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THE LONDON ADVERTISER
COMPANY, LIMITED.

London, Ont., Monday, July 3.

THE LION SPRINGS.

His roar of rage and victory heard for many miles, the British lion has sprung at the German eagle. Taking heavy blows and fighting on the defensive practically for 23 months, the king of beasts is now the aggressor in the great struggle for the supremacy of world affairs. His blood has been shed freely and his wounds have been severe, but he has held himself in check while his old strength was renewed and his weapons rendered fit for vital attack. Then, his voice thundering down the miles of front, he launches forth at the enemy, and strikes with fatal effect on every side. The great offensive, advertised by the screech and roll of millions of shells for many days, has commenced. Every report would indicate that a million and a quarter of British infantry, supported on the right by the valiant French under Koch, have made the most successful advance in the history of the west front fighting, and are now continuing to push forward, capturing or surrounding many important villages and positions, and meeting counter-attacks with remarkable vigor and results. No word of a serious check since the advance commenced has been received, and while there is restraint born of past experience in the communications, it is apparent that the move has not rested, but is being carried forward. That a continued forward effort, calculated to demoralize the Germans and to strike at their communication lines, would have an immediate and terrific effect cannot be doubted.

It is apparent from the news of the week that the Germans have been forced to withdraw troops from the British front in the last few days, even after the mighty bombardment was under way, in an effort to stay the onward march of the Russians. Not since the war commenced has it been necessary for the Kaiser's legions to face an offensive on both fronts, and unless the Russians are checked it is almost certain that the western front must be weakened further, in order to prevent the capture of further Austrian armies, which, if it were to continue, would mean the practical elimination of the dual monarchy from the war. Military observers have said that a continuous attack on both fronts, sustained for several weeks, would mean the end of the war, as Germany, with all its organization and forces, would not be able to withstand the heavy buffeting from both sides. The prophecy is being put to a test. France is conducting an offensive in conjunction with the British, which has already had results, in the capture of certain small but important centres. From the Somme to Verdun the men of Joffre are attacking in places with the same violence as the British. The same style of attack proceeds along the entire British front, but the heavy offensive is confined to a 20 to 25 miles stretch. It is probable that the Canadians are participating in the trench raids which occupy, seemingly, the whole of the forces along the line, and at any point at any moment further gigantic operations may be initiated. The tremendous fire keeps up, the big British guns working in harmony with the infantry, while the new trench mortars continue their wonderful execution.

The British have adopted an entirely new method of warfare, and those who know Sir Douglas Haig credit him with the ability to have devised and carried out the innovation. Artillery fire such as has never been known—even at Verdun, according to one writer—was dropped in solid screen over the entire front. Mortars threw the close-in fire which chopped front line trenches to pieces, and everywhere trench raids were conducted for the purpose of taking prisoners and spying out the land. The heavy ammunition fell as rain from the sky, and prevented food and ammunition from reaching the Germans. Previous British bombardments had continued for weeks, but more shells have been thrown in the last week than were expended in the 31 days of the Neuve Chapelle attack. With Haig it has been, hit hard and fast and then at range. When he commences to use ammunition, he gives his gunners a free hand.

The proposed retirement, or partial retirement, of Mr. Lloyd George from the ministry of ministers in order to take up the duties of secretary of state for war in succession to Earl Kitchener, is one of the strongest signs

that the British have enormous stores of ammunition. His task has been so successfully accomplished that the work can be assigned to another man. A second sign of great surpluses of shells is that the British have waived their right to American munitions in the event of the United States requiring the explosives for their own uses in Mexico. A third sign of limitless stores is contained in the remark of a French observer that the Allies were in a position to keep up the bombardment indefinitely. For more than a year and a half there has been a steady stream of munitions crossing the channel and the ocean. When it is remembered that Charles M. Schwab stated that his works were turning out as many shells and guns as the Krupp works in Germany, and when the potential capacity of the Duponts is considered, we get some idea of the shipments from the republic. Then the resources of Britain are tremendous, once they are converted to the making of munitions. Manchester, Sheffield and a hundred other great cities have been adding to the mountain. Canada has produced large quantities, and France perhaps more than any of the Allies. Batteries that play like fountains is the result.

That the day of the attempted offensive is upon us cannot be doubted. Offensives on either side may fail, but with the results thus far reported, it is evident that serious demoralization has been inflicted on the enemy, and that the allies of the western front have gained a mastery in attack, which must do much to hasten the end of the war. The day of peace may be long drawn. But on every hand good fortune is attending the mighty compact of nations which is endeavoring to rid the earth of its cruellest tyrant.

WAR PROFITEERS.

LOOKING at the figures published by an English newspaper on the increased profits of three or four manufacturers and business firms over there, one is not surprised that a special British labor congress asks for Government regulation of freight, food and fuel prices, failing which, steps will be taken to secure immediately an advance in wages.

The figures published by the Bradford Pioneer are as follows:
Profits for 1914 and 1915, respectively, of the Freeman, Hardy & Willis firm (boots) were £27,338 and £154,104; similar increase are shown for four other boot manufacturers. The Smithfield & Argentine Meat Company, made £25,732 in 1914, £142,055 in 1915; the British & Argentine Meat Company, £67,300 and £652,500. Here the increase in profits on sale of food were over 450 and 900 per cent. This must be a cause of satisfaction to the consumers!

Eleven firms are given under the head of household necessities, all increasing their profits in war time, the Salt Union advancing from £35,442 to £26,524, the United Alkali Company from £202,093 to £236,386, Rylands & Sons from £55,180 to £122,220, and the others making smaller but substantial gains.

Coal profits increased from 1914 to 1915. The coal barons all benefited. Is it any wonder that the miners struck, when their employers were stuffing their pockets?

The beer makers are doing well. Guinness's gains rose from £2,795,281 (notice these monstrous figures, high above the revenues of all other industries) to £120,717, and so on. A dozen or so other lines of manufacture are exhibited rolling in enhanced profits. Banks also gained, which, it seems, not exactly the case with banks in Canada. One bank increased its annual profits from £681,042 to £831,555.

But the profiteers par excellence would seem to be the transport and shipping companies. If we may judge from the freight rates. These have mounted, between Tyne and Calais, from 38 3/4 to 57s 6d per ton, between Tyne and Havre from 48 3/4 to 55s 0d, between Cardiff and Havre from 48 3/4 to 55s 0d, etc. The shipping profits of several lines show large gains in 1915 over previous years. It seems rather unholly, though no doubt lists could be published similarly of firms that have been heavy losers.

There are profiteers in this country too. Without a close investigation, such as that published in the English newspaper it would be impossible to go into particulars with any fairness. Our Government taxes war profits to some extent, but is that enough? British labor thinks not.

EDITORIAL NOTES.

There are a dozen new names on the allied map.

Domination Day was the fitting occasion of the great attack.

There is every indication that the hour of reckoning has struck.

Kitchener may have figured that the last of the three years would be required to clean things up.

Thiaumont has changed hands five times. The Germans have paid the full admission charge each time.

It would not be surprising if, in the new methods of British fighting, cavalry came into effective use in "the big push."

British infantry moved into the great attack as though on parade. This indicates that few Germans in the front line trenches had the ambition to resist.

RUBBING IT IN.
[Toronto Star.]
Inquirer: No, Carranza did not sink the Lusitania.

The Advertiser's Daily Short Story

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Diplomacy and Indifference

By Catharine Crammer.

That Mrs. Della Farmington was expecting her distinguished son for a long visit was the most momentous piece of news that had reached Mayburg for many a day. Particularly did it interest the mothers of marriageable daughters, as well as the daughters themselves. Merchants had an unprecedented demand for dainty materials and trimmings for summer dresses, and dressmakers had to sit up nights to come anywhere near satisfying the demands made upon them.

Practically everybody in town re-read Lewis Farmington's magazine articles describing the customs and peoples of the distant parts of the world to which his diplomatic service had taken him. Old school geographies were dragged from high shelves in dark closets and Burma and Bagdad and Persia had the honor of being assiduously studied and discussed.

In all the town perhaps the only girl who kept the even tenor of her way in the general fever of anticipation was Lydia Robb, who continued to enjoy tennis, allowing her smooth arms to become sunburned and her saucy nose to gather a flock of tiny brown freckles. The afternoon of Lewis Farmington's arrival, when the other girls were either in their smartest afternoon togs or were swathed in cold cream and beauty sleep as preparation for possible evening conquest, Lydia was playing tennis with her brother.

"Mother, dear," said Lydia, as they passed up the quiet street in the village bus, "let's have things all to ourselves this summer. I've time only for you and for my book, and the fewer functions we have to attend the better it will suit us both, I fancy."

"I do want to make the most of our first opportunity in years to be together, and even be a little selfish, I'm afraid; but the people in town are so full of expectancy over your visit," the mother said, with a smile made the big, dark-eyed man at her side flush under his tanned skin.

"I suppose they do take an interest in a fellow who brings them something from the big world outside their small one," mused Lydia, and, a moment later, as he glanced from the window of the old bus and saw Lydia Robb lightly swinging her tennis racket and sending a ball to her partner with easy grace, he exclaimed: "By George! There's a couple of youngsters who don't seem to need anything from the outside. Ah, mother, youth is the prize of prizes, but we never appreciate it till it begins to go."

"There, now," said his mother, laughing. "I won't have you talking as if you were getting old. It's because you've done so much in your life that you talk of youth beginning to go at thirty. But here we are at home, and no thoughts of the years past or to come shall spoil your single hour of our summer together."

Invitations to teas, garden parties and dinners made Lewis Farmington feel that he was either to be antagonized the villagers or give up all hope of making any headway with his book. He moved his workshop into the small room where he couldn't hear the telephone ring, but it developed that most of the maidens of Mayburg found it convenient to go out some errand which took them to the side street and within speaking distance of the newcomer.

Early on the morning of the Fourth of July Lewis took his portable typewriter and some blank paper and a

body of English's breathing English air.

Washed by the rivers, blest by the suns of home.

And think this heart, all evil shed away.

A pulse in the eternal mind, no less Given to the dead than the thoughts by England given;

Her sights and sounds; dreams happy as her day;

And laughter heart of friends; and gentleness, In hearts of peace under an English heaven.

From "The Old Vicarage, Grantchester."

Just now the lilac is in bloom All before my little room.

And in the flower beds, I think, Smile the carnation and the pink;

And down the borders, well I know, The poppy and the pansy blow.

Oh! there the chestnuts, summer through, Beside the river made for you A turf of green grass and a deep

Leap above; and green and deep The stream mysterious glides beneath.

Green as a dream and deep as death.

Because of the high quality of Rupert Brooke's poetry and the dramatic of food in the German trenches, namely, the deadly character of the almost ceaseless British barrage fire which for the last week has hampered the German transport service.

The correspondent warns the British people that although the situation looks promising, too much should not be expected, and adds: "We are fighting a determined, resourceful foe, and though he has now been smitten harder than ever before by the British army, it would be a mistake to underestimate his powers of resistance in the face of a highly menacing position."

Another Victory For British in Africa

General Northey Has Driven Germans From Important Point.

LONDON, July 1.—£315 p.m.—Another victory for the British against the Germans in German East Africa, was announced tonight in an official statement, as follows:

"General Northey, who has been operating east of the Livingstone Mountains against the Germans, has ejected them from the important Ubena centre and driven them northwards. General Northey has taken booty and prisoners and inflicted losses."

"In the direction of Bagdad, in the Kerling region, pressure by important enemy forces continues."

Horrible Atrocities Related by Staff Sgt. Smith in Montreal.

MONTREAL, July 2.—"Four of my companions were crucified in France," declares King's Staff Sgt. James William Smith, D.C.M., at a recruiting meeting in Dominion Square, Montreal, tonight in aid of the Irish-Canadian Rangers Overseas Battalion.

"I saw them with my own eyes," he said, "and I helped to take them down and to bury them."

He stated that they were bayoneted to hard dogs, two in one part of the country and two in another part. He stated that he had photographs showing the crucifixions, also witnesses to the scenes and that some of them, some of the witnesses being in Montreal at present.

June 20, 1916.

VOICE OF THE PEOPLE

Daylight-Saving Scheme.

To the Editor of The Advertiser:

It could hardly be expected that a change of this kind—affecting, as it does, the habits, etc., of so many people—would receive general approval, though, perhaps, in London, it is not opposed to any serious extent. Were it Dominion (or even Ontario) wide in its application, its inconveniences touching postoffices, custom houses, railroads, boarding-houses, etc., would not be so objectionable. However, it is on trial, and if not acceptable standard time can be resumed another season. The following instances have

WAIT A MINUTE!

—By J. H. F.

The little girl in the family informed the agreeable visitor that her daddy went fishing. "Catch anything?" she asked. "No fish," she answered. A smiling little come back.

Even when booze is banished, some fond mothers will still imagine that there is a dreadful conspiracy to keep Percy and Harold from lifting the universe off its base.

A Plainsville, N. J., man was arrested the other day for giving away \$100 bills. There is a man who should be encouraged, not pinched.

A hen has recently laid an egg with a bullet in it. She should be fed on gunpowder, and she might do better.

A number of Princeton students have been engaged as Pullman conductors. It seems that they are developing a punch.

An expert says that women are taking up the vices that men have discarded. Did not know that men had discarded any.

Billy Sunday's converts in Syracuse cost \$3.08 a head. When they get down to 35 cents each a lot of fellows will get in on it.

A Mrs. Root in the West is worth \$25,000,000, which is her net worth of all.

"Be a thinker," says a poet. Sure, and let the missus be up and doing.

Sheep-raising is dying out, experts say, but there is the usual supply of goats.

Gypsy rovers now use automobiles. We hear. Horse trading will soon be a lost art.

"The Human Boy and the War" is the title of a book. We like to hear about the boy who is not human.

Every American boy has a chance to be a hero, but the majority have just Bill Bryan's chance.

Two medical preparations are made out of hog brains by Danish scientists. Some human might furnish brains for this work.

A gent wants to know how great is the infant mortality among mosquitoes. He says it cannot be large, judging from the number of bites that cluster his person.

PERSPECTIVE.

I stood by the far-famed bells In a lofty minster's tower, As they rang to the verger's touch With the chiming of the vesper hour.

And my startled ears were stunned By a jangle of warning sound, Till the beautiful hymn was lost In the deafening clangor drowned.

But afar in the market place, The throngs in the crowded street Were hushed to a holy calm By a melody strangely sweet.

And so in the after years, As I list to my life's refrain, The grief that came as a jarring shock And the other side of pain Will sound as the major chords Of a symphony sublime.

And sorrow will seem a deeper joy As it blends in the perfect chime. —F. C. Wellman, in the People's Home Journal.

There is one thing about peace-makers at the present time—they are likely to find peace in the grave.

PEOPLE WARNED AGAINST BEING OVER-OPTIMISTIC

Correspondent Points Out That Foe Is Resourceful.

LONDON, July 2.—11:10.—Reuter's correspondent at British headquarters suggests that the comparative resourcefulness of the German response to the British bombardment arose from the same cause as the shortage of food in the German trenches, namely, the deadly character of the almost ceaseless British barrage fire which for the last week has hampered the German transport service.

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come to the notice of the writer, re Guelph, Burlington and Acton. In Guelph the grocers found that it was useless trying to make deliveries to suit so many meal hours—some observing the old time, and some the new. The grocers found that the use of standard time, Burlington had two weeks of it, and last week the council voted to return to standard time, as the new order was confusing. Acton adopted the new system June 11. Last week a petition signed by 449 of its citizens (including 125 women) was presented to the council, and on Saturday evening last at 6 o'clock the clock in the Government building was turned back one hour. The editor of the Free Press of that town observed: "We are now living in the eve of our way, and using the basis of time which guided the activities of our fathers and grandfathers."

A READER.

SOLDIERS AT ATHENS CHEER FOR VENIZOS AND ENTENTE ALLIES

Demonstration of Demobilized Reservists and Unions.

CROWD ATTACKS "ANTIS" BUT SURE OF VICTORY

144 Police Agents Active Against Them.

ATHENS, via London, July 2.—7:50 p.m.—Eleutherios Venizelos was the subject of an extraordinary demonstration this morning, originating with the labor unions of Athens and Piræus, who were joined later by hundreds of the demobilized reservists.

The unionists started on a march for the home of the Cretan statesman, and were joined on the way by the reservists, whose sun-brown faces and marching bearing made them look like soldiers in spite of their newly-donned civilian attire.

The manifestants surrounded the home of Venizelos and cheered until the police force was forced to appear upon his balcony.

Was Frustrated.

An attempt made by the anti-Venizelist mob to break up the parade was frustrated by the police. One man who cried, "Down with the traitors," was set upon by the crowd, and had his head broken.

That the Venizelist enthusiasts coupled the country of the former with that of the Allies was shown when the marchers proceeded later in the day to the French and British legations, where similar demonstrations occurred.

DEMAND DISMISSAL.

ATHENS, July 3.—Via London, 3:10 a.m.—The ministers of state have presented a demand to the Government for the dismissal of 144 police agents in Athens, who are accused of activity against the interests of the Entente.

One of the demands originally made upon King Constantine by the Allies was for the dismissal of the chief of police of Athens, who was said to have encouraged hostile demonstrations by mobs before the entente legations. He was dismissed and, on the organization of the new cabinet, it was announced that an adherent of Venizelos had been given his post.

EDITOR MORTALLY WOUNDED.

ATHENS, via London, July 2.—10:30 p.m.—Fresh fuel has been given to the flames of political discord, which are blazing throughout Greece, by a dispatch from Salonica, in which a number of Greek officers have sacked the offices of a newspaper in that city and mortally wounded the editor.

The editor's offense is said to have been the publication of alleged revelations regarding the surrender of Fort Rupel to the Bulgarians.

PASS VOTE OF CONFIDENCE IN NEW ITALIAN CABINET

Chamber of Deputies Supports Premier Bodeoli Strongly.

Rome, July 1.—7:55 p.m.—(Delayed in transmission.)—After sitting this evening the Italian Chamber of Deputies passed a vote of confidence in the new cabinet of Premier Bodeoli. The vote stood 370 against 44. The members opposing the resolution of confidence were the Intransigent Socialists.

WOMEN ARE WILLING TO HELP ANY WAY THEY CAN

Three Thousand in Dominion Day Patriotic Parade in Toronto.

TORONTO, July 2.—Over three thousand women took part in the Dominion Day parade, organized here for the purpose of demonstrating what the women of the city are doing to help in the war and to show their willingness to do anything further that may be asked from them. Many of the parade leaders were relatives of men already in the front or enlisted. Several bands accompanied the parade and floats emblematic of Red Cross work and the different allied nations were a feature.

Many local women's organizations were represented, among them being the I.O.D.E., and the Woman's Canadian Club, the Sisters of St. Joseph and the Shepherd, the Women's Emergency Club and the Edith Cavell Club. The parade was enthusiastically greeted all along the line. Upon arrival at the parliament buildings a short religious service was held.

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