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THE LONDON ADVERTISER COMPANY.
LONDON, ONT., FRIDAY, APRIL 12.

THE MODERN PRIMITIVES.

THERE is something decidedly primitive in the desire to become "Sir" John Brown, and something dangerous as well, if Algy his first-born, becomes in due course by inheritance, "Sir" Algernon Brown. We, in a presumably democratic country, lustily shout our democratic intentions; and these are duly borne on the four winds of heaven to the four corners of the world. Then, if we are blessed with the least imagination, we may watch, with whatever emotions are appropriate to the occasion, the East African negro array himself in dancing pumps, a pair of ladies' open-work stockings, a kilt, frock coat, a startlingly colored muffler, and have all this alarming sartorial effect crowned by a dilapidated top hat. When this performance is over, we may watch him smile. One of the four winds, having whispered something to him about the aspirations of this our democratic Canada, and, at the same time, having acquainted him with the rather amusing story of Mr. Tom Smith who has become a coroneted, ermine and belted—peculiarly "bloated" long since—earl, marquis or something of the sort, can we doubt why our so-called heathen smiles? The obvious needs no explanation for the ordinary, level-headed man in the street; but the other sort, dwelling in mansions and feasting on the tongues of nightingales as the idle did in the days of old Lucullus, may like to know wherein the comparison lies.

The desire of primitive peoples to look "fashionable," as the racy man would say, results in personal adornment of a sort, which to us seems utterly foolish and, often enough, repulsive and grotesque. In what way, though, are we any better than they? Feathers are pulled from the live ostrich, for instance, and one or more may eventually embellish the funny affair Miss Sweet fixes on her fluffy head with skewer-like weapons, called hat pins. This is by the way. The underlying motive in the case of the savage is, of course, entirely the same as in the case of the "new nobility" who, instead of changing their costumes, change their names. To impress others is the basic idea. The fancy that a title is a reward for outstanding service makes exhilarating reading for those who sit astride the boundary wall of a lunatic asylum, and there the matter ends. Arrayed in gaudiness and clownishness, the savage's greatest wish, however, is to impress; and, having so adorned himself, he thinks his end is won; and so it is among his own people. Our civilized, cultured and intellectual man of today, on the contrary, does not become spectacular, as does the savage, by perambulating the public thoroughfares habited like a buffoon and, in this way, attract the attention of a breathless and expectant world to his own glory and importance in the scheme of things. Oh, no! Being civilized, intelligent, cultured and, probably, a good church member, the means he adopts for the gaining of his particular ends are more subtle. True enough, on certain occasions he will be robed in purple and ermine, wear a golden coronet and jewelled insignia and, no doubt, look rather pretty, if not exactly dignified—to the aforesaid savage, probably hopeless—but, at best, a very few pairs of vulgar eyes will behold his magnificence and still fewer minds recognize the importance which is supposed to be its concomitant. This is not sufficient. The world generally, and his own countrymen in particular, must be made to see how great he is, and how widely he differs from each of themselves. How, then, is this to be done? Easily enough, indeed, provided the purse is full, the hands large enough to grasp the necessary number of wires and the arm strong enough to pull them hard and often enough. By relegating one's own name to the region beyond the farther banks of Lethe and adopting, through letters patent, the style, title and dignity of the Earl of Timbuctoo, or something of the sort, the desired end is achieved and the desired effect produced. In the space of a moment almost the whole world becomes aware that this very deserving person has at last reached his just due, and—in quite a different sense from a certain other—become famous over night.

It is all very primitive, and childish; nay, worse, it is silly. The sense of humor among members of the "new aristocracy" does not seem to exist, and it may not be out of place to suggest as a permanent motto for its coat-of-arms the words of Lucianus: "As the stars differ from the earth, and as fire differs from the sea, so does the expedient differ from the right."

CURSED BY THE KAISER.

OUR AMERICAN friends are indulging in an attack of spycubia, which has expressed itself in acts ranging from tar and feathers to rail riding. Recently a supposed pro-German was hanged in an Illinois town. It is now suggested by Senator Sherman that the act was simply cold-blooded mob murder. He likens the treatment accorded the German to the deeds of the kaiser's forces in Belgium. In this particular case, it has been said, the supposed traitor had actually complained to the authorities of the pro-German actions of another man. At any rate a crowd of miners inflamed with liquor gave short shrift to the object of their dislike.

All this expression against Germans is more virulent in the United States than it was in Canada because of the sinister acts of the kaiser's agents since war began in 1914, and the further attempts to murder soldiers with poison since last April. Loyal and well-intentioned German-

Americans have been made to suffer for the actions of the criminals who formed the backbone of the imported system of the Wilhelmstrasse. Hauled from their houses at midnight and made to kiss the flag, paraded through the streets, their children hissed at while in school, those who are known to be of German blood get little protection or consideration once the tongue of the jingo starts wagging. Many of them are no doubt as loyal American citizens as can be found. They can show the service flags bearing the stars of their sons and husbands. But even then distrust enters in. Their men, they are told, are in the army to serve the kaiser.

Thus has the war mad-monarch damned his whole race, made the German distrusted wherever he is found and no matter how apparently loyal. Centuries will elapse ere the curse is lifted.

THE THING TO PIN TO.

TROUBLES sometimes hang over individuals and nations like a sinister, heavy-winged vampire. Into the dark cavern of despair come other "crawling things that fly," attracted by the flavor of the mental bleeding to which some sufferer is subjected. The mind is full of brooding things that cannot be shaken off. One stumbles on through the mystic dark, stone bruised and footsore, knowing not which turn to take, coming suddenly to the solid wall and believing the end to have arrived not pleasantly as death may come, but while the picture of life is twisted and the waters bitter to the lips.

Then, with some trick of salvation, a hand feels along the wall and finds a pathway in the dense black. The feet quicken as the new hope springs in the breast and the body is carried on and on. The light breaks suddenly full and clear. The bats of the cave fly back to their dungeon. The meadow lands of a new spring lead from the heavy hillside into the vast world of light and flowers. Life is reclaimed!

Today the troubles of the Allied races hang heavy on shoulders that are ashamed of their own weariness when they survey the cross that is being carried by the men who labor in the very pits of hatred and doubt. Despairing thoughts will crowd in upon the race that fights for the new springtime of humanity. But above the smoking ruin of a continent, above the powder-stained sky shines the star that leads on to hope.

The trust is to be placed in the men who hold the line against the Germans. They are worthy of the faith of those who watch and pray for them. The burdening troubles that stand like a menace to empire and world peace will disappear because of the fighting qualities of the British and French and Americans. That is the thing to count upon in these hours of terrible stress. And that guiding star of sacrifice and high purpose will not fail.

EDITORIAL NOTES.

Detroit should import some Winnipeg police. They have arrested five murderers in five days.

Returned soldiers held a most successful bazaar at Galt. They had the advantage of knowing how to charge.

The call for men to use lance and sword should bring answers. There's a glamor about this branch of the service.

Apparently Major Mowat, M. P., of Parkhill, does not believe this war will end wars; if he did he would not be anxious for compulsory annual training for civilian militiamen.

Austrians are said to want a Wilson peace. If true, it means that they realize that is the only kind they can get and the sooner any kind of peace comes the better pleased they will be.

Queen Mary used an American sergeant's back as support for the paper on which she wrote her autograph. It's a certainty the sergeant wanted to scratch it while the tickling continued.

Now, all together, one long-drawn-out groan over the fact that the war news is not too cheerful, and after venting the feelings in this way let everyone go to work as best he can to guarantee that the final act of the great war tragedy shall call for cheers instead of moans.

WAIT FOR THE THIRD ACT.

"The first act is ended," says Von Hindenburg. The second act is in progress. It is the second act that is ended. In the first act, if we have not forgotten our melodrama, the diabolical plot is conceived, the villain makes his plans and vanishes, with every prospect, from the hero's standpoint, seemingly full of promise. In the second act, the villain puts his plans into execution; the curtain falls upon the hero about to perish beneath an onrushing train, or to be blown to pieces by a bomb. Vice is triumphant and the villain gleeful. It is this act that we have just witnessed with Von Hindenburg rubbing his hands and chuckling as he looks upon the success of his work. But the third act is the act where the villain "gets his." And the third act is to come. Wait for it.

JOIN THIS GUARD.

Another good home guard is the home garden. LOOKING TO THE NEXT WAR.

We have by no means exhausted the arguments that might be advanced in support of our blockade policy. There is, for example, the next war to be considered. We happen to be fighting in this war; but in the next we may be neutrals. The great powers in the next war will probably be those which have been neutral in this war. Denmark, Sweden, Holland and Switzerland will be the great powers, owing to the wealth we have enabled them to accumulate, and when they engage in a war among themselves they will not be able to cite from our conduct of the blockade any precedent which they might effectively use against our commerce with their enemies. This is an argument which, we understand, has great weight among the far-sighted lawyers of our foreign office.

A KANSAS PREACHER'S PRAYER.

The patience and forbearance of "a humble Methodist minister in Topeka"—our informant, the Kansas City Journal, neglects to give his name—becoming exhausted, he prayed at his morning service: "O Lord! Thou knowest that if the German kaiser, His war lords and officers, Shall all be slain tomorrow We shall rejoice And Thou wilt not be sorry." No one has accused that Kansas preacher of a lack of Christian spirit.

"TURN-UP TREATIES."

The "turn-up treaties," whose germs haunt the foreign office, fill plenty of space there. The library contains manuscript copies of all the treaties entered into by this country for over two centuries. They are stored in iron safes, weighing, it has been reckoned, about five tons apiece. When the Emperor Frederick of Germany paid a visit to the foreign office as crown prince, his attention was attracted less by the copy of a treaty shown than by the massive safe, from which it was extracted. "You are evidently determined that no one shall break your treaties," said he to the librarian, Sir Edward Hertie.

Bits of Byplay

by Luke McLuke
Copyright, 1917.

Ain't it the Truth.
In this rhyme you will find no mirth,
But you'll admit that it is true;
The only person on this earth,
Who hasn't any faults is YOU.

Betcha!
We noticed that the New Thought disciple who told us last summer that it isn't hot if you don't think it is was the same fellow who cursed the zero weather and the coal shortage this winter.—Luke McLuke. The past winter has done one thing if nothing else—it has proved that the New Thought gets as chilly as the fellow who never has any kind of thought, new or old.—Wilmington News.

Whoa!
Some men are more stubborn than others, and some will work willingly while others will balk. But what we started to say was that Jack Maule lives in Alexandria, La.

Ouch!
The tender-hearted Dolly Dream said: "Have a heart, I beg! Oh, mother, please don't whip that dream. And please don't beat that egg!"

"And, mother, dear, it hurts me so. It makes my sad heart ache, To see you make me cry, and I And pound that blameless steak."

Learn One New Thing Each Day.
Old champagne corks are worth \$3.99 per thousand.

Our Joe Miller Contest.
Charley Mailey claims that the oldest joke he knows is about the traveling man who was on a slow train on a rickety railroad. The train crawled the last made about ten miles per hour and stopped at every crossing. The traveling man, who was in a general, "Look here, sir," said the conductor with dignity, "I've been on this train for twenty years, and I never further down the line than I did."

That Baby.
The baby swallowed a tape measure. The mother sent for Dr. Winches. The doctor said: "It's his little neck, but the baby will die by inches."

Names Is Names.
Iva Pigg lives at 639 Pine street, Greenfield, Ohio.

Our Daily Special.
The closest men are the hardest to touch.

Luke McLuke Says.
A princess would be a married woman has an idea that an old maid has the best of it.

When you speak of a good business man it depends on whether you mean the "good" or the "business."

It is seldom said of a modern contractor that he builded better than he knew.

A married man's idea of a rest cure for himself would be to send his wife away for a couple of weeks.

In a month or two almost everything a woman has will be showing through except the blush of modesty. And that can't show through the paint that covers it.

We never heard of a man losing his hearing because of the deafening applause that was coming his way.

And even when you let a woman have the last word, don't imagine that she has arrived at any definite conclusion. This is a strange world. Two dollars will be a matrimonial knot so tight that it takes \$200 to loosen it.

The reason why a man enjoys camping out when he doesn't have to is because if he had to camp out you could hear him yelping for ten miles.

When the Only Girl is sitting beside a fellow, he is so afraid that he will break her chair that he will break that he insists on bracing it up with his arm.

If you want to know the extent of a woman's vocabulary just listen to what she tells her husband when she learns that he has just won some money by accommodating one of his ornery, no-count relatives, when that the one of her highly respectable relatives snow water.

A man says he knows another man to speak to. But he knows a lot of women to listen to.

There are a lot of ways to get a good complexion. But a lot of women insist on depending on paint.

It isn't hard to tell the age of a chorus girl. Just add twenty years to the way she looks to your own year in the orchestra.

Anyone who has ever suffered from boils knows how sick and miserable they make you feel.

When you think you are about cured of one, another seems ready to take its place and prolong your wretchedness. All the poulticing and lancing you may do will not cure them and stop more coming.

Boils are simply bad blood bursting out, and the bad blood must be made pure before the boils disappear.

Burdock Blood Bitters is the greatest blood purifier known. It cleanses the system and removes every particle of foul material from the blood, then never another boil comes and the cure is permanent.

Mr. Geo. Ayers, 302 Gloucester street, Ottawa, Ont., writes: "I wish to tell you what I know about your wonderful Burdock Blood Bitters. In the spring I suppose my system needed cleaning out, for I had nine boils come on my neck, one after the other. I quickly got a bottle of B. B. B., and before it was half finished I felt a great change, and it certainly put an end to my boils, otherwise I might have had a lot more. I recommend B. B. B. to all I can, for I know it to be a great remedy."

Careless Shampooing Spoils the Hair

If you want to keep your hair looking its best, be careful what you wash it with. Don't use prepared shampoos or anything else, that contains too much alkali. This dries the scalp, makes the hair brittle, and ruins it.

The best thing for steady use is just ordinary unsifted coconut oil (which is pure and greasy), and is better than anything else you can use.

One or two teaspoonfuls will cleanse the hair and scalp thoroughly. Simply moisten the hair with water and rub it in. It makes an abundance of rich, creamy lather, which rinses out easily, removing every particle of dust, dirt, dandruff and excessive oil. The hair dries quickly and evenly, and it leaves the scalp soft, and the hair fine and silky, bright, lustrous, fluffy and easy to manage.

You can get unsifted coconut oil at any pharmacy. It's very cheap, and a few ounces will supply every member of the family for months.—Adv.

J. H. Chapman Co

239, 241, 243 DUNDAS STREET.

PHONE 791-2882

The Rush of Spring Trade Is Marching Upon Us

And every effort possible is being put forth to supply the demands of the buyer. We feel confident our prices will attract your attention and appeal to your pocketbook.

Special Sale Prices on All Serge Dresses

Here are simple tailored models for business use, as well as the more dressy models for special occasions. They are made of the most durable materials. Every woman will want at least one of these dresses, and at these prices she can well afford them. Note the following reductions:

\$25.00 Dresses For	\$22.45	\$20.00 Dresses For	\$16.95	\$15.00 Dresses For	\$11.95	\$10.00 Dresses For	\$7.95
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Specials in Silks, Velvets, Dress Goods

Silk and Wool Poplins, 40 inches wide, in shades of old rose, silver grey, saxe blue and brown; good value at \$3.00 a yard. On sale at \$2.00
Silk Crepe de Chine, 40 inches wide, in shades of brown, purple, old rose and dark navy. Specially priced at \$2.50
Corduroy Velvet, 27 inches wide, in navy blue, brown, saxe, grey, green and ivory; value 58c
On sale at \$1.10
All-Wool Serge, navy blue or black, 40 inches wide, old permanent dye, at a great bargain; worth \$1.50. On sale at \$1.10
All-Wool Serge, navy blue or black, 50 inches wide, pure wool and old permanent dye; a splendid material for a good suit or skirt; good value at \$4.00. On sale at \$2.50
Tweed Coatings in grey mixtures, 54 inches wide, specially adapted for coats or suits; worth \$4.00 yard. On sale at \$2.50



Specials in Ladies' Waists

BLACK STRIPE PERCALE WAISTS, with convertible collar, yoke in front, pearl buttons fastening front, dainty cuff on sleeve; 36 to 44 inches. For \$1.50
PINK SILK HABUTAI, a beautiful rose pink waist, new collar, fancy front; 36 to 44 inches. Only \$3.75
WHITE SILK HABUTAI, large collar; very special value while they last; 44 to 50 inches. Clearing price \$3.50
FOUR DOZEN WHITE VOILE WAISTS, assorted styles, plain stripe with corded collar and embroidered fronts; extra value. On sale Saturday only 98c each

Ladies' Fine Knitted All-Wool Sweaters--Belts and Sashes

Sailor and Bell Collars, lovely shades of rose, black, mile green, McGill and Saxe. Prices \$8.00 and \$8.50
Ladies' Fine Knitted All-Wool Sweaters, with large white brush wool collars and cuffs, with long sashes; colors—saxe, saxe, mile green and rose. Very special \$7.50
Ladies' Brush Wool, large white detachable pointed collars and sashes, colors—hunter's green, rose and saxe. Extra special \$7.50
Fine Lightweight Brush Wool, large collars and belts; colors—saxe, rose and hunter's green. These beautiful coats on sale Friday and Saturday \$5.50

These New Gloves For Spring

See our displays of them, showing the styles which are very much in evidence at the present, and which will continue to be from this beginning to the end of the season, have just been received and now patiently wait to make your acquaintance. These styles are in the wrist lengths, fashioned with kidskin, leather, fabric, chamois, suede and chamois lisle, in white, black, grey, sand, brown and tan, also in many of the contrasting shades, which dwell in perfect harmony.

Ladies' Fine Fabric Silk, in white, pongee, grey, navy and black, with or without black points, all sizes. . . . \$5c per pair
Kaiser Chamoisette, white, natural, grey, mastic and black, with or without black points \$1.25 per pair
Lisle, white, natural, grey or black, with or without black points. Special 25c and 50c

Special Sale of Children's Hats

The very popular Dressy Black Hats in all sizes on display in window. Clearing price 98c
Misses' Black Milan and Plain Straw Hats, from, each \$1.50 to \$2.00
Boys' Tams and Tweed Hats, from each 85c to \$1.50
LADIES' MOTOR SILK CAPS \$1.25 and \$2.00

LADIES' COLLARS AND NECKWEAR IN LARGE VARIETY.

White Linen Sailor and Tuxedo Collars 35c
Cuffs to match. Per pair 35c

CANADA FOOD BOARD.

Nearly all the active workers in Great Britain, France and Italy have been taken from the farms to fight. Their farms have produced less and less for three seasons. What wonder that there is a disturbing, distressing shortage of foods?

J. H. Chapman & Co.



Latest Styles and Co.ors in

Ladies' Hats

At such moderate prices.
\$3 00, \$3.50, \$4.00
\$5.00 and \$6.00
Worth twice the value.

Kiddies' Milan Hats, ready to wear \$1.00 to \$2.50

You Must Agree That Smart Hosiery Is Essential

Spring brings low shoes to the fore, and pretty Hosiery must accompany them. Our present displays comprise all the foremost colors and patterns that have received fashion's approval, together with all the staple stockings of black, white, tan and grey. Surely every whim may be satisfied from our stock, because qualities are so good and prices are so moderate. Nearly every pair we sell has reinforced sole, toe and heel, while each individual pair has distinctive characteristics that make it so desirable.

Ladies' Penman's Silk-Ankle Hose, oyster shade, old stock 98c per pair
Ladies' Silk-Ankle Hose in brown, grey, champagne, navy, black and white 75c and \$1.00 per pair
Ladies' Silk Lisle Hose, with elastic-ribbed tops, in black and white 60c per pair
Ladies' Lisle Hose, black and white, good quality. Per pair 35c, 40c and 50c
Ladies' Hose, black lisle tops and balbriggan feet, old stock 50c per pair
Ladies' Black Cotton Hose, fast color 25c per pair

Wool Yarns

in 3B saxon, black, white and grey 35c skein
Andalusian in white and colors 22c skein
3B Fingering, in black and white, 2 shades in grey, 22c skein

BOYS' JERSEYS, in navy, white and slate, sizes 24 to 32 35c, 40c and 50c

Staple Department

Linen Tablecloths (seconds), all worth double the price quoted:
2x2 yards Cloth, bordered all round \$3.00 to \$5.50
2x2½ yards Cloth, bordered \$3.00 to \$7.00
2x3 yards Cloth, bordered \$5.00 to \$7.50
2x2½ yards Cloth, one only \$8.00
2x4 yards Cloth, one only \$9.50
2¼x2¼ yards Cloths, three only \$5.50
2¼x2½ yards Cloth, one only \$6.75
2¼x3¼ yards Cloth, one only \$7.50

Curtain Department

Curtain Serims, in white, ivory and ecru, 36 inches wide, At 20c per yard
Marquisesettes in white, ivory and ecru. At per yard 25c, 30c, 35c and 40c
48-inch Marquisetette, in white and ivory 50c yard
Marquisetette with lace and insertion 60c yard
Marquisetette with lace edging 35c yard
A nice assortment of Curtain Nets, from 25c to 50c yard
Curtain Serims, with colored borders. At 12½c, 20c yard

THE DAYLIGHT SHOPPERS' STORE SPECIAL WINDOW DISPLAYS