which real hardship would be caused by the withdrawal. Not all men who register these claims will be exempted, but such claims will receive careful consideration. National interest must govern.

Promptness is Essential

Prompt application for exemption is strongly urged upon all who, being included in the first class, believe they deserve exemption. But first visit a Medical Board and find out if any further action is required. Unless the Medical examination places you in Category A, you will have no immediate obligation for service.

Issued by
The Military Service Council.
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Traction Company

Winter service in effect Sunday, September 24.
Fares from London as follows:
To St. Thomas, single 25c; return, 40c.
To Port Stanley, single, 35c; return, 50c.
Return tickets good 30 days. Book tickets at lower rates.

LONDON AND PORT STANLEY RAILWAY

Timetable Effective September 20.
TO ST. THOMAS—10:20, 11:20, 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 p.m.
TO PORT STANLEY—10:20, 11:20, 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 p.m.
*Daily except Sunday.
*Limited trains, London to St. Thomas.

CUNARD LINE

PASSENGER SERVICE
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MONTREAL AND LONDON
Calling Falmouth to Land Passengers.
AND
MONTREAL AND BRISTOL
For particulars of sailings and rates apply to local agents, or to The Robert Reford Company, Limited, General Agents, 50 King Street East, Toronto, Ont.

GRAND TRUNK RAILWAY SYSTEM

HIGHLANDS OF ONTARIO, CANADA
The Home of the Red Deer and the Moose.

OPEN SEASONS:

DEER—November 1 to November 15 inclusive.
MOOSE—November 1 to November 15 inclusive. In some of the northern districts of Ontario, including Temagami, the open season is from November 1 to November 20 inclusive. In that part of the Province of Ontario lying north of the Canadian Government Railway from the Quebec to the Manitoba boundary, the open season for Moose is from October 10 to November 30.

Full particulars and literature giving Game Laws, Hunting Regulations, etc., on application to R. H. Ross, C. P. & T. A. "Clor" Corner, Dundas and Richmond streets, London, Ont. Phone 80.

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