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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Tuesday, April 10.

A REAL VICTORY.

DELIGHTED as everyone has been with the German retreat on St. Quentin, and the energetic pursuit of the Allies, there has always lingered a feeling that this cannot be pointed to as a real victory because the retreat has been orderly and planned ahead. But no such thought can be entertained in connection with the new drive north in connection with the German line of Arras, where the British everywhere on a ten-mile front. This advance has been made against bitter German resistance, and the villages have been stormed, not merely "occupied."

It will be remembered that Frederick Palmer, war correspondent, declared in this city that the German line would only have to be broken once, and after that it would crumple up. Yesterday that line was broken in a limited area, and the feeling of confidence that the whole line can be smashed will increase with this success.

It is to be expected that this movement is designed to outflank the enemy and permit a descent upon Arras from the northeast, making necessary the evacuation of the town or the surrounding of the Teuton forces by the Allies.

Among the dominating positions captured is Vimy Ridge, an objective long desired, the taking of which has seemed almost impossible. But when the time came, in Sir Douglas Haig's opinion, that it could be won without a disproportionate loss of men, the deed was accomplished, and it might be noted that, unlike the German leaders, he has made few attacks that were not successful. It is particularly gratifying that this strongly-fortified ground was captured by the Canadians, who also took 2,000 prisoners.

Surprise evidently was a considerable factor in the advance, and this may be taken as a proof of the superiority of the British air service. Scouts had provided the British commanders with photos of the German lines, entrenchments, etc., which assisted greatly; but what were the enemy airmen doing? They had not even discovered the immensity of the onslaught, but had left their armies without the information of greatest value.

This may be the opening of the great spring offensive, as indicated by press dispatches. If it is, it augurs well for the future, and will have its effect on the morale of all belligerents. Berlin will be kept busy explaining it to the Germans.

SWAT THE FLY.

ALREADY occasional flies are making their spring appearance in stores, restaurants, and other places, where food is easily obtainable, recalling the advisability of killing every one of these pests on sight, before they have time to multiply into millions and make human and animal life miserable.

The disease-carrying propensities of flies and the danger they are to health and life are now too well known to need emphasizing, but the beneficent effect of an early spring "drive" against them cannot be too strongly impressed.

Killing of these seen is good, but in this fight against the plague, as in other things, an ounce of prevention is worth a pound of cure, and this prevention lies in cleanliness; flies flourish and multiply in filth, therefore let everyone see to it that there is none left to encourage them.

Indoors and outdoors an early spring cleaning should be given, the refuse of the winter burned and the city made sanitary and clean. From now until the end of the fall season not a garbage can should be left uncovered, not a piece of food of any kind left on the ground to rot and attract the insects.

This rule of cleanliness should be applied by the municipality as rigidly as by the citizen, and every dump-heap ought to be thoroughly guarded against flies, an easy matter if good, strong disinfectant is frequently sprinkled on it.

Panama was practically cleared of mosquitoes; there is no reason why as effective measures should not be taken against flies.

BRITAIN'S AVIATORS.

NOTHING demonstrates more clearly the supremacy of the individual British soldier over his enemy, the German, than the successes he has gained in the air, and the daring joy with which he invites combat in marked contrast to the unwillingness of the bulk of the foe's airmen to accept the challenge. In the air, each aviator's initiative and skill count for much, and it is this more or less untrammelled freedom of action which suits the Britisher and embarrasses the Teuton.

If a list of the prime qualifications for a first-class fighting aviator were drawn up, it would certainly contain the following: Initiative and willingness to assume responsibility, courage, readiness to accept risks, cool-headedness, quick wit and knowledge of his "bird." The national characteristics of the Britisher include nearly all of these in greater degree than do those of the German. One possible exception is courage, but the machine-like Prussian

system does not give the common soldier in the enemy ranks an opportunity to show of what he is made. With these facts in mind, we cannot be pessimistic about the outcome of the battle now being waged on the western front, to establish beyond all doubt that Britain is as superior to Germany in the air as on the sea. Latest reports show that the battle has been carried exclusively into enemy territory, and that the British flyers made rounds around a numerically superior squadron. Both sides lost machines, but the advantage lay with the British, who chafe because the foe hid in clouds, and who only pray for a few cloudless days that they may inflict a crushing defeat.

Perhaps one of the most remarkable feats in connection with British (always including Canadian) airmen is the speed with which they qualified and became experts. There are now among the finest of aviators who, a few months ago, had never even seen an aeroplane, but who today are not only expert flyers, but know the use and purpose of every bolt, bar, screw and nut in their machines.

FASHIONS.

IT IS AN OLD SAYING that clothes do not make the man, or, inferentially, the woman, and not infrequently the modern tendency to bow down to fashion is frowned upon. Fashions, like other things, may be carried to an extreme, but fashion, in a broad and general sense, cannot be classed as an evil so long as the world is a sphere of progress, for it is not merely a reflection of the thought of the day, evidence of the constant struggle that is everywhere going on to achieve something better?

While the term is usually applied to wearing apparel it applies just as truly to habits, modes of living and methods of business. Muddy streets were not "old-fashioned" once, but they are today; it is no longer fashionable to ride in horse cars, to write business letters by hand, to carry the stove with a scythe, to light the stove with a lamp, or grind wheat with a hand-mill.

The "old-fashioned" person in the strict sense of the word is the victim of calamity. To be old-fashioned in business means financial disaster. To be old-fashioned in mode of living, if the result of choice, raises a barrier against modern ideas. To be intentionally "old-fashioned" in dress is to reveal or to invite mental apathy.

To be "in fashion" is to be up-to-date, and to be up-to-date indicates ambition and mental alertness, for the person seeking desirable change of any kind is not liable to "grow stale." It is good for all of us to take stock of ourselves occasionally and see if we are getting out of date.

EDITORIAL NOTES.

As a republic, Cuba is still a Cub.

It is no surprise to read that a wireless plant was ordered illegally, from a house where Boy-Ed and von Papen were often guests.

Kaiser has ordered electoral reform in Prussia, say dispatches. Not so; the Kaiser is giving way to orders from his people for a change.

The Lokal Anzeiger calls the Kaiser a "strong and self-conscious monarch." Probably a mistake in translation, consciousness being the word.

It is remarkable how the ex-cesar of Russia has fallen in the estimation of so many editors since he lost the title and position they affect to despise.

There appears to be a desire in some quarters to impress upon the new president of the London Street Railway the duties and difficulties of his position.

It is possible the Mexican Congress will decide upon the part Mexico is to play in the war, but it will be harder to persuade the Mexicans to obey the decision.

Even some good Conservatives, in the secrecy of their own homes, are likely to smile broadly when they read that description of Hon. Dr. Pym: "That nice, fat old man."

President Wilson has called good wishes to King Albert of the Belgians on the occasion of his birthday anniversary, but it's certain the declaration of war on Germany pleased the king more.

The egg-shower for the convalescent soldiers may be all very good, but it sounds rather queer. It makes one think of Lord Durham and some others who were familiar with egg-showers in bygone days.

When you hear certain other party journals talking about the weakness of the Liberal party you can depend on it that it is the strength, not the weakness, of the Liberal party that is becoming evident.

It's rather encouraging to think that some of the money which has been flowing steadily into the United States since the war began will begin to flow out again. The Midos curse may not go into effect after all.

Of course when chicken-raising and backyard-gardening are both the rage, there is danger that frequent migrations from one yard to another will cause some unpleasantness for such egg and cabbage producer.

The Yanks in khaki with "Old Glory" at their head would strike additional fear into the heart of Kaiser Bill. The Yanks are bred not so very far from the Johnny Canucks and all the world knows what they are like.

America's final declaration of war will probably bring more relief to Germany than any other country. It must be terribly nerve-racking to try to be polite when one is surreptitiously dealing out blows which contradict the genuineness of that politeness.

A Chicago doctor has his marriage annulled because he claims he woke up after a period of aphasia and found himself married. If this waking up after marriage becomes ground for divorce, there will be plenty who can qualify.

The Advertiser's Hint for City Gardeners.

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

SPRAYING THE APPLE TREE.

The apple has many enemies, the worst of them being the scale insects and the codling moth. A persistent foe should be kept up to rid the trees of these pests. This can only be done by thorough spraying, every part of the tree being covered with the spray. Usually about five or six gallons of spray are required for each tree. City gardeners who have but a few trees can use a small hand spray pump. The sprays obtained from spraying soon evaporate for the money spent. The best sort of a day for spraying is a windy one, for then the breeze carries the spray well into the tree, spray with the wind, not against it.

In the case of the apple tree three sprayings are necessary. The first application is made either just before or soon after the leaf buds have burst. The latter time is the best. The favorite spray at this time is the lime-sulphur wash. Either the home-brewed or the commercial lime-sulphur may be used. The home-brewed sulphur wash is made by slaking four pounds of lime in three gallons of water, adding three pounds of sulphur, made into a paste by adding to it a little water. Boil for one hour, stirring the while. This mixture may then be diluted to eight gallons with cold or hot water. After straining this solution, apply at once. If commercial lime-sulphur is used, dilute one gallon of it with seven gallons of water. Poisoned Bordeaux mixture may also be used for this first

spray. The way to make poisoned Bordeaux was described in the article of April 3. Thoroughly drench the tree with this first spray, for it is only by doing this that the San Jose scale or scale insects may be killed. It is also wise to scrape off the loose bark and prune extensively if this pest is feared. The second application is made just before the blossoms open. For this purpose the lime-sulphur wash may be used. The third spray is to kill the codling moth.

The third application is made just after all or nearly all of the blossoms have fallen. The tree is then covered with a commercial lime-sulphur in the proportion of one gallon to from 33 to 40 gallons of water. To this add half pound of arsenate of lead. The poisoned Bordeaux may be used for this spraying also. The purpose of the third spray is to kill the codling moth.

These three sprayings are very important. Others are often made to deal with other pests, but if the amateur gardener does not do these three, a great deal in the cause of production, for not only will he have an increased supply of fruit for his own consumption, but he will also be helping to stamp out the pest of the Province of Ontario and the pest of the apple—the San Jose scale and the codling moth.

THE GIRL WITH THE HOE.

blush gloriously when she looked up to see the doctor standing at the entrance of the garden. "Oh, I thought this was your day at the hospital!" She flashed a swift smile at him. The game was up, she knew. She trembled inwardly, wondering how he would accept her. A slow smile dawned in his eyes, and he kept them steadily on Cordelia. "I suppose you hate me," she questioned wistfully.

"Not exactly," Dr. Nevin told her. "I was just a doctor, Cordelia said swiftly, 'she put me up to it.' Mrs. Fraser is the most wonderful little woman," he said, with deep conviction.

"In what way?" Cordelia's eyes were fixed on the fire. "She was a doctor," he said. "I was just a doctor, Cordelia said swiftly, 'she put me up to it.' Mrs. Fraser is the most wonderful little woman," he said, with deep conviction.

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THREE-MILE PLUNGE INTO GERMAN LINES ON 12-MILE FRONT

Powerful Trench Systems Fell Before Haig's Dash.

MOVE TOWARD CAMBRAI

Official Report of British Advance Yesterday in Arras Offensive.

London, April 9.—An advance of from two to three miles has been made by the British troops on a front extending from Henin-sur-Soule, southeast of Arras, to Ginchy-en-Gohelle, a distance of about twelve miles.

The official report from army headquarters in France makes this announcement tonight and adds that the advance continues.

The famous Vimy ridge was carried by Canadian troops. Thousands of German prisoners were taken by the British.

Up to 2 o'clock this afternoon 5,816, including 119 officers, passed through the receiving stations, and, according to the official report, many more remained to be counted.

The Official Text. The text of the statement reads: "The operations continue to be carried out successfully in accordance with the plan. Our troops have everywhere stormed the enemy defences from Henin-sur-Soule to the southern outskirts of Ginchy-en-Gohelle to a depth of from two to three miles, and our advance continues."

"In the morning, Vimy Ridge, which was carried by the Canadian troops, was captured early in the morning. These defences comprise a network of trenches and fortified localities—Neuville, Vlasse, Telegraph Hill, Tilloy-lez-Moffaines, Observation Ridge, St. Laurent-Blangy, Les Tillicus and La Folle farm."

Powerful Trench Systems. "Subsequently our troops moved forward and captured the enemy's rearward defences, including, in addition to other powerful trench systems, the fortified localities of Peuchy, Chapelle-de-Peuchy, Hyderbad Redoubt, Athies and Thiell."

Advance Toward Cambrai. "The capture of Cambrai further progress has been made in the neighborhood of Havrincourt wood. We have captured the villages of Pontru and Levergier."

The aerial activity of the last few days has continued with great energy. Several successful bombing raids were carried out by our aeroplanes, with excellent results. Two hostile machines were destroyed, and a large number of balloons were brought down, and probably crashed.

French Guns Roar FROM SOMME TO AISNE.

PARIS, April 9.—The official communication issued by the war office tonight reads: "The Somme to the Aisne our artillery energetically bombarded the German positions. The enemy suffered, particularly north of the Aisne and on the town of Rheims, which suffered an intense bombardment, several civilians being killed."

In the Pargoy forest our grenade throwers have been repeatedly exercised against one of our advanced posts.

"Belgian communication—The artillery activity on both sides was powerful than on the preceding days. It was localized in the region east of Hampepele."

BERLIN SAYS PARTS OF POSITIONS FORCED.

LONDON, April 9.—The official German communication issued by the war office at Berlin says that heavy fighting took place during the day on both sides of Arras, the enemy having forced his way into parts of our positions.

The report adds that there was strong artillery firing on the Aisne and Champagne fronts.

In the region between the roads from Arras to Amiens and Peronne minor engagements developed, taking the course intended by the Germans.

From Amiens to the west, western Champagne, artillery firing increased.

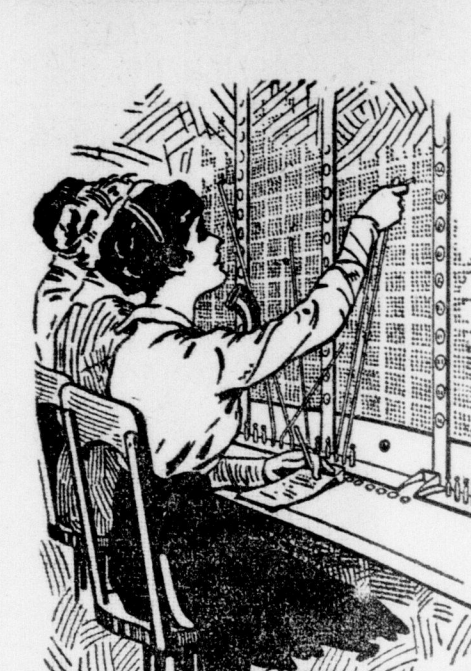
"NATIONAL" TRAIN STUCK MANY HOURS IN SNOW.

Regular Winter Weather Prevails in Quebec.

QUEBEC, April 9.—Quebec has regular winter weather today with the thermometer registering 12 above zero. A horn of snow fell yesterday on the Abitibi region Saturday, snow fell so heavily that the Transcontinental train, the National, was snowbound many hours. The thermometer registered 10 below zero in the Abitibi.

CHILE WILL REMAIN NEUTRAL IF PERMITTED.

SANTIAGO, Chile, April 9.—Chile will maintain an attitude of neutrality in the war so long as she is not made



Hark! The Operator Speaks.

"Ordinarily I answer calls within so short a time that the subscriber has no cause for complaint."

"Occasionally a rush of calls reach me at the same instant and there is a brief delay on some of them."

"But will you please remember that the time taken in answering by the person you call, largely determines the speed of the service."

"You can speed up the service by always answering promptly. Every second's delay on your part means a more impatient caller at the other end of the line. It may be a matter of life and death—you never can tell."

Help her to improve your service by answering promptly.

The Bell Telephone Co. of Canada

"Good service . . . our true intent."



An advertisement by The Bell Telephone Co. of Canada. Will you please read it, and others of the series to follow?

of the union's strike at this port and Gloucester, which has been in effect nine weeks. A reapportionment of the cost of operating fishing vessels, which

union leaders claim has been an unfair burden on the fishermen, is demanded.

3,000 FISHERMEN STRIKE ON NEW ENGLAND COAST.

Ports Between Gloucester and New York Tied Up.

BOSTON, April 9.—Fishermen operating out of ports between Gloucester and New York, numbering more than 3,000 men, were ordered to quit work today in a call for a general strike issued by the New England Coast Fishermen's Union. The call is an outcome

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