

# WILL LORD NORTHCLIFFE END WAR OF NATIONS

**"Young Napoleon of Fleet Street" Was Plain "Alf" Harmsworth a \$15-a-week Reporter at 20---Is He Tolstoy's Man of Destiny?**

(Boston Record.)

London, Jan. 4.—Is there a man of destiny, predicted by the great Count Tolstoy, who is to end the war in 1917? And is the man of destiny Lord Northcliffe?

All Britain is wondering, and many in Britain are beginning to look on the mighty owner of the London Times and scores of other newspapers, with awe.

And Northcliffe? He says nothing, but goes on overturning cabinets and forcing the British government to be ready to fight.

Here is what Tolstoy said more than six years ago—note that he did not name exactly the years:

"The great conflagration will start about 1912; it will develop into a destructive calamity in 1913; but about 1915 the strange figure from the north—a new Napoleon—enters the stage of the bloody drama. He is a man of little military training, a writer or a journalist, but in his grip most of Europe will remain until 1925."

Once a Reporter.

Is Lord Northcliffe the man in whose grip most of Europe will remain until 1925? Is the young "Napoleon of Fleet Street," who 25 years ago was a \$15-a-week reporter, to force the Allies to fight their best and overturn the military ambitions of the Kaiser?

Consider these facts:

Britain went into the war confident and unprepared. What few soldiers there were to send to France lacked shells. Lives and millions were sacrificed in wild-eyed schemes to take Constantinople and Bagdad.

"It's a short job," said Britain.

"It's a three-year job," said Northcliffe.

And Northcliffe then (for years his paper had been predicting war with

Germany) set about wrecking British over-confidence and exposing British inefficiency.

He sent reporters to France to write the truth, which the censors concealed, about British lack of shells. He printed the truth without consulting the censor, risking suspension or suppression of his papers; and he attacked Earl Kitchener, the English idol, who wasn't sending the troops munitions.

His Papers Burned.

British wrath rose high; Northcliffe was damned in private and public; his papers were stamped on in the street.

Burning the Times and the Mail and mailing the ashes to Northcliffe, became a popular British sport. Northcliffe kept on printing the truth.

"Circulation's going up," he said. "I suppose they're buying them to burn."

Kitchener was shelved, and Lloyd George became Minister of Munitions. The troops then got their shells.

But still Britain wasn't entirely over her self-centred attitude of "business as usual."

"Asquith must go," Lord Northcliffe decided. Lloyd George gets the glory—but Asquith went.

"That's the kind of a guy Northcliffe is," an American interviewer sums it up. "Britain doesn't like the Northcliffe papers, but Northcliffe crams them down her throat."

And now, through Lloyd George as an instrument, Northcliffe is voicing the demands of British democracy—and getting action on these demands.

String of Magazines.

Look at this remarkable journalist: When he came to London at 20, just out of Oxford, he got a job as reporter at \$15 a week. He was plain Alfred Harmsworth then, and they called him "Alf." This was 1885.

Ten years later he owned more sepa-

## THE REICHSTAG LIKELY TO MEET THIS MONTH

REICHSTAG...1...

London, Jan. 4.—A plenary session of the Reichstag will possibly be convoked in the middle of January, according to a Reuter despatch from Amsterdam, quoting the Berlin Vorwaerts.

The Voerwaerts says that "it is obvious that the Chancellor, as well as the parties, would like to express an opinion in regard to the Entente's refusal of Germany's peace offer."

The budget committee of the Reichstag is generally expected to meet in the middle of the month in any event, the despatch says.

rate magazines and newspapers than any other man in the world—though, to be sure, his papers weren't read in St. James palace nor were his editorials quoted in transatlantic cables.

"Answers" was his first paper, and it made its initial hit with a picture puzzle.

English newspapers were then dry-as-dust affairs, with great, long, unbroken columns of court happenings, board of trade items, cricket scores and parliamentary debates.

Northcliffe filled his columns with news that people like to read about.

He started paper after paper—weeklies for women, for bicyclists, for balloonists, for sporting men; penny dailies, two-penny dailies, three-penny dailies—"about forty-five—I forget exactly how many" he told an interviewer in 1908.

Bought Out the Times.

And then he amazed the world by purchasing a controlling interest in the London Times, the "British daily Bible," the most conservative paper on earth.

He changed the Times from a six-cent to a two-cent daily, and used it to talk to the upper classes, the peers and nobility, just as he talked to the common people of England through his other sheets.

Now he uses the aristocratic Times, and the popular Daily Mail, which prints a million copies a day, and all his other newspapers, to talk to all Great Britain at once, and hammer at British inefficiency until he gets things done.

This, then, is the man of whom all Europe is asking: "Is he Tolstoy's Man of Destiny, who will end the war in 1917?"

## 25 CENTS DESTROYS YOUR DANDRUFF AND STOPS FALLING HAIR

Save Your Hair! Make It Thick, Wavy and Beautiful—Try This.

Thin, brittle, colorless and scraggy hair is mute evidence of a neglected scalp; of dandruff—that awful scurf.

There is nothing so destructive to the hair as dandruff. It robs the hair of its lustre, its strength and its very life; eventually producing a feverishness and itching of the scalp, which if not remedied causes the hair roots to shrink, loosen and die—then the hair falls out fast. A little Danderine tonight—now—any time—will surely save your hair.

Get a 25-cent bottle of Knowlton's Danderine from any drug store or toilet counter, and after the first application your hair will take on that life, lustre and luxuriance which is so beautiful. It will become wavy and fluffy, and have the appearance of abundance, an incomparable gloss and softness; but what will please you most will be after just a few weeks' use, when you will actually see a lot of fine, downy hair—new hair—growing all over the scalp.

## URGES CITIZENS TO FILL OUT CARDS

Edmonton, Alta., Jan. 4.—The Edmonton Trades and Labor Council, after a warm discussion, last night decided to leave the question of filling out the replies to the National Service cards to the individual conscience so far as organized labor in Edmonton is concerned.

It isn't the bitter things a husband and wife say to one another that make married life so dreary; it's those long and terrible evenings of total silence when neither of them can think of anything to say.

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ALL TRIMMED MILLINERY GREATLY REDUCED, AND WE ARE MAKING SPECIAL CLEARING PRICES ON BABY BONNETS, WINGS, ORNAMENTS, Etc.

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A Superior Vanishing Skin Cream, for whitening and softening the skin and preventing and healing chapped hands and face. PRICE 25 CENTS.

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SUITS - - - from \$18.00 to \$33.00  
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TO MAKE IT A SURE SUCCESS, USE

## MOTHER'S FAVORITE FLOUR

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BEST FOR BREAD.

## LOOKING AFTER SOLDIERS FAMILIES



(1) Reading left to right (standing)—Miss Hains, Mrs. McDonald, Miss Tatley, Miss Bender. (Sitting)—Miss Hunter, Mrs. Anderson, Miss Reid, Mrs. O. Smith, Mrs. Ross.  
(2) Filing room. (3) Office staff.  
(4) Miss Helen Reid, the presiding spirit of the Relief Committee, Montreal. (5) Reception room.

MONTREAL was the birthplace of the Patriotic Fund. Montreal made the record of over \$1,613,000 collected in the six days whirlwind campaign, September, 1914, and the organization under which the Montreal Branch distributes relief is considered a model of effective and economical administration.

Montreal and the Island of Montreal have been divided into twenty-seven districts, the interests of which are looked after by fifty-six ladies acting as Ward Heads, under the supervision of Miss Helen Reid. These are assisted by about six hundred lady visitors who undertake to make periodical visits to the families of soldiers at the front, investigate and report on cases where relief is requested, and generally act as friends to those who might otherwise be friendless. Although there are certain Government allowances, these are often found to be insufficient for large families, and at times, especially in the case of illness, immediate relief has to be given. The mothers are given expert advice on hygiene and the care of infants, and encouraged to keep their children regularly at church and school (twenty prizes are given for the best school reports), are taught principles of thrift and given free legal advice. The slogans under which the lady visitors work are such as "Provide Opportunity not Charity—and be a friend," "Guard the Fund—do not patronize—do not

promise" and "Your service is personal, patriotic and civic. Let it be kindly, loyal and efficient."

The French speaking families are cared for by French speaking ladies, each ward having a French-Canadian, as well as an English-Canadian head. During the summer months lectures have been given in the both languages on hygiene and domestic economy, and the Parish Priests, the Ward Aldermen, Ministers and Teachers are encouraged to take an interest in cases in their district or parish. There is a Patriotic Burial Fund and Cemetery Lots, a storage for furniture, and baby outfits and clothing for special cases. Over 300 doctors give their services without charge.

A wonderful system of card indexing and filing enables the Relief Committee to handle all cases with promptness and efficiency. There are between forty to seventy-five advices each day of changes in address, desertion, births and deaths, illnesses or discharges. In one single month 1,600 removals have

been notified. The average daily attendance is about 300 mothers. Great care has to be taken that the Fund is economically spent and that no duplicate or unnecessary payments should be made, and this is only possible when the office organization is businesslike. The filing room alone occu-

ples the time of three ladies. So efficient, however, has been the Montreal administration, that the Boston Charity Organization Society has asked for a report and it is likely that the Montreal methods will be adopted in this and other cities of the United States.