London' Advertiser Member Audit Bureau of Circulation

MORNING EDITION. City, Outside City, By Mail \$4.00 per year.

NOON EDITION. \$4.00 per year by mail.

EVENING EDITION.

TELEPHONE NUMBERS.

3670 Private Branch Exchange From 16:00 p.m. to 9:00 a.m., and holidays, call 3670, Business Department; 3671, Editors; 3672, Reporters; 3673, News Room.

Toronto Representative-F. W. Thompson, 57 Mail 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,

London, Ont, Tuesday, May 7.

PLUNKETT TOO TRUSTING.

IR HORACE PLUNKETT has advised that responsible home government be established in Ireland immediately, and has expressed the

belief that after this is done the Irish themselves vill pass legislation "to do their bit in the war." f his belief in Ireland could be generally accepted, how near an end would be the problem which confronts the British Government!

John Dillon, Nationalist leader, speaking at Ballaghadereen on Monday, said he was against he sending of huge armies to the continent, and bjected to conscription in any part of the nited Kingdom. Does that attitude promise war legislation of a helpful kind by an Irish pariament? Does it tend to strengthen Sir Horace 'lunkett's belief? To most people it spells a ontinuance of Ireland's present stand towards he war, which is not heroic.

Professor E. De Velera, head of the Sinn Fein, prounced that his followers would unite with he Nationalists in their opposition to conscripon: he might have added "and in anything which will weaken the Allies at the moment." Nothing is expected from the Sinn Feiners of a constructive nature and nothing will be offered.

It must be noted that Dillon is against big armies for the continent and conscription under ny circumstances. He does not specify that his objection rests in connection with the British Government, and it must be taken that this is not its basis. His power in Ireland is undoubted and his following is strong. Can there be any real hope or anticipation of effective war effort by a parliament in which he would wield such remendous influence?

ARE THERE EXCEPTIONS?

cepted, but there is a question still to be answorld; are some of these years for the interests of humanity. wered: are some of these young farmers being exempted while others are refused?

There are stories going the rounds in rural listricts of one man and another receiving letters | face of the iceman. from Ottawa authorities informing them that their services on the farm are such as to make it expedient to keep them there, and that they will not have to answer the call. Are exceptions being made? If so, on what grounds? These questions the Government can answer easily, and if the stories are untrue the sooner they are so any war. branded the better for the Government.

A BLUE LAW IN DISGUISE

OBACCONISTS ARE predicting an enormous decrease in the consumption of smoking material as a result of the recently increased ence of the moral reformer, to wit, Hon. N. W. Rowell, is seen advancing another stage toward the elimination of all things that are evil. Liquor heard to say much in its defence; yet the fundamental truth is that it has never been banished by the will of the people, as it might have been, and of Government now ruling at Ottawa and foronto. Tobacco is the next great objective of hose who follow in the train of Mr. Rowell, and while many members of the Government profess to believe that the revenue will make up for much of the liquor receipts, it is doubtful if the aver- herself would be ignored has something to do age smoker will pay the prices certain to be de- with the decision of the Pope to make no move manded for smoking tobaccos, cigarettes and at present. organs. These prices have gone high, and will go much higher. The man who has been paying ten half as many when the price has gone to 25 cents. if revenue falls to such an extent that no increase there is little chance of the others holding out. s attained, the Government will be no further ahead.

The point is that the whole burden of the war cannot be piled onto a few articles. The taxing of many other luxuries has been largely deferred, and although war's necessities are recognized there are many who wonder whether the recent tobacco taxes are revenue measures or Blue Laws.

TAKE THIS PLEDGE.

HE BRIGHTNESS of the paint on the "Safety First" signs that covered the country a year or two ago, has long since worn off. But the slogan has done much to arouse the people of the country to a realization of how many dangers may be avoided, and how many lives saved by the exercise of a little ordinary caution. Paricularly among railway employees have accidents decreased, and while no comparative figures are available, it was stated to The Advertiser by a railroad superintendent the other day that railways had long since ceased to be the oldtime butcheries of days gone by. He attributed much of the saving of life and limb to the moral effect of the "Safety First" campaign.

Every warning note helps to educate someone to the need for care. Death waits around the corner, more agile than ever before. To all the dangers that have stalked through life, the danger ct the motor car has become by far the most sers. Scarcely a day passes but someone is killed

in one or other of the few cities of Western Ontario, while the majority of negligence suits now heard in the courts have their basis in some motor car mishap. The danger of drowning is preached to everyone. The danger of the motor car should not be overlooked for a single day in any home. It would be well indeed if a daily talk could be given to children by their parent of the state of the streets. The Ontario Safety League, with its warning bulleting issued each week, does a great work in the conservation of human life. It recently called attention to the Safety Patrol idea, which means that older children are trained to look after younger ones on the streets.

Here is the pledge which the members of the Patrol take:

"I will work for the safety of others as I would want them to work for my family and friends.

"I will work for the public safety as I would want those appointed to safety guard our city to work for me and my family and friends.

"I will try to protect myself and those with whom I come in contact from the risk of nunecessary chances.

"I' will do MP PART to help reduce the number of accidents and fires for this year."

As the writer of the O. S. L. bulletins asks, will said the the statement of the school teach the recommendations of the school teach the recommendation of the school teac heard in the courts have their basis in some motor car mishap. The danger of drowning is

in the United Kingdom, which consume enough food to keep half a million human beings alive.

When it comes to a choice between feeding dogs and allowing persons to want, or killing off at Knox College, Toronto, has publishdogs and allowing persons to want, or kining on the former and feeding the latter, there can be but one decision, but there will be an outery against the destruction of the pets. Those ladies of fashion who were accustomed to having pet dogs to match or blend with their dresses and costumes are few and far between today in Britain, but even those who have cast aside the vanities and fripperies still keep a few dogs which rank among their friends. The wrench of parting with these will not be painless. For the breeders who looked to their kennels to provide and are splendid samples of sound reasoning and fair-mindedness.

True Rulers Serve.

"Here then is the basal political principle, upon which men and nations must act if they would acquire the enduring reality and not the empty phantom of power; men are governed by love; the path to power is service. breeders who looked to their kennels to provide much of their annual income the financial loss will be serious.

Horses consume much more food fit for her the provide by love; the path to power is service; the true rulers of the world must ever be those men and those peoples that show most of the will and the capacity to service.

Horses consume much more food fit for humans than do dogs, but their utility saves them from ARE THERE EXCEPTIONS?

AJOR-GENERAL E. W. Wilson of Montreal has denied that he said or intimated that farmers would be exempt from the new produce foods in greater quentities they are the incarnation of government and the incarnation of government in the new produce foods in greater quentities they are the incarnation of government in the incarnation of the incarnation of government in the incarnation of the incarnation of government in the incarnation of the incarnation of it, it is because one of them has adopted the opposite the incarnation of it. It is because one of them has adopted the opposite the incarnation of it. It is because one of them has adopted the opposite the incarnation of it. It is because one of them has adopted the opposite them in the introduction in the introduc farmers would be exempt from the new calling up for service young men from 20 consume, and, therefore, are valuable. The most forward admired of the consume and the consumer and the con order calling up for service young men from 20 consume, and, therefore, are valuable. The most to 22 years of age, and his denial must be ac- fervent admirer of the canine race cannot claim

EDITORIAL NOTES.

Sunday and Monday brought smiles to the

Germany's peace offensive, if successful, would result in a most offensive peace.

Austria has a dozen different crises at present which should be enough to keep her busy without

The Germans call their tanks "sturmpanzerkraftwagen," and even so, they are not as effec-

Tension between the Dutch and Germans is Sovernment taxes. Some believe that the influ- over-that is, officially. In the meantime, German submarines continue to sink Dutch fishing

That wholesale purchase of ladies' handbags has been virtually banished, and few have been and purses made it a foregone conclusion that the women's franchise bill would pass the Canadian Senate. The old dears!

Under the heading "For and About Women," but by imperial edict in the specially-arranged a Toronto paper tells of the steps the central powers are taking to steal Ukrainian focds. Is it supposed to be a hint to Canadian women?

> Perhaps the British announcement that peace suggestions from other sources than Germany

Bavaria's food minister says there is hope that cents for cigarettes will not buy as many or even the people will be able to hold out, and that the Bavarian situation is far better than that of many It is difficult, of course, to predict the results, but other states. It may be inferred from this that

It has come at last: A farmer has been charged with making and selling wine without a license and has been found guilty by Windsor's magistrate. That he has been following the war news matrimony?
Paw—Just the same as Sherman's deis evidenced by the fact that his "bar-room" was a dugout in a neighbor's field.

Paw—Just the same as Sherman's definition of war, my son.

Maw—Willie, you take a dose of castor oil and get to bed.

WELLINGTON FOUGHT AGAINST GREAT ODDS.

[Hamilton Times.] Wellington is said to have almost always fought against great odds. He declared that "At Salamanca I had 40,000 men, and the French perhaps 45,000. At Vittoria I had 60,000 men against 70,000. At Waterloo the proportion was still more against me, I had 56,000 to 58,000; Napoleon had near 80,000. The whole army in the south of France under command was considerably larger than the force of Soult at the battle of Toulouse, but in numbers actually employed in that battle I had less than he." But armchair critics would like to know how it is that the Allies in France allow themselves to be attacked by superior numbers

THE TRYST. I seek you e'er a violet trail—
A little, almiess, winding way—
Through mists of Spring's first golden green—
Where thorn trees, draping-lowly, sway.

O'er attle crumpled last year's leaves That kept the sleeping souls of flowers,
And over moss and trailing vine,
All thrilling with Spring's magic powers

Then—you with grey eyes all a-dream,
Are bending over violets blue!

Dear, in the loneliness of war—
I keep my Spring-time tryst with you!

By Their Fruits Ye Shall Know Them

The Christian Ideal of Politics

The Rev. Dr. Robert Law, professor at Knox College, Toronto, has published a volume of sermons under the title, "The Grand Adventure," and dedicated them "to my soldier sons, Robert Ralph and Ronald, and their comrades sermon, "Politics According to Christ," and are splendid samples of sound rea-

"That is the Christian ideal, and. Nietzsche, to "live dangerously." What we are fighting is really a creed in arms, a philsophy, a theory of life that has poisoned the wells of German

"Germany has been in the past one of the great savant-nations. The people that gave us Bach and Beethoven, Goethe, Kant, Schleiermacher, and all the host of scholars and scientists whose marvelously patient and unselfen labors have see employed. en, Goethe, Kant, Schleiermacher, and all the host of scholars and scientists whose marvelously patient and unselfish labors have so enriched the world, the Germany that produced such men and regarded them as its national heroes, we can never cease to reverence. But modern Germany has gone after false gods. A philosophy of life that is aggressively anti-Christian has been adopted ardently in all its practical consequences at least, by the Prussian war-lords and has filtered down into the minds of the multitude. The divine doctrine of love, the Christian ideals of pity, service and self-sacrifice, it proclaims to be the greatest of delusions, and the most fatal hindrances to human progress, a slave-religion devised by the weak and helpless for their own protection. Men are to deny the will to serve and to assert the will to power. Pity is not humanity, but a crime against humanity. The great man is not he who is in sympathy with his fellows, but the ruthless man who can inflict the greatest suffering without heeding the cries of his victim. Men are governed by fear—that is the creed of German militarism, and one result already secured by the war is the damnation of this creed by facts.

war is the damnation of this creed by facts.

Effect of Such Gospel.

"Why is it that in all the civilized world Germany has not an ally except the Turk, that not one nation has lifted the Turk, that not one nation has lifted up a voice on her behalf? It is because Germany has chosen to live dangerously. Why is it that all her calculations have gone awry? Why is it that Belgium refused her passage? That the revolt in India and Egypt and South Africa she counted upon practically failed to happen? That on the contrary, the Boers and the people of India have so splendidly rallied to the

Luke McLuke LCOPYRIGHT, 1917 Strange.

Bill Billiams is a queer old mutt, The strangest of all cases; He will engage in horseplay, but He will not play the races.

Paw Knows Everything. Willie-Paw, what is the definition of

An Epitaph. To other climes poor Smith has slid. Screw on the lid. They told him his tires would not skid-But his tires did.

Mean Brute. "A woman can get straight to the point when she wants to," argued Mrs. Gabb.
"Except when she tries to sharpen a pencil," commented Mr. Gabb.

You Know Him. He gives advice from sun to sun, I speak of Oswald Hewitt: He'il tell you just what should be But he won't go and do it. Huhl

"A sailor has a wife in every port, they say," said Miss Oldgirl, "That's the reason he spends most of his life at sea," growled Mr. Old-bach. Betchal

He says he is a self-made man, He's his own valuator And you can bet all that you can He worships his creator, Figure It Out

nations. Why is it that the Allies are so utterly resolved to fight this war to their last breath? It is because Germany has made herself to be so much feared by all peace-loving, freedom-loving men, because her victory would rivet upon Europe the chains of a military despotism the most crushing the world has ever seen. Germany has trusted in the power of fear; and already she knows, when she sees the whole world in moral alliance against

wants to know what kind of blood the rivet upon Europe the chair of which tary despotism the most crushin mile tary despotism world in moral alliance against her, and contrasts with her own friend less condition the maryelous unity of our Empire, an empire held together that control to the miles of the magisterial principle, that power belongs to the 'mailed fist' and to the magisterial principle, that power belongs to the 'mailed fist' and to the match that lives dangerously,' can we with truth say that our own Empire as exards for the truth of the ministerial stands for the truth of the ministerial stands of the truth of the ministerial stands for the truth of the ministerial blot upon it. Yet in this true is many a blot upon it. Yet in this true is many a blot upon it. Yet in this true is many a blot upon it. Yet in this true is many at provided to the Christian ideal of empire, either at home or abroad, yet more and more of the control of the most population of the control of

am filled with numble confidence in the future.

Work Must Be Done.

"Britain's sun cannot set till Britain's work is done; and God has yet a great work for us to do. And if we are obedient to his will, if ours be the will to serve, if we baptize our gifts in the spirit of Christ, he will not remove us from our place, but will still lead us in the van of the nations, and still lay upon us 'the white man's burden,' the spiritual leadership of the world. Firmly trusting in him whose work we are here to do, let us be strong and of a good courage while we take up the awful burden of our present cross, the "Arduous strife, the eternal law,"
To which the triumph of all good is given."

of the other nine, how many games are played?
The answer is 45 games. What?

A. J. B. wants to know what has be-come of the old-fashioned sport who used to shine his boots with stove polish every Sunday morning? The Morning After. Bill Crank says: "As ye sow, so

A Warning. "Spring's on her way,"
Said Mr. Boff;
"But have a care,
Don't take 'em off,"
—Luke McLuke,
"Spring's on her way,"
Said Mr. Gout,
"But do not let
The fire go out."
—Detroit Free Press.

Names Is Names. Ernest Kiss lives in Cleveland, Ohio. Our Dally Special. Eat Less And You'll Pay Fewer Doc

The Birth of the Kalser.
The devil once builded a monster
Such as ne'er had been seen in all
hell.
And when he saw it was finished.
The devil smiled and said: "Tis

well!
We will call it William the Kaiser,
This thing to which I gave birth;
We shall give it a kingdom in Hunland
To do all my foul work on earth."
—R. T. P. Mercy!
The tender-hearted Dolly Dream,
Said, "Have a heart, I beg!
Oh, mother, please don't whip
. cream,

And please don't beat that egg."
--Luke McLuke. "And likewise, also," Dollie said,
"On one thing more I'm kickin,
Unless you want to see me dead,
Pray do not smother chicken."
—Cedartown (Ga.) Standard.

Goo Bil With deep regret we announce the of one of the charter members of Plub, Miss leep Frost of Portland, I was married to Donald Bridge week, Rev. U. S. A. Bridge of J

H. Martineau, Esq., Honorary Commandant of the Papal Zouaves, of 70 Villeneuve West, Montreal, writing to the proprietors of Zam-Buk, says:

Zam-Buk. I applied the balm regularly, used only Zam-Buk Soap for bathing, and in a comparatively short time could see some improvement. After continuing the treatment for a month the disease, although of over a year's standing, had entirely disappeared. In my estimation Zam-Buk is the only remedy for skin troubles.'

The reason Zam-Buk succeeds when other remedies fail is because Zam-Buk is all medicine—100 %! Its healing power is therefore much superior to ordinary

"For over a year I suffered with an eruption on my skin, and notwithstanding the numerous remedies I used it got no better until I commenced using ointments which contain about 5% medicine and the balance animal fat.

For ringworm, scalp sores, abscesses, ulcers, boils, running sores, salt rheum, teething sores, "barber's rash. pimples, blood-poisoning and piles Zam-Buk is unequalled. It is also the best "first aid" for cuts, burns, scalds and all skin injuries. 50c. box, 3 for \$1.25. All dealers or Zam-Buk Co., Toronto.

sent you.

Unreasonable. Paw makes the children angry, yea! They know the fathead has no sense: For he comes out and says that they Must not walk on the picket fence.

Paw Knows Everything. Willie-Paw. what are side attrac-

Doggone Him! The air is warm and summer's nigh, But we're afraid to gloat; For it brings the pinheaded guy Who likes to rock the boat.

Paw-Ear-rings, my son.

Well, Well! A. Ram, is a sheep raiser at Copperas Cove, Texas, and A. Bull works on a cow ranch at Lampasas, Texas.

Hun Blood. Harry Staples of Lexington, Ky., says that when a storm of red and yellow hallstones hit Idaho the natives interpreted the red stones as meaning the shedding of American blood, and he wants to know what kind of blood the ellow stones represented.

ted. Miss Snow Frost, a sister of the ed storekeeper who used to use paper afraid that if she laughs she will grow ride, is still a member of the Club. string to tie up his packages? Ten years after a girl wrecks your life by turning you down you are liable to meet her and thank her for the wreck. The difference between being engaged and being married is that you kiss your girl when you want to and you kiss your wife when you have to.

DARKIES ON DIN

If often happens that a girl who cesn't need glasses has to go around with specks on her nose. The trouble with following the crowd

The man who thinks he knows it all had better stay single. He won't get a chance to tell it if he gets married.

Railway Company has decided to place colored men upon its dining cars is the positions of waiters and cooks. The A wife may not lack a sense of humor change will be made as soon as the any more than a husband. But she is men are secured.

Treat your wife as you did when you were courting her and she will worry herself to death wondering if you are too good to be true.

and FREE trial box will be

DARKIES ON DINERS

WINNIPEG, May 6 .- With the object The trouble with following the crowd that when you get there it is all work elsewhere, the Canadian Pacific Railway Company has decided to place



