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THE LONDON ADVERTISER COMPANY,
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London, Ont., Friday, April 19.

"Words fail me to express the admiration which I feel for the splendid resistance offered by all ranks of our army under the most trying circumstances.

"Many amongst us now are tired. To those I would say that victory will belong to the side which holds out the longest. The French army is moving rapidly and in great force to our support. There is no other course open to us but to fight it out.

"Every position must be held to the last man. There must be no retirement. With our backs to the wall and believing in the justice of our cause, each one of us must fight to the end. The safety of our homes and the freedom of mankind depend alike upon the conduct of each one of us at this critical moment."—Sir Douglas Haig.

CANADA TO STRIKE THE BLOW?

ONCE assured of the certainty of the chief German objective, the Allied nations will not be slow to meet with crushing force the opportunity that is naturally presented to inflict severe offensive punishment. Where this blow may be expected is problematical. But a hint has been given from Ottawa that before long the entire force of Canadians along the front may be engaged in an onslaught on the enemy, which will cause the transfer of his troops and a diversion from the front from which the drive toward the sea was launched.

The soldiers of Canada, like all the other troops on the Allied front, will come directly under the authority of Gen. Foch. He may have decided to use the seasoned Dominion forces in an effort to drive a salient along the Lens-Vimy sector, thus easing the pressure on the British forces and enabling the combined armies to inflict a staggering counter-blow. British resistance in the last four weeks has been marvellous. No such severe test has ever been met by any army in history, and with danger of disaster never absent, the armies have fought, and while permitting the line to bend, have never lost their effectiveness as a fighting force. "We have lost territory, but we have lost nothing vital," is the word from the chief, and the news of yesterday from the front indicated a temporary slackening of German progress, if nothing more.

Field Marshal Haig has announced that French forces have arrived along the northern sector to reinforce the British. While rains may have protected the Germans from a counter-smash for a day or two, there are signs that well-developed plans of retaliation may soon be launched.

Canada's army may have to bear a heavy share of the fighting that will mark the turning of the tide. As offensive fighters they have proved themselves before the world. The recent loss of points made famous in Canadian history will serve as a grim inspiration for such an attack as would sweep beyond Lens into vital German territory. The Canadian army will proudly take its place in the most terrific battle of the war, shouldering whatever burden may be placed upon it and carrying on to victory, perhaps again to save the day at a period fraught with momentous consequences to the human race. Canadians at home should prepare themselves for a serious enterprise by their sons at the front.

AN ANTIDOTE FOR BIGOTRY.

CANADA'S gravest problem since confederation is the relationship between the English and French-speaking divisions. The problem in itself is really secondary to its by-product. That by-product is bigotry and intolerance. For years before the war certain sections of the English and French press were constantly snarling at one another. The cheapest brand of journalism is that which through bordering on the indecent or by appealing to the brutal instincts of men finds readers who might be called the stupid mob. They follow where intolerance leads down through all the ages. They manifest the spirit that crucified Christ, that burned martyrs at the stake, that threw women into ponds to drown. They find false priests everywhere to lead them down the paths of hate and destruction.

We have seen this spirit of enmity fostered in Ontario by several vicious newspapers that are best labelled assassins of national unity. They have their counterparts in Quebec. They have developed false leaders, and between the two forces of intolerance has grown a blind desire to strike, an evil passion to slaughter, the objects of hatred. When rage is enthroned reason is an outcast. Out of the bitterness engendered by the murderers of good feeling and interprovincial amity has come the situation in Quebec. The bullets that struck the bodies of soldiers and civilians in Quebec city recently were molded long ago in the minds of the bigots. The war situation caused these destructive missiles to be thrown earlier than would have been the case without the war, but the flames for the forge were kindled long ago.

In the face of this warfare of two extremists, it is good to observe the effort made by Hon. Frank Carrel, owner of the Quebec Telegraph, to bring about a better understanding. The Telegraph has just issued a special edition dedicated to "unity and confederation." The first page shows a beautiful grouping of the figures of the provinces, vestal maidens gathered at the seat of Quebec, their arms filled with rich grains and fruits, while doves circle above them. The Union Jack flies over the scene, while in

the background looms the great Quebec bridge, arching over the front gateway of the nation. On the cover page appears the following:

The cementing of the bonds and ties of all peoples of this vast dominion of ours is of more moment than any other single phase of unity.

With this sentiment as a keynote, the edition proceeds with the sounding of a call for harmonious working together. "With the election over," goes on the appeal, "the people of Canada, irrespective of race or creed or politics, can now throw themselves wholeheartedly into winning the war and building up the Greater Canada of the future."

Sir Lomer Gouin, whose recent speech in the Quebec Legislature, in which he eloquently declared for the perpetuation of confederation, sends a message commending the aims of the edition, devoutly calling upon the people of the province to observe their duty in the attainment of the desired condition. Many similar messages of "bon accord" are contained in the handsome pages. The advertisements of Ontario manufacturers indicate the desire for a continuance of desirable trade relations. The whole edition is a practical and forceful document in a good cause.

WILFUL CHILD MURDER.

NO ONE can justly lay a charge against the British people in which the indictment shall be that any member of the race has wantonly killed a woman or child during the great war.

A thousand such charges may be laid at the door of the Hun. Last week he sent the shells of his long-range guns into Paris and slew nursing babies at the breasts of their poor weak mothers in a founding hospital. Slew the mothers, too.

Then since war began he has been slaying women and babies without number, wilfully, deliberately, in Belgium, in Serbia, in Russia, in France, in England and on the high seas.

He slew the little lost children of the Lusitania. He did this thing knowing that children were the target for his torpedo, knowing that they could not escape, knowing that their childish bodies must be engulfed hopelessly, that they must strangle to death with their mothers. One day when the sea gives up its dead some little wraiths must ascend from a certain ocean grave.

These child murders utterly damn the whole German race. Their most special war machinery like the submarine, the zeppelin and the long-range gun have been designed to strike at the helpless. The Kaiser, from whose hands the red stains of innocent blood may never be washed, whines out to his cowardly vassal, Charles:

"Our enemies, who have been unable to do anything against us in honorable battle, do not recoil from the most sordid and lowest means. We must put up with that, but all the more it is our duty ruthlessly to grapple with and beat the enemy in all the war theatres."

Having thus written, he no doubt raged against all the little children of the Allied races, sending his hound's fangs into the babes of Paris, his air raiders over the schools of London, his sea serpents out for more victims of any sex or age.

The hell of Dante and the literal torment of a future life have been fairly well relegated to the background. But surely there must be a special Hapsburg and Hohenzollern hell. If there is not such a place, there are gallows in England and guillotines in France. Spin the rope from the baby clothes that once covered the fair forms of the newborn!

EDITORIAL NOTES.

"Less talk and more men," says the Ottawa Journal. But why knock Oliver Hezzelwood out of a job?

The morals of the American soldier, we read, compare favorably with those of the civilian. The fact of a man being a soldier at all, we should think, is morality of the highest sort.

A Socialist member of the Reichstag would like Allied air raids stopped by agreement. No doubt! The Allied peoples, however, see too many ghosts of the innocent slain to welcome the suggestion.

American labor delegates have refused to deal with German delegates. The other members of the inter-allied labor congress, who know the German and his deeds more intimately, will, no doubt, take notice and act accordingly.

In case of some exemptions, we are reminded of the young man who sought to be excused from the feast because he had taken unto himself a wife. Banquets and feasts do not occur in France, so that taking a wife is no reason at all nowadays.

"Some men are born famous, some achieve fame, and others have fame thrust upon them." It looks as though quite a number of our young men will be in the last category: They are to be introduced into the atmosphere of martial glory and, perhaps, fame.

William Hun-zollern visited the battlefields near Cambrai. He spoke only once, asking an officer "what he had not done to preserve the world from these horrors." The trouble is, William has spoken too often in the past about "Deutschland uber Alles" and his own divine mission in the world, to deceive people into believing in his good intentions.

EVERYBODY'S BUSINESS.

You may quarrel with your wife.
You may eat with your knife.
You may sop up the corn and rye;
You may be ultra-lax
When you pay income tax.
And no one will question you "why."

You may fall off the perch
Of your grandfather's church.
You may raise a political row;
You may gather your pile
In a dubious style.
And no one will question you how.

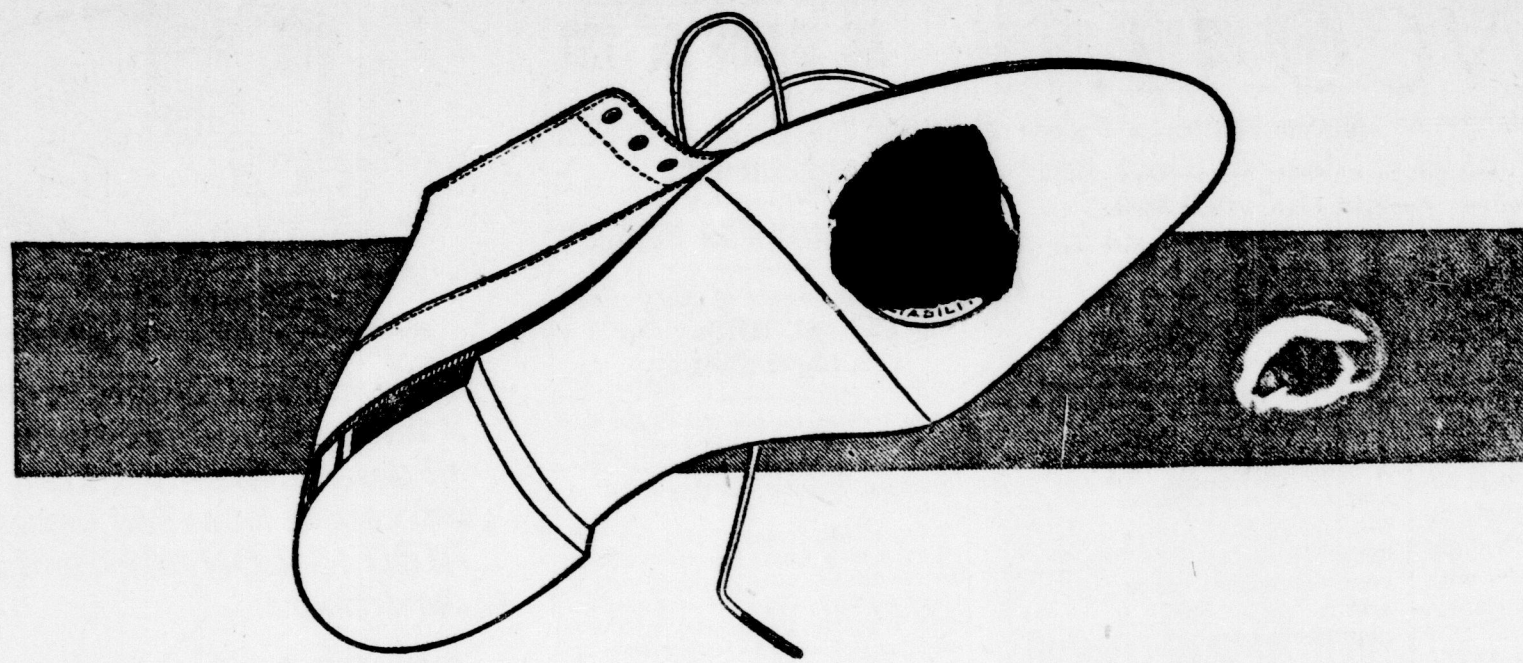
You may go without shoes,
If that fashion you choose.
You may get yourself into the war;
You may start for the moon
In an old style balloon.
And no one will ask you "What for?"

But a sharp questionnaire
Of the How? and the Where?
Of the When? and the What For? and Why?
Follows world without end,
As you meet every friend,
Just after you get a black eye.

PRETTY SLOW.

[Pearson's Weekly.]

Waiter (to guest who had been waiting a very long time)—Did you ring the bell, sir?
Guest—No. I was telling it. I thought you were dead.



Why you should look for this Trade-mark on your Shoes

A TRADE-MARK is a manufacturers' signature. If a firm makes an article they are prepared to stand behind—they stamp it with their trade-mark. It is put on the goods so you may identify them.

It stands to reason, therefore, that it is safer for the public to always buy "known" and "trade-marked" shoes rather than "anonymous" shoes.

Each working day of the year, the A. H. M. trade-mark is stamped on the soles of thousands of pairs of shoes for men, women and children, because we want you to know our shoes when you see them. We put our signature on these shoes because we are making a sincere effort to produce good values in footwear—because we believe you will find our shoes satisfactory—and buy them again and again.

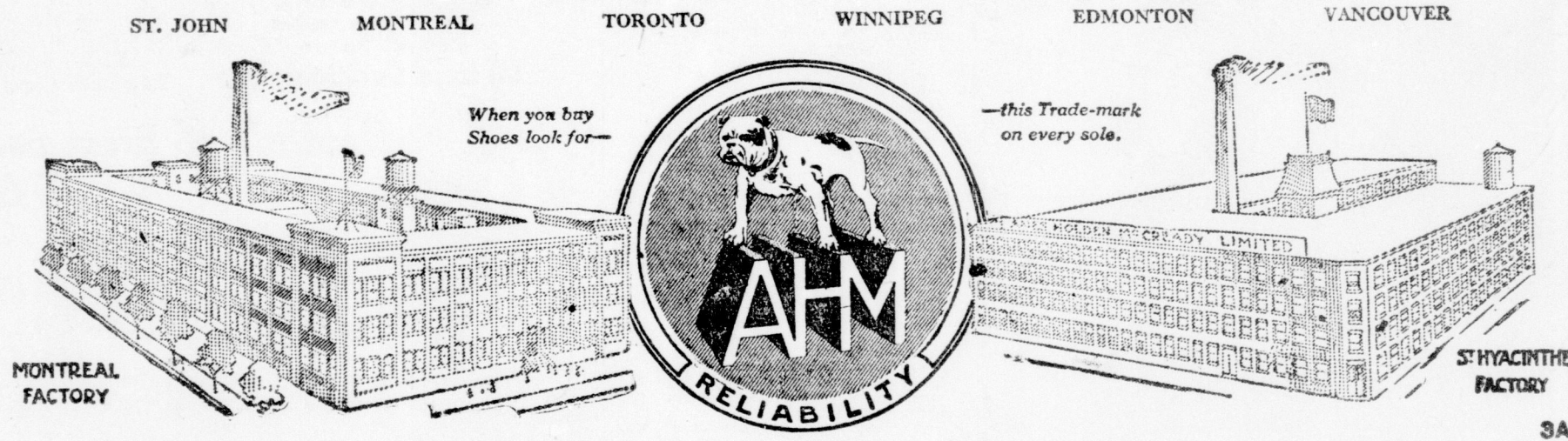
Ames Holden McCready are Canada's largest makers of shoes. A. H. M. footwear is sold by thousands of dealers in every part of Canada—and by the leading merchants in almost every city and town.

We make such a large proportion of the boots and shoes that the Canadian people wear that you are probably wearing A. H. M. shoes now. However, the next time you buy shoes, to make sure, look for this trade-mark on the sole.

We make many grades and styles of footwear, but no matter what price you pay for them you will find them excellent value for the money. You will find it profitable and satisfactory in future to always make this trade-mark your guide in buying footwear for yourself and your family.

AMES HOLDEN MCCREADY LIMITED

"Shoemakers to the Nation"



A SMALL DEPOSIT PUTS A HOOSIER KITCHEN CABINET IN YOUR HOME!

JOIN NOW WHILE OUR CLUB IS FORMING. ONLY A LIMITED NUMBER OF CABINETS WILL BE SOLD.

PAY THE BALANCE \$1.00 WEEKLY

Here is your opportunity to get one of these labor-saving Hoosier Kitchen Cabinets. Don't put it off, for the prices cannot be lower than now! No matter how many other things you go without, it is folly to sacrifice the Hoosier Kitchen Cabinet.

It Costs You Nothing

Let us send our man samples and prices, to your home to estimate on YOUR REUPHOLSTERING. IT COSTS YOU NOTHING! Only skilled mechanics are employed, and we guarantee all our work.

Be Prepared for the Hot, Sultry, Summer Days

NOW IS THE TIME TO BUY YOUR REFRIGERATOR.

Remember how the food spoiled during the hot weather last year? How you longed for a nice cold drink? How the milk soured? Stop and think! Didn't you make up your mind then that you would have a Refrigerator this year? Didn't you? Then come in tomorrow and make your selection from a big variety of popular models at popular prices.

There's No Reason Why You Should Put Off Buying That Baby Carriage.

With two more shipments just received we can now offer you a selection of Carriages and Sulkies of the best quality. Many of our Carriages are on sale at the old prices.

SALE OF REED SULKIES

SALE CONTINUED FROM LAST SATURDAY. We have still a few of those fine Reed Sulkies left over from last Saturday's sale; if you want one come early tomorrow. They are made of sturdy steel frames, two large and two small wheels; large ones rubber tired; upholstered leatherette seat and folding handles. Just the thing for taking with you in the auto or putting on the street car.

\$7.50

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