

London Advertiser

Member Audit Bureau of Circulation.

MORNING EDITION. Outside City. By Mail \$3.00 per year. By Mail \$5.00 per year.

NOON EDITION. \$3.00 per year by mail.

EVENING EDITION. Outside City. By Mail \$3.00 per year. By Mail \$5.00 per year.

TELEPHONE NUMBERS. 3670 Private Branch Exchange.

From 10:00 p.m. to 9:00 a.m., and holidays, call 3670. Business Department; 3671, Editors; 3672, Reporters; 3673, News Room.

Toronto Representative—F. W. Thompson, 57 Mail Building.
U. S. Representatives—New York: Charles H. Eddy Company, Fifth Avenue Building. Chicago: Charles H. Eddy Company, People's Gas Building. Boston: Charles H. Eddy Company, Old South Building.

THE LONDON ADVERTISER COMPANY, COMPANY.

London, Ont., Monday, March 18.

HOLLAND DECIDES.

HOLLAND has taken the bolder and more honorable course in agreeing to the Allies' proposals with regard to her ships now held in Allied ports. By doing so, she has ignored German threats and risked the active displeasure of her unpleasant neighbor.

The Dutch had only two possible courses of action: they could agree to the Allies taking over their vessels or they could refuse and have them seized according to international law. It was anticipated that the latter course would be chosen as it would avert any danger of Germany's revenge and would do no harm to the Allies. Holland has scorned this subterfuge, and has practically defied Germany.

The Dutch have played a peculiar part in this war while maintaining their status of neutrals. They have helped Germany by exports of food and other essentials and at the same time have been most sympathetic in their treatment of Allied prisoners and refugees who escaped the Germans and reached the neutral territory. They have suffered considerably from the enemy's torpedoes, and have gained in wealth by commerce with him.

It is by no means impossible that this acceptance of the Allies' proposals will lead to a break with Germany and to active hostilities. What this might mean is indefinite. While Germany has the power to break into Holland as she did into Belgium, the Dutch have natural defenses, which might foil all enemy efforts to invade the territory to any great depths. On the other hand, by using a route through Holland, the Allies would have a new and direct way to Germany which might be utilized to great advantage.

The outbreak of hostilities rests with the Germans. If they declare war, Holland must fight, but if they do not consider it good policy at present, the Dutch certainly will not take the initiative.

THE OLD GRAND TRUNK AND THE OLD GREAT WESTERN.

"I WOULD not wish to see an old post pulled up with which I had been long acquainted," expresses a sentiment held almost universally. The old Great Western was built in the early fifties. It ran from Niagara Falls to Detroit, from Komoka to Sarnia and from Toronto to Hamilton. During all the time it was operated as the Great Western it was regarded as one of the finest railways in America. Two London men were, at different times, members of its board of directors, the late Charles Hunt, grandfather of Charles Hunt of today, and the late Sir John Carling. The Grand Trunk main line, running through Lucan to Sarnia, was built in the later fifties, and in the early sixties the St. Marys branch was built to London. The main line of the Grand Trunk, as then built, traversed the Canadas, Upper and Lower, from east to west. They were the principal railways for many years. There was only one railway, the London and Port Stanley, south of the Great Western to the lake for many years. It was opened in 1856.

The old Great Western and the old Grand Trunk were built entirely with British capital. Without them the country would have been a wilderness. Many millions of pounds sterling were invested by English capitalists, and a great part of it has never received any dividend. The men, brought out from England and Scotland to operate the railways, and their wives were as sterlingly British as the capital invested. The old Great Western and the old Grand Trunk were the cornerstone of the earliest prosperity the two provinces enjoyed. The employees brought British principles and British sports, particularly from the north of England, to Canada. For many years in this city they had a cricket crease on the block south of the old Port Stanley station. Such stalwart English athletes as the late William Bell, father of our city treasurer; John Fleming, Simmy Mason, George Brown and his brother, Holmes, Rapsey, and many others played the game, and their annual picnics at Waubesa park of the old country sports. The good done by the money and men from Great Britain can never be estimated. The investment should be regarded by any government in Canada as sacred. Now that the old provinces of Canada, Ontario and Quebec, then Upper and Lower Canada, are rich and prosperous countries, where the average of the comforts of life exceeds that of Great Britain itself, the good done should be gratefully remembered and justly rewarded.

The Grand Trunk Pacific is a much newer enterprise, and could not have been built without Government aid. It is unnecessary to examine any agreement entered into for the construction and operation of that enterprise. It was a national undertaking, and no part of the loss should fall on the shareholders of the old Grand Trunk. The time will come, and it may come sooner than we think, when the Grand Trunk Pacific will pay. A representative of The Advertiser recently crossed from Cochrane to Prince Rupert to see the road and judge of its probable future. When the war is over there will be millions of men and money come to Canada. From Cochrane to Hearst the road will pay before long. From Winnipeg to Edmonton, the prairie section, it ought to pay now, and from Edmonton to Prince Rupert it opens up the great world mountain park, a tourists' paradise. There will be mines and settlements, and the fish and timber trade and the traffic of the Orient, with ships regularly running between Prince Rupert and China and Japan, to give every promise, with the railway's

low grades through the mountains, of a traffic that will tax the resources of the railway to carry it. The country should meet the deficiencies until that time comes. There should be public control but not public ownership. The greatest good and the greatest efficiency will be obtained by private ownership. No government or railway commission has been able to manage a railway as efficiently and economically as a private corporation. Aid and advise the railway from time to time as it needs it, but do not nationalize it.

Let it not be forgotten that the people of Canada are, as yet, but a handful compared with what they will be in the near future, or compared with what the country is capable of supporting. The railways make the country and its values. The transportation problem in Canada is next to the war its most important question. Remembering with satisfaction and gratitude what the old Great Western and the old Grand Trunk did for Canada, let us separate their investment from the Grand Trunk Pacific, and let them get the full benefit coming from the increased business in the old provinces. Then let us treat the Grand Trunk Pacific as an enterprise in which they were induced to embark for the benefit of Canada, and render help from time to time until in the progress of time and by the increase of traffic and population the road can pay its own way.

With gratitude for the past, with hope for the future, and with a full realization of how much we owe Great Britain in the past, and how much more we will owe her in the future, and seeing with clear eyes the many millions of happy homes these railways will build in Canada, let us reach the true grandeur of a nation, and disregard such immediate profit as might come from taking over these railways now. Let us play the British game, with British justice. Let us play it for the future, for the Canada that is to be, as manfully and bravely as our boys are playing it today in France. Let no Prussian methods find a foothold in Canada. Let no German U-boats sink the British Great Western and Grand Trunk. Any help we will give them or can give them is nothing compared with the gigantic sacrifices for us, and all mankind, now being made by the people at home under the old flag. Let us be British in heart, in principles and in practice.

"KEEP THE HOME FIRES BURNING."

WAR is not the clashing of great armies; war is the dead body of a little boy, lying on a stretcher, with his unseeing eyes gazing up into the blue of heaven. This is the description given by a woman writer who has been spending months in Europe. Today she might add to it that war is portrayed by the dead bodies of women and children strewn among the debris of what had been their peaceful homes before a German raider had sailed overhead and dropped his deadly bombs.

Such was the end of Mrs. Lena G. Ford, who wrote that powerful patriotic song: "Keep the Home Fires Burning." After a recent German raid on London, the bodies of Mrs. Ford and her crippled son were found in the ruins of their home. If the enemy could realize what her song has done for Britain and her soldiers, he would find a special service of rejoicing because of her death.

The very title of the song is an inspiration, conveying as it does the need of looking after the happiness and comfort of those left behind. It made an immediate appeal, not only to the soldiers but to the civilian population, and won popularity, not because of the jingle of the tune or the martial spirit of the air, but because of the sentiment expressed. Therein it differed from such purely "popular" songs as "Tipperary."

In the trenches as in the training camp, "Keep the Home Fires Burning" was sung and hummed continually. What powers it exercised over the boys far from home and with temptations surrounding them, it is impossible to estimate, but it is not hard to imagine that it has often brought before the minds of soldiers a picture of the home and waiting ones which has been purifying, and has renewed the determination to endure all in order that those homes might be made safe. Who can doubt that the words and music have sent thousands of men to their letter-writing so that the ones anxiously waiting for news might not experience disappointment?

There is no measuring the effect of such a song as Mrs. Ford's. It came at a time when it was sorely needed, and found its echo in every heart. It was a stimulant to the people at home and the men at war, and cheered the hours of many a soldier as he stood in the cold, wet trenches and pictured the security of his folks in "Blighty" or Canada. Mrs. Ford did a great national work when she wrote her song. Her memory ought to be kept green.

EDITORIAL NOTES.

Austrian politicians stage a free fight amongst themselves. Whoever got hurt deserved it.

Compulsory thrift is reaching its climax when even the saving of daylight is to be enforced.

Maximalists have given Japan all the excuse she needs in Siberia by murdering her subjects.

Field Marshal Haig has an added incentive to win the war, having to make Britain safe for his son to live in and call home.

Britain is not leaving Russia to her fate alone. Lord Robert Cecil's words are reassuring: No peace at Russia's expense.

Senator Jones of Washington says the shipping situation would appal the American people if they knew the facts, but one wonders if he knows them.

The Germans are said to be prepared to lose 300,000 men in an offensive on the west, and the Allies are quite ready to cause a loss exceeding this, so there should be no disappointment.

When Britain's minister of national service is calling for every available man up to 50 years of age to join the army for home defence, surely a good proportion of those 20,000 Canadians could be utilized profitably.

ENOUGH OF THEM AT HOME.

[Brantford Courier.]
The excuse of one draftee in Montreal as to why he should not be sent to the front was that he possessed "unusual intellectual ability." That's the kind who generally talk people to death, so that in reality he should be very valuable in a front line position, within speaking distance of the foe.

RADICAL CHANGE IN COLOR.

[Philadelphia Record.]
The Russian Reds have become Yellows.

Bits of Play by Luke McLuke

COPYRIGHT, 1917.

To Russia.
Is it true that you welcome a Hun to your throne?
Is running, not fighting, your habit?
Is it true that you want to be known
As the bear that fights like a rabbit?

The Wise Fool.
"The rapture of pursuing is the prize the vanquished gains," quoted the sage of "Who wrote that?" asked the fool.
"Longfellow," replied the sage.
"Well," commented the fool, "Longfellow had no reference to the man who chases the last car at night, and misses it."

No Joke.
You may have noticed this in men,
If so, it is no news:
A man is pretty windy when
He starts to air his views.

In 1908.
"What was your husband's name before you married him?" asked the first suitor.
Oh, he was a Smith," replied the second suitor. "His mother was a member of the Smith family of Boston and his father was a member of the Brown family of New York."

Advice.
"Be careful," said Dommus,
"About what you say;
It's so easy to promise,
But so hard to pay."

Paw Knows Everything.
Willie—Paw, who is courage?
Paw—Courage is something that makes a man forget that he is afraid, my son.

We'll Look It Up, George.
[Houston Post.]
Luke McLuke—Sir, the plaintiff in an action against a railroad is named "L. H. Hatcher," and we can't tell whether it is a policeman or a widow. Can you let me know if the club throw any light?

Mary's Reward.
Mary has a little hen.
She fed it through the snow;
But when that hen starts laying
Mary will have some dough.

No Joke.
The man who when he's on a job a lot of brag employs
Is sure to give the whole blame world a pain.
The whistle on the engine makes an awful lot of noise,
But it doesn't help a bit to pull the train.

None the less and notwithstanding,
though, we herewith rise to say,
Beloved Luke, the whistle puts you wise.
To the gratifying fact that that same train is on the way.

Aw, Gwan!
Dear Luke—If a corn-fed ate wheat on a wheatey day would it be day over to change her diet?—Billie Wood.

The End of a Perfect Day.
If a paper must use streamers that run clear across the top of the first page the editor and the make-up should get together and prevent shocks like the following, which decorated the Cleveland Plaindealer:
Dr. Garfield Ends Puerile Mondays.
Shoots Woman and Then Kills Himself.

Things to Worry About.
A squirrel has no consils.
When you get to the top folks don't ask what route you came over.

Our Daily Special.
Luke McLuke Says.
One of the surest things in this old world is that a dollar shirt is going to look like a dollar shirt.

The reason why a prince tells all her friends that she is going to ride with the opera the other night is because it was a picture show that she attended.

Don't you ride with the opera with a speed fiend who drives with one hand and points out objects of interest with the other hand? Neither do we.

A few men and all women can sit down and write a long letter when there isn't a single thing to say.

Maybe more men would embrace religion if they didn't act as if they had a corner on religion.

When a woman asks you for a candid opinion of herself, tell her the truth and she will know it is the truth, and she will hate you for it because she will know that it is a lie and love you.

An optimist is a man who, when he is disappointed in love, can figure it out that he would probably have been disappointed in marriage, anyway.

A smart girl catches the man she wants by pretending to try to catch one she doesn't want.

There are too many aeroplane collisions at the training camp. Why not arrange to have the sky double-tracked?

Some men believe that honesty used to be the best policy, but that it expired some time ago.

The more a man likes to have you buttonhole him and tell him a long story without a point and then start in on another story is because when he goes to the dentist he tells the dentist to yank as hard as he likes and not to be afraid of hurting him.

Be Bright, Well, Strong, Restore Youthful Looks!

Let your fight for better health begin now! Before you feel any warning of physical collapse, cleanse, and strengthen and build up your system. The one remedy for that tired, droopy feeling is Dr. Hamilton's Pills, the acknowledged king of all tonic medicines. Thousands of men and women in the late years of life retain their youthful looks and feeling simply because they regulate their system with this reliable family remedy. Nothing so good for the bowels, stomach or kidneys. Cures headaches, prevents biliousness, stops aching pains in the back and limbs. Get a 25c box of Dr. Hamilton's Pills today.

Traction Company

Sunday service will be resumed on Sunday, March 18. Cars will leave London at 10 a.m., 1, 5 and 9 p.m. Cars leaving at 1 and 5 p.m. will run to Port Stanley.

LONDON AND PORT STANLEY RAILWAY

Timetable Effective Sept. 20.
To ST. THOMAS—8:20, 11:20, 7:20, 8:20, 11:20, 11:20 a.m., 12:20, 2:20, 4:20, 5:20, 6:20, 7:20, 8:20, 11:20, 11:20 p.m.
To PORT STANLEY—8:20, 11:20, 7:20, 8:20, 11:20, 11:20 a.m., 12:20, 2:20, 4:20, 5:20, 6:20, 7:20, 8:20, 11:20, 11:20 p.m.
Daily except Sunday. *Limited trains London to St. Thomas.

CUNARD LINE

PASSENGER SERVICE BETWEEN HALIFAX AND BRISTOL
Money remittance made by mail or cable. Apply to Local Agents or The Cunard Steamship Company, Limited, General Agents, 50 King Street East, Toronto, Mar. 30.

An Investment In Intelligence---

and Amazingly Cheap!

The remarkable cheapness of the Encyclopaedia Britannica brings it within everyone's reach. This explains why the sales have now run to over \$25,000,000. For only \$1.00 down you get the finest collection of authoritative knowledge—a work which you would find more useful today than ever before. And the convenient system of small monthly payments enables you to pay for it without missing the money. The total amount you would pay gives you the equivalent of over 660 ordinary volumes; but, as a matter of fact, you could not get the equivalent of the Britannica's 41,000 masterly articles, its 15,000 instructive illustrations, and its 569 maps in any number of single volumes.

But while the Encyclopaedia Britannica, considered merely as a book, is sold at a remarkably low price, you should also keep in mind that it is very much more than a book—it is, in fact, a universal information service, that brings into your home, so that you can have it right at your side, the essentials of everything that is known. This has all been written by 1,500 international authorities—by big men who are doing things in the world, the leaders, and thinkers, and pioneers in every department of human life.

They contributed, each from his own knowledge and experience in his own field, so that what each knew about his own specialty could be disseminated through the Britannica to the public. They did not write merely for the money they received, so much as to join in a vast educational enterprise for the good they could do.

More Than a Book ---a Universal Ready Reference Service.

You will very readily see that you would thus have a ready reference service which no amount of money could buy in any other form. You could not personally command the knowledge and experience of these great scientists, discoverers and administrators, men of letters and practical experts. But the Britannica has done this for you. The Britannica could enlist such eminent contributors because its eleven successive editions since 1768 have stamped it as the one great work of authority. Therefore these men were eager to associate their names with it because of its well-deserved reputation as the leading work of its kind.

At an expense of more than \$1,500,000, these 1,500 writers co-operated to produce this new edition to which the public could go to learn the facts about anything, or to get an immediate answer to any question. You often wish to have quick and accurate information which may have dollars-and-cents value to you. You say to yourself: "Where can I find out about it?" But if you have the Britannica you will never be at a loss—you can always rely upon what it says.

That is why the Encyclopaedia Britannica offers you a service that is unparalleled in its results, and that for the money it costs is amazingly cheap.

If you order a set you will find that you will take a real pride in owning it, as thousands of other people have done. The little it costs will be repaid to you many times in greater knowledge and efficiency. You could not find a better investment for the same money.

If You Cannot Call at One of the 6 Stores (See Below), Send for Two Descriptive Books.

The publishers have prepared a most interesting illustrated descriptive book about The Encyclopaedia Britannica. It is as large as a monthly magazine and far more interesting. It contains many full-page plates—Ordnance, Tapestry, Clouds, Sculpture, Battleships, Architecture, Trees, Wood-Carving, Painting, Manufactures, Carpets, besides many text illustrations of machines and appliances used in industry. The thoroughness of treatment which the Britannica gives to each branch of knowledge is shown under chapter headings such as Engineering, Business, Farming, Architecture, The House Beautiful, Geography, Exploration, Art and Artists, Art and Applied Art, Literature, Religion, Animals and Birds. There are also very readable chapters on the Practical Side of the Work, the Human Interest Side, War and the Making of War, Questions of the Day, Nobel Prize Winners who wrote for the Britannica, How Large Persons Are Dealt With, the 9,000 Biographies of Distinguished Persons, The Britannica's Reading Editor's Free Service, Entertaining Readings for Children, A Blind Man Writes on Blindness, Sports and Games, the World of Music, together with some 80 portraits of the great scientists, leaders of thought and pioneers of discovery who are among the 1,500 contributors.

You will also receive another book which describes The Century Dictionary, giving a most readable and instructive account of the growth of the English language, and how it has drawn upon 21 other languages and become the first real world language. This is the work you will get FREE if you order The Encyclopaedia Britannica.

LONDON STRATFORD
Smallman & Ingram, Ltd. J. A. Duggan
WOODSTOCK CHATHAM
J. T. Pepper, Dundas St. Charles Austin & Co., Ltd.
SARNIA KITCHENER
Geddes Brothers 8 King St. W.
STRATHROY.
Queen's Hotel, Today and Tomorrow Only.

Order Your Set Now Before It Is Too Late!

This exhibit and sale arranged by THE LONDON ADVERTISER in six stores in Western Ontario (see below) must close quickly. As a special concession, you will receive The Complete Century Dictionary without extra charge if your order for the Britannica is in time. This is the greatest bargain in the history of publishing. You get the two greatest works of reference at the price of one, but only if you act in the matter at once.

Drop in today at any one of the six stores and see the books for yourself.

Remember that you will not be urged to buy. Come in and select the binding you prefer.

A \$31.50 Dictionary FREE

If You Order the Britannica Now.

You pay no more than the actual selling price for The Encyclopaedia Britannica. Whether you order the Handy Volume issue or the Cambridge University issue, you get the Free Century, the Revised and Enlarged New Edition, without the slightest change—8,250 pages, 600,000 definitions, 10,000 illustrations.

You get The Century complete in ONE volume. This one-volume form, which sells separately for \$31.50 cash, is immensely more convenient in every day use than the ten heavy, clumsy volumes printed on thick paper, in which it has heretofore appeared. The thin India paper upon which it is printed enables you to refer to the pages of the entire dictionary with the greatest ease.

You need pay only \$1.00 down for the Britannica, the balance in small monthly payments, and if your order is received in time you will get the two greatest works of reference under exceptional circumstances, which cannot occur again.

THE ADVERTISER, LONDON, ONTARIO.

Please send me, without any obligation on my part, the free descriptive book about The Encyclopaedia Britannica, and also the book which describes The Century Dictionary, and give me full particulars of prices of the Britannica, monthly payments, etc., with information about your special proposition by which I can have The Century Dictionary absolutely free if I order The Encyclopaedia Britannica before this sale closes.

Name

Address