

London Advertiser

Member Audit Bureau of Circulation.

MORNING EDITION.
City. 10c per week.
Outside City. 15c per week.
By Mail. \$3.00 per year.

NOON EDITION.
City. 10c per week.
Outside City. 15c per week.
By Mail. \$3.00 per year.

EVENING EDITION.
City. 10c per week.
Outside City. 15c per week.
By Mail. \$3.00 per year.

3670 TELEPHONE NUMBERS.
Private Branch Exchange.
From 10:00 p.m. to 9:00 a.m.,
holidays, call 3670, Business Department.
2671, Editors; 3672, Reporters;
3673, News Room.
ADVERTISER JOB PRINTING CO.
PHONE 247.

Toronto Representative—F. W. Thompson, 57 Main 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, LIMITED.
London, Ont., Monday, March 12.

BAGDAD FALLS.

BAGDAD, chief city of Mesopotamia, for thirteen centuries a Mohammedan mecca, selected by the Germans as a strategic point between Europe and India, and the southern terminal of the projected German railway from Constantinople, has been captured by the British.

The British expedition, which has been floundering for over two years in the swamps of the Tigris and Euphrates, suffering under the most deplorable conditions, has reached its first objective, capturing a city of 150,000 inhabitants, virtually gaining control of Mesopotamia and establishing a base from which future operations in that war zone can be conducted with certain and increasing success.

Another phase of the war is ended. The German dream of establishing permanent communications with the Persian gulf is dissipated. The Mohammedan world will have an awakening which is likely to spell the political doom of the sultan; the ascendancy of the Entente Allies among the Arab tribes is assured; from now on the power of the Turk in Asia is sure to dwindle.

Ancient Bagdad was at one time one of the most magnificent of Mohammedan cities. Measured by standards of former years it was a fortress, surrounded by wall and moat, and for a river as a further safeguard. It was the main portion of the town. It has been an important centre of trade between Europe and the Orient, and is still an outlet for the products of Persia and Arabia. By building a railway connecting it with Aleppo and points in Asia Minor, the German kaiser proposed to revive its commercial importance and make it a feeding point for German trade, and incidentally a centre of military strategy. This railway at present runs east from Aleppo 150 miles, a caravan route curving southward along the remaining 350 miles to Bagdad. The work of the Germans during the past few years gained the friendship of powerful Arab chiefs, whose tribes have been assisting the Teutonic powers in the war. Many of them have been reported recently as changing their allegiance to Britain. In fact, it is believed that it was their assistance which so speedily changed the Turkish domination to flight. From now on it may be assumed that British dominion will continue, and will extend with the aid of the tribal chiefs until it reaches Damascus and Aleppo, and thus effectively cuts off Turkish and German communication with Palestine, the Suez Canal and Egypt.

Bagdad is a pretty hot place in summer, the thermometer going not infrequently to 120 degrees Fahrenheit. Clearly, now is the right time of the year to "do" this city.

It seems likely that the Khans and other rulers will have their accommodation severely taxed by the rush of tourists about to invade the grand old city from Great Britain and Ireland, Arabia, Australasia and especially India. Probably many of the private houses of residents will have to be drawn upon to put up some hundred thousand men.

Another resource, however, may be the unused mosques. There are altogether about 100 mosques, of which barely thirty are in use. This suggests that the city is something of a "has been" and is much shrunken from the glories of Haroun-al-Raschid's time, though still a considerable place. It is true the disease of 70 mosques might argue simply a decline of piety, but we know that Bagdad was a magic metropolis, "a city great and strong," the Babylon of the early middle ages, the capital 1,000 years ago of the world's civilization. Like the whole surrounding region, however, when it came under the Turkish hand and foot, it suffered a blight; its juices dried up, and like the gentleman mentioned by Jacques, it has fallen into the sixth age of life, the lean and slippered pantaloon, its youthful hose, or mosque equipment, a world too wide for its shrunken shank. Probably like old hose, the most of these abandoned mosques are more holey than "well saved." But British organization could work wonders with them.

Bagdad has had an interesting history, especially in the times before the Turk. Since the Turk took hold, it has been more remarkable for what it suffered than for what it achieved. But nothing in all its history will be more memorable than the grand entry of Gen. Maude's splendidly victorious host. It will be the dawning of a better day at last for the capital of Mesopotamia and all that territory.

With the British in control of a base of supplies, connected with north, west and east by good roads, and connecting with the Persian gulf by the river, the Russians are advancing west and northwest in Persia. They are now about twenty-five miles from the Mesopotamian frontier, and less than 200 miles from Bagdad. A junction of these forces will form a barrier to further Teutonic aggression in the land of the Shah, while the progress of the Russians along the Black Sea coast drives

THE NEW WAR LOAN.

THE new Canadian war loan is offered to the public today. All along the line Canada has always responded, "Ready, aye, ready!" When the call came for men Canada sent them. When the call was for money, whether for the Red Cross or for other patriotic purposes, the answer has been equally effective. The country is now calling for the third time for a war loan, and it is safe to say it will be over-subscribed. Canada does its part splendidly.

The experiences through which Canada is passing will have an effect on its future for all time. It will be a bigger, broader, greater country than ever. Those who subscribe to the war loan will be doing a big part. It has been satisfactory to note with what readiness and to what a large extent the banks and financial institutions are taking their share. Canada's financial institutions are stable and tried by their ability to meet the demands of a great world crisis; public confidence will be justified and strengthened.

The war loans have opened up a new class of investment to the people. Many of them are taking advantage of them, and it is likely that not only will this class of public investment become common among investors, but the field for investments in Canada will be taken advantage of by the United States more than ever.

The financial outlook of the whole world will be changed, and it is too early to attempt to predict the various directions in which permanent change will be wrought. Canada has millions of acres of the best land in the world waiting for settlement, and this fact alone makes it almost certain that under its skies and under its flag many millions of new homes will be established. Canada offers to the war-burdened countries of Europe what they badly need, land for the establishment of homes, and with that liberty and life under the most favorable circumstances. Financial investments will be but one phase of the country's larger development.

NO CAUSE FOR ALARM.
EVEN EXPERTS do not agree as to what will be the condition of business in Canada immediately after the war. It is generally assumed that there must be a period of readjustment, but whether this will be brief or of some duration, whether the change will come gradually or with suddenness, is open to question. The present war is without precedent in number of men engaged, money spent and ammunition used, so that, accordingly, there can be no precedent for the aftermath. The opening of the war brought prospects of business and financial ruin to the country, yet after nearly three years Canada is experiencing the greatest financial prosperity in its history. If the people had foreseen the war, it is probable the shock would have produced speedy and pronounced business stagnation. Similarly, knowing that the end of the conflict must come, they are already looking forward to it with anxiety.

At present there is no good reason for anything approaching a state of panic. The leading financiers of the country predict that the present era of prosperity will continue for months after peace has been signed. The reported plan for the establishment of ship-building yards on a large scale is evidence of the part Canada must play in helping to rebuild stricken Europe. There will be an excessive demand for food and for supplies of all kinds. It will be Canada's duty to produce on a scale never before thought of, and the producer can never be a pauper. How successfully this is done will depend upon the will of the people and the wisdom of the Government. If the national service commission is to distribute the labor supply and control the wage scale through the period of readjustment, and will do it wisely and without political preferment, most of the difficulties will vanish.

EDITORIAL NOTES.
The American salient is becoming more interesting daily.

Everyone says that the war will be over in a year. The war won't be over in ten years. Can't you hear those veterans talking?

The ice and snow hangs on despite the gorgeous millinery openings. However, a few spring fashions even now have courage to face the wintry weather.

All soldiers are to be allowed to send in their applications a day ahead, in the taking of homesteads, announces the minister of the interior. Yes, and who will be given a day ahead of them?

Mexico seems to be the outlet for pro-German-Americans. There they may come into direct communication with the "Vaterland" without the annoying American censor as a come-between.

From all accounts those Prussians who are being killed are the most fortunate members of their race, unless, of course, they should have the inestimable good fortune to become British prisoners.

The Yarrowdale prisoners and the raider are rather out of date in this age of new horrors every day. However, something turns up about them every little while just to remind us of their presence.

What matters it to the family purse if eggs come down when butter goes up? Nevertheless, there is a peculiar satisfaction in the fact that something has come down in price. Soaring prices are taken as a matter of course.

The Ontario Government has thrown out a bill to increase the land tax and decrease the improvement tax. It is evidently indifferent about helping the poor or else it's afraid of the rich. Neither is a quality which a voting public would commend.

With the British in control of a base of supplies, connected with north, west and east by good roads, and connecting with the Persian gulf by the river, the Russians are advancing west and northwest in Persia. They are now about twenty-five miles from the Mesopotamian frontier, and less than 200 miles from Bagdad. A junction of these forces will form a barrier to further Teutonic aggression in the land of the Shah, while the progress of the Russians along the Black Sea coast drives

The Advertiser's Hint for City Gardeners.

Information as to Preparation, Planting and Care of Plants That May Be Grown in Backyards.

DAILY REMINDER.

Plant—Lettuce, parsley, in flats.

Planting Table:

Plant indoors six weeks before

plants are set outdoors.

Transplant outdoors—April, as soon

as ground can be worked.

Plant seed outdoors—April, as soon

as ground can be worked.

Plant—One-quarter inch.

Harvest—June 1, all season.

Varieties for Ontario:

Grand Rapids, Nonpareil, Big Boston,

Cos.

Lettuce is a native of India or Central

Asia, and is about the best known

salad crop. To obtain early lettuce

the seed is usually sown in flats about

six weeks before it is time to plant

outdoors. It is sown in drills 4-inch

deep and 4 inches apart, the seed being

barely covered with earth. Keep the

flats well watered and before

transplanting harden them off well.

The plants should be from 2 to 2½

inches long when ready for trans-

planting. Long spindly plants should

not be set out, as they will yield but

a poor crop of lettuce. To induce a

stocky growth the outer leaves of the

plants may be sheared off, allowing the

plant to stand only two inches

high when transplanted. If the roots

are very long they, too, may be

clipped.

The soil for lettuce should be sand

or sandy loam, and a southern exposure

with a wind break should be

chosen if possible. Good drainage is

essential. The plants can be set out

a week. It's just that men don't

do these things, I suppose. And the

way the stenographers waste pencils!

I was watching them sharpen some.

They didn't look what they were

doing, and of course they didn't care.

But paper is up and so are pencils, and

still the waste goes on. Do you know,

Bert, I sometimes think if most women

ran their houses as extravagantly as

most men run their businesses they'd

land their husbands in the poorhouse.

It's natural for women to watch those

little things. Why do you suppose

Tad would let Martha waste as much

in vegetable peelings in a month as

your stenographers waste in paper in

a day? Never! And of course the

stenographers don't care any more than

Martha cares. It isn't their paper and

it isn't Martha's vegetables. So I

thought maybe you could give me a

hand here at most anything, and I'd

keep my housewife eye on things and

make myself well worth my salary."

Of course, Bert, whose ambition to

run a business by saving it as well as

making it was well developed, accepted

his clever young sister's proposition,

and within a few weeks he agreed to

run the business as well as the

salary. When one of the stenographers

left she found that another was not

needed to take her place, simply by

having the desks of the remaining

stenographers separated where so

much time could not be wasted each

day in the exchange of gossip. And

Ann found the work of the remaining

stenographers lightened the task of a

girl who spent her time folding circular

reports and sending them out simply

by providing her with a chair that fit

the table before which she worked

—before that she had always balanced

herself on an old dictionary in order

to reach the desk—giving her a place in

the daylight and providing her with a

few good tools to work with.

"It would be as if Tad expected

Martha to do the housework, cleaning

with a handful of water and an old-

fashioned broom instead of a vacuum

cleaner," Ann told Bert to justify the

change.

Then one day there was growling

about it. "The girls will be soaked from

going out to luncheon, and they'll spend

half the afternoon drying up."

"Don't make them go out," was

Ann's suggestion. "For 25 cents apiece

you can get luncheon brought in for

them. They will be glad not to have to

go out, and they will not waste any

time drying up afterward."

"Long head you've got, Ann," said

Bert, and Ann simply smiled and said:

"Just a little good housekeeping. I

wasn't sure of those things if she

was given free rein. By the way, when

is Tad coming back?"

"Heaven knows," Bert was decidedly

dejected. "I've asked her to come home

this week. Let alone being lonesome

as Robinson Crusoe, I'm spending a

fortune keeping house without her. Of

course, she gets lonely, but she can't

manage, and she feeds all her friends

at my expense. Why, the meat bill last

week was \$15!"

"How much was steak last week?"

Sister Ann was very solemn.

"You can't catch me that way,

smarty," was the brotherly reply. "I

watch food prices in the paper. It was

45 cents a pound."

"You must have had quite a lot of

steak," commented Ann quietly, "but,

of course, you are awfully busy. Is Tad

PARSLEY.

Variety for Ontario—Champion, Moss

Curled.

Parsley belongs to the same family

as the parsnip. It may be handled in

much the same way as lettuce, but

should be planted indoors ten weeks

before transplanting outside. It is har-

vested about July 1 and all the rest

of the season.

THE GIRL WITH THE HOE.

a week. It's just that men don't

do these things, I suppose. And the

way the stenographers waste pencils!

I was watching them sharpen some.

They didn't look what they were

doing, and of course they didn't care.

But paper is up and so are pencils, and

still the waste goes on. Do you know,

Bert, I sometimes think if most women

ran their houses as extravagantly as

most men run their businesses they'd

land their husbands in the poorhouse.

It's natural for women to watch those

little things. Why do you suppose

Tad would let Martha waste as much

in vegetable peelings in a month as

your stenographers waste in paper in

a day? Never! And of course the

stenographers don't care any more than

Martha cares. It isn't their paper and

it isn't Martha's vegetables. So I

thought maybe you could give me a

hand here at most anything, and I'd

keep my housewife eye on things and

make myself well worth my salary."

Of course, Bert, whose ambition to

run a business by saving it as well as

making it was well developed, accepted

his clever young sister's proposition,

and within a few weeks he agreed to

run the business as well as the

salary. When one of the stenographers

left she found that another was not

needed to take her place, simply by

having the desks of the remaining

stenographers separated where so

much time could not be wasted each

day in the exchange of gossip. And

Ann found the work of the remaining

stenographers lightened the task of a

girl who spent her time folding circular

reports and sending them out simply

by providing her with a chair that fit

the table before which she worked

—before that she had always balanced

herself on an old dictionary in order

to reach the desk—giving her a place in

the daylight and providing her with a

few good tools to work with.