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Member Audit Bureau of Circulation.

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ing.

THE LONDON ADVERTISER COMPANY,  
LIMITED.

London, Ont., Friday, April 24, 1915.

## HEARTS OF OAK.

WHATEVER the value of the success gained by British naval operations at Ostend and Zeebrugge, be it great or inconsequential, the wonderful heroism of the men who formed the crews of the old submarines which crept up to the mole at the latter port and attempted to blow up the piling there; and that of the men who formed the storming parties and who steered the block ships into the channel and sank them will go down in history as one of the grandest examples of self-sacrificing bravery this old world has witnessed. The full story of it has not been told, and only the greatest of writers will be able to do it anything like full justice.

When volunteers were called for to man the ships and form the storming and demolition parties on the Vendictive, there was great competition for the undertaking among the blue-jackets and marines and only a small proportion of those who offered could be accepted, Sir Eric Geddes announces. Of what did this so attractive undertaking consist? It consisted of certain death for many of those who took part and the gravest possible risk for every man. No love of excitement, hope of gain or impatience to be in the thick of it actuates men to volunteer for such an enterprise; self-sacrificing, super-heroic patriotism alone could be the motive power. There was the possibility of striking an effective blow at the enemy and of preventing the loss of so many ships by acts of the submarines and that was enough. "Hearts of oak are our men" is as true today as it was in the days of Nelson, and gladly they embraced the opportunity to do something for the cause, thinking nothing of their personal risk.

Wonderful as has been the work of our navy in the comparatively long-range battles of the war, it cannot inspire us with the proud enthusiasm engendered by this last exploit. It is when the "impossible" is attempted and achieved and when strong men fight for possession of a gun or a ship hand-to-hand that the blood of those who hear and read of it tingles in the veins; it is when man meets man and the Britisher overcomes the foe that the ancient characteristics of the race shine forth anew.

For those who gave their lives in the thrilling and desperate adventure we mourn, but the tears are dried and eyes shine again with pride at the remembrance of what they were and how they died.

## WELL SAID, SIR FREDERICK!

SIR FREDERICK SMITH is the attorney-general of Great Britain. He paid a visit to Canada recently and attracted attention as a rare personality, a man whose keenness of vision permitted him to penetrate below the surface of things as they seem to the depths of things as they are. His impressions of the men in public life and the condition of affairs in Canada may have been hurriedly gained, yet they have served him as a basis for a series of copyrighted articles appearing in the Toronto Star under the general title "My Canadian Visit."

In a recent contribution Sir Frederick touches upon the political situation, dealing with the staunch support rendered to the empire by Canada and the influence of this assistance upon German expectations of victory. He pays tribute to Gen. Hughes and to Sir Wilfrid Laurier. The former, he says, has had his hour, but "nothing can ever take away from him the credit for the energy, the resource and the driving power, which called together so swiftly the first Canadian division, and improvised, like an Eastern wizard, the camp at Valcartier."

Sir Frederick says that from the outset Sir Wilfrid Laurier threw the whole weight of the Liberal party in the scale of the cause. He recalls that the theory of colonial assistance in Britain's wars received its impetus when "in the very darkest periods of the South African war, Canada had sprung to arms with a devotion, and a passion, which should have struck the imagination of the whole world," but which apparently failed to influence the German prophets.

Regarding the Quebec situation the British attorney-general points out that it would be "obviously improper for an English politician to offer any opinion upon a domestic Canadian question." This does not restrain him from the following sincere tribute to the Liberal chieftain: "But while recognizing the presence, the courage and the spirit of personal self-sacrifice shown by Sir Robert Borden, we may be allowed to assure that distinguished veteran, Sir Wilfrid Laurier, that no Englishman ever doubted either the depth or the purity of his patriotism."

## A PROMISE OF THINGS TO BE.

IT IS SIGNIFICANT that between the two English-speaking peoples of this continent there is springing up even now a feeling of mutual respect and admiration due entirely to the war. We would be the last to suggest that such feelings were absent in other days; but what we do say is that the strengthening of the ties of brotherhood within the past year has been so evident and so great as to preclude the possibility of its being attributed to any other cause but the war. When Allston, in his poem "America to Britain," wrote:

"Yet, still from either beach,  
The voice of blood shall reach,  
More audible than speech,  
We are one!"

He meant, we may reasonably suppose, to ex-

press the sentiment of the greater portion of the citizens of the Republic. In regard to ourselves this idea of unity is growing rapidly today.

"Gratitude is a species of justice," says Johnson and "is the fruit of great cultivation: you do not find it among gross people." To extend to us the justice she deems it our right to claim, and to express her gratitude for the services our Dominion has rendered, the Republic lately presented to our Red Cross through the House of Representatives the large sum of five hundred thousand dollars. This is not all. Not so very long since the residents of Niagara Falls were made freemen of the American town of the same name, and members of the Ontario Board of Trade were elected to membership in the similar board of New York State.

These facts are pregnant with meaning; but as though something of much wider and much greater importance should be done to prove, not alone how wholeheartedly the United States is in the war, but how sternly she feels the impulse to do the greatest things possible to her to show her sincerity and her faith, we find James M. Beck, formerly assistant attorney-general of the United States, unfolding his belief before a large audience in Philadelphia:

"When this war ends, as it will in a victory for the Allies," the speaker said, "and Great Britain and France will say to our Government 'the time has come for us to settle the matter of our great indebtedness to you in a more formal way,' I believe our Government will reply by writing across the paper on which the money was lent, 'Received in full.'"

What does this mean? What can it mean? While the peoples of this continent are become as one, it is plainly the desire of our southern friends to extend the meaning of brotherhood by including the Allies and the means readiest to their hand is by the abolition of monetary obligations. Indeed this is a noble desire emanating from the heart of a great and cultivated people.

"The opportunities of making great sacrifices for the good of mankind," says a writer, "are of rare occurrence; and he who remains inactive till it is in his power to confer signal benefits or yield important services is in imminent danger of incurring the doom of the unfaithful servant."

The American people are not waiting to prove their gratitude; they are giving this matter their best attention today. They are helping in a potent way, a way the far-reaching consequences of which at present we may not grasp too fully; but the soul of the wish to serve may best be known in Mr. James Beck's own words:

"If it be a chivalrous thing for us to exchange that debt, the victory, when it is won, will bring us greater benefit, and, I must say in candor, a less deserved benefit than to any of the other Allies."

The war is still raging, black days are still ahead may be; but who shall blind himself to the promise of things to be when he feels, through the knowledge at hand, the pulse of a fuller and greater brotherhood of men beating within the heart of the world?

## EDITORIAL NOTES.

More tax on tobacco! That's taking it out of the soldiers and soldiers' relatives.

Extract from Hindenburg's order to divisional commanders: "Keep off dose Gunadians."

Someone might write a ballad around the title "I'd like to make the kaiser wear his helmet upside down."

When a German paper calls the behavior of Kuehlmann and Czernin scandalous, the rest of the world won't want to read the evidence.

Those whom the patriotic fund workers failed to visit need not feel left out in the cold. Subscriptions will not be refused, although late.

The Krupps may have a 70-mile gun, but we are informed by several readers that our cartoonist has created a gun that shoots around corners.

Perhaps the street railway earnings would be increased by allowing cars to run to Springbank on Sundays this summer. Cannot that be arranged?

Germany's secretary of the treasury says: "We don't know yet the amount of indemnity we shall win." When he does, he won't want to make it public.

Sir William Meredith jokingly informed a witness that a newspaper man had no conscience, which shows how little a learned judge may know of some subjects.

Beaten in her efforts to prevent Dutch ships being used by the Allies, Germany is now trying to force Holland to become her passive ally. The outcome is in doubt.

Those Ukraine peasants who wiped out three squadrons of Polish Uhlans acted for the best. Being unable to feed the enemy, they put him where he would not hunger.

Everyone in Canada now knows the exact conditions of the amended M. S. A. and when "leave" may be granted—with the exception of about seven million persons.

It might be well if Britain found out from President Wilson whether he wanted to have the petition against conscription presented to him by Dublin's lord mayor before granting passports.

It's a mistake to omit publishing the names of the members of the re-examining board which gave Col. R. P. Labatt a life pension. Private soldiers with heart affections as a result of service would be glad to appear before it.

## NO PLACE FOR TITLES.

Owen Sound is not directly interested in the abolition of titles in Canada, not having anyone whose foolishness takes them that course. And Owen Sound does not want any titles here. We have the best town in Canada and some of the best citizens in Canada, and a few of the best soldiers of Canada in the firing line. That is sufficient honor for any town. A knight or a baron would be very much out of place here.

## SIR DOUGLAS HAIG'S HEIR.

(Westminster Gazette.)  
The birth of a son and heir to Sir Douglas Haig fulfills for another generation the old prophecy concerning the duration of the famous family from which the field-marshal derives: "Tide, tide, what'er betide,  
They'll aye be Helgs in Bernersyde."  
Sang Thomas the Rhymer, and, sure enough, the lands and barony have been in the unbroken lineal possession of the family since the days of Malcolm IV.

# Bits of Byplay

by Luke McLuke

Copyright, 1917.  
We're Coming!  
Hold 'em for a minute, Tommy.  
Hold the filthy Hun!  
We are coming over, Tommy.  
With our men and guns.  
Don't let them get past you, Tommy.  
Show 'em how to fuss.  
But don't kill 'em all off, Tommy.  
Save a few for us.

Stung!  
"Why do you wring your hands, Miss Oldgirl?" asked the facetious Mr. Oldbach.  
"Because I am so lonely and disconsolate," replied Miss Oldgirl.  
"Wouldn't you rather have some man ring them for you?" asked Mr. Oldbach, grinning at his painful pun.  
"Oh, Mr. Oldbach," smiled Miss Oldgirl, "this is so sudden!"

All Alike.  
"Girls are the same," said Uncle Mark.  
"You'll find, in palace or in grange;  
If she should give a man her heart,  
She would be a diamond in exchange."

## Hoch Der Kultur!

Kamarads:  
As an incentive to my brave troops, I have ordered that this price list become effective immediately:  
For the right hand of a male French child ..... 1 Iron Cross  
For both hands of a male French child ..... 2 Iron Crosses  
For one leg of a female French child ..... 1 Iron Cross  
For both legs of a female French child ..... 2 Iron Crosses  
For the breasts of a nurse ..... 5 Iron Crosses  
For the eyeballs of a pig ..... 1 Iron Cross  
For the head of a pig ..... 1 Iron Cross  
For the head of a pig ..... 1 Iron Cross  
The All Highest.

## Our Joe Miller Contest.

Will P. Green, secretary of the National Vigilance Committee of the World, claims that the ideas of the one about the two Irishmen who went to New York to see the sights and have a good time. They had a fine dinner in a cabaret cafe, and when they were about through the waiter politely said: "Can I get you gentlemen a couple of demt tasses?" Pat looked at Mike, and Mike look at the waiter. "No, I guess not," replied Mike. "Someone might see them with us and tell our wives."

## Names Is Names.

Willie Pettit lives at Berrys, Ga.

## Our Daily Special.

It Doesn't Take Long to Teach a Homely Girl to Swim.

## Luke McLuke Says.

If a man named Willie spelled it Wylliam someone would slap him with a stocking full of mush. But a girl named Edith spelled it Edyth and get away with it.  
You may not believe it. But the fellow who won't listen to reason when you are arguing with him is thinking the same thing of you.  
And just because your wife says: "It's no use talking," don't get the idea into your head that she isn't going to.  
Our idea of an unusual way to get to have around is a man who is satisfied with himself.  
A man won't get out of his way to be kind to someone he likes the way he will be unkind to someone he dislikes.

# NINE BOILS KEPT COMING ON NECK ONE AFTER THE OTHER

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, 202 Gloucester street, Ottawa, Ont., writes: "I used to get 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."

# CHILD'S TONGUE BECOMES COATED IF CONSTIPATED

If Cross, Bilious, Sick, Feverish, or Full of Cold, Take No Chances

"California Syrup of Figs" Can't Harm Tender Stomach, Liver, Bowels.

Children love this "fruit laxative," and nothing else cleanses the tender stomach, liver and bowels so nicely. A child simply will not stop playing to empty the bowels, and the result is, they become tightly clogged with waste, liver gets sluggish, stomach sour, then your little one becomes cross, half-sick, feverish, don't eat, sleep or act naturally, breath is bad, system full of cold, has sore throat, stomach-ache or diarrhoea. Listen! Mother! See if tongue is coated, then give a teaspoonful of "California Syrup of Figs," and in a few hours all the constipated waste, sour bile and undigested food passes out of the system, and you have a well, playful child again.

Millions of mothers give "California Syrup of Figs" because it is perfectly harmless; children love it, and it never fails to act on the stomach, liver and bowels.

Ask your druggist for a 50-cent bottle of "California Syrup of Figs," which has full directions for babies, children of all ages and for grown-ups plainly printed on the bottle. Beware of counterfeiters! Get the genuine, made by "California Fig Syrup Company." Refuse any other kind with contempt.

# CHAPMAN'S

## We Are In Full Swing for May-Day Attire

# Ladies' and Misses' READY-TO-WEAR

In fact all Departments are well supplied to meet your approval. Quality and Style give distinction in all this New Season's Creations, especially in Ready-to-Wear and Millinery :: :: :: ::

## NEW ARRIVALS IN SILK DRESSES

Beautiful shades, daintily created, which you are sure to admire. Our salesladies are eager to display these lines at prices that you cannot resist, full range, At \$16 upward

## SPECIAL FOR SATURDAY

Navy and Black Serge Skirts, all sizes, in two styles; just put in stock; for

**\$3.95 Each**

## POPLIN SKIRTS

Black only, elastic band and pockets; quick selling Saturday at

**\$2.95 Each**

## SOME NEW SUIT MODELS

Just the right kind to please women who would be dressed in proper style. Visit our showroom and be convinced.

## Moire Coats From \$14.50 to \$30.00

Imported; satisfactory in quality and color.

## Waists, Underskirts

A new lot of White Habutai Silk Waists, large collar trimmed with guipure lace. Selling quickly at

**\$2.75**

Four dozen Beautiful Embroidered Waists. Special price while they last

**98c**

Special showing of Black Saten Underskirts, guaranteed fast color, deep accordeon-pleated flounce, sizes 30 to 42. Only

**\$1.25 Each**

A few English Moire Silk and Wool, narrow pleated at bottom underskirts, 36 to 42. At

**\$2.50 and \$3.00 Each**

CANADA FOOD BOARD.  
"Winning the war rests primarily on one thing—the matter of food. It is not a Government responsibility. It is a personal obligation to someone in Europe we are bound to help." (The United States pledge card.)

## Oh, What Beautiful Hats!

We have still a big assortment of spring and summer styles, and we have selected a special for the month end at

**\$2.95 Each**

Trimmed and untrimmed. Come and secure your supply from this splendid display.

## Children's Pretty Trimmed Hats

Black and fancy, ages 3 to 14. These are lines of the season's best productions, bought from wholesale clearings at big reductions. We put on special sale for this week-end at 98c each. See a large assortment in our window display.

About two dozen

## Black and White Check Skirts

sizes 4 to 14 years, to wear with middies, good washing material. Prices ..... 60c to \$1.00

18 ONLY CHILDREN'S WASH DRESSES in black and white check, nicely trimmed, sizes 2, 4 and 6 years. Saturday on sale at ..... 59c

A BROKEN LINE OF CHILDREN'S DRESSES gingham and percales, sizes 10 to 14 years. .... 98c

## LADIES' COLLARS

Pique, georgette and muslin, in all the newest styles. Prices ..... 50c, 75c and \$1.00 each  
Ladies' White Pique Vests at ..... \$1.50 and \$2.00

## BOUDOIR CAPS

Some splendid net in several different patterns, with pink and blue trimmings. At a clearing price of ..... 39c each

Unusually smart

## Coats For Children

Mothers will quickly dispose of the idea of making little sister's new coat after viewing these exceedingly attractive children's styles.

## LINEN DEPARTMENT.

Embroidered Pillow Slips at old prices, not possible to duplicate ..... \$1.00  
\$1.25, \$1.30, \$1.35, \$1.50, \$1.75, \$2.25 and \$2.50 per pair.

TOWELING, pure linen, at ..... 17c, 18c, 20c and 25c  
Table Napkins, pure linen. Per dozen ..... \$2.50 to \$9.00

## House Dresses

made of good percales and gingham, an excellent pretty dress at

**Special Price, \$1.39--Extra Value**

Pretty Chambray Dresses, nicely made, cuffs and collars of white pique, fast colors, in pink and blue, sizes 36 to 44. At

**\$2.00, \$2.50 and \$3.00**

Ladies' Vests, short sleeves, extra quality. At 59c each

## Specials In Dress Goods and Coatings

All-Wool Serge, navy or black, 38 and 40 inches wide, worth \$1.50 yard.

**On Sale at \$1.10**

All-Wool Serge, navy or black, 45 inches wide, value \$2.00 yard.

**On Sale at \$1.50**

Coatings in grey mixtures, 54 inches wide; extra value at \$4.00.

**On Sale at \$2.50**

**J. H. CHAPMAN & CO., 239, 241, 243 Dundas St.**



## Men Wanted for the Canadian Naval Service

Officers

Applications requested from men qualified to fill positions as Mater. Chief, Artificer Engineers, and Artificer Engineers. Pay \$2.50 to \$3.75 per day. Clothing Allowances; \$30.00 separation under usual conditions.

## Petty Officers and Men

Engine Room Artificers, \$1.35 to \$2.75; Seamen 90c. to \$1.10; Stokers \$1.00 to \$1.25; Carpenters \$1.20 to \$2.40; Stewards \$1.10 to \$1.50 per day and \$25.00 monthly separation under usual conditions. Some vacancies for Boy Stewards, ages 16-18. Pay 58c. daily. Free Kits, Free Messing. Qualified men cannot find a better way to serve their country during the war.

NAVAL RECRUITING OFFICER,

103 Bay Street, TORONTO, ONT.

or Naval Recruiting Secretary, 279 WELLINGTON STREET, OTTAWA

Comfortable—because they help the figure by gently supporting it.

D & A Corsets are fashioned on Canadian women and help to increase the beauty of the figure without harsh pressures. The D & A embody the latest and most fashionable designs and sell at half the price of imported corsets. Made by the Dominion Corset Co., makers also of the La Dita Corsets and the D & A "Good Shape" Brassieres.

Sold by best dealers, everywhere.

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NON RUSTABLE

# D & A CORSETS

DOMINION CORSET CO., QUEBEC—Montreal—Toronto

