

London Advertiser

Member Audit Bureau of Circulation.

MORNING EDITION.
City, 12c per week.
Outside City, 15c per week.
By Mail, \$4.00 per year.

NOON EDITION.
City, 12c per week.
Outside City, 15c per week.
By Mail, \$4.00 per year.

EVENING EDITION.
City, 12c per week.
Outside City, 15c per week.
By Mail, \$4.00 per year.

3670 TELEPHONE NUMBERS.
Private Branch Exchange.
From 10:00 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 Build-
ing.

THE LONDON ADVERTISER COMPANY,
COMPANY.

London, Ont., Thursday, April 11.

THE FINAL PHASE?

OF ALL critical periods through which the war has passed, the present awful conflict is perhaps the most climacteric. Germany having failed to win decisive victory when her great drive along the Somme halted on March 28, is again striking desperately, bent upon staking hundreds of thousands of lives on the gaming table in the hope that the weak spot in the Allies' line may be found. It brings a new and suddenly-developed phase in the war, indicating that Germany believes her human resources sufficient to continue on the offensive.

The developments of the next few days will be likely to shape the course of fighting for the next few months. Six months of the present style of warfare should see the war ended, with Germany thoroughly beaten and the Allies in a position to dictate a clean peace. All signs point to a finish fight. That is what Allied commanders have desired.

Lloyd George has called for more men to meet the enemy in the supreme and perhaps final onslaught. The Allies have been fighting cautiously to preserve their men. But there is need for new armies, and men below 51 years of age are to be taken in England, Wales and Scotland for military service, while the long exemption granted to Ireland is almost certain to come to an end.

Canada should consider that the call of Lloyd George is directed to all the available men in the Dominion. To conscript men is the method of securing soldiers in Canada. Therefore, in the interests of humanity and for the preservation of liberty conscription should be applied in such a manner as to secure large drafts of men. With the hurricane of combat at its height on the western front, and with British and French arms standing up nobly to the attack, it is possible that few if any men who would now be called for service will reach the firing line. But the men are needed now, needed far more than at election time, and since the military service act is an instrument designed to secure soldiers, it should be enforced to the hilt in this hour of supreme crisis. The whole Allied world is searching its cities and towns for men; Canada cannot afford to do less than supply every available reserve for her forces.

At present no action has been taken to meet the direct request made by Lloyd George to Canada. The Government at the hour of writing has come to no decision. Days and weeks will count mightily in securing men for reserves. But action should be taken as early as possible to meet the demand from the western front with men. As the great armies battle, as the wounded are transported from the front by the tens of thousands, the impulse of a red-blooded country is to redouble her efforts to assist in what is likely to be the final phase of the great war.

POETS AND DEMOCRACY.

ART IS democratic, more especially the art of the literary craftsman. Genius is not the gift of the gods to men and women who walk the primrose path of life, and feast on honeycomb and nectar. Indeed, those who gaily trip along the ways of the world to the accompaniment of lute and timbral, being, as they are, largely care-free and objective, snuff out any flame of genius which may have been theirs in the years of adolescence; whereas, genius being inseparable from sorrow of one sort or another, becomes the flaming brand of righteousness in the hands of those who understand the aspirations of their fellowmen and shows them the "heights the soul is competent to gain."

The poet, in every age, has been the champion of the rights of man. That spirit of humanity which prompted Sydney, the poet and courtier in Elizabeth's day, to offer a dying soldier on the field of Zutphen his last drink of water, is to be found in the melodious utterances of those who have followed him, is clearly enough seen when we examine the work of a few of the greater singers of modern times. All the world, for example, knows how emphatic Burns is in the matter of the democratic idea. The accidental attributes of wealth, rank, name or habitual pose were as of no value at all in his sight. What he demanded was largeness of soul in man, and cared not in the least for the arbitrary height of any pinnacle of fame whereby a man's title to affection and respect might be measured. "A man's a man for a' that," sums up his attitude in one respect; but when he sees how the harshness in life, as evolved from the unbridled use of power by the unscrupulous few, causes the misery and hopelessness of the many, he exclaims with a pathos in which it is possible to see his own suffering and his inability to right the undeniable social wrong, that

"Man's inhumanity to man
Makes countless thousands mourn."

The appalling history of Poland and the French revolution furnish us with examples without measure of the way in which greater human affairs have lit the white flame of righteous wrath within the soul of poetic genius. The agony of Poland—that land of many sorrows, that other Belgium—aroused Tennyson to the writing of one of his finest sonnets. He asks:

"How long, O God, shall men be ridden down,
And trampled under by the last and least of men?"

And at the end, regretting as a true democrat and humanitarian the partition by Russia of the

Polish kingdom, he asks forgiveness for the sin of his own country in offering no help:

"Us, O Just and Good,
Forgive, who smiled when she was torn in twain;
Us, who stand now, when we should aid the right—
A matter to be wept with tears of blood."

Tennyson in "Locksley Hall," after a denunciation of the "social wants that sin against the strength of youth" and the "social lies that warp us," sees "the nations' airy navies grappling in the central blue," and "the standards of the people plowing through the thunder-storm," and then, with the creative imagination of poetic genius, he speaks of a day when the war-drum will cease to throb and the battle flags be furled

"In the Parliament of man, the Federation of the world."

The instances illustrating the presence of the democratic spirit in very large measure, indeed, in the case of Byron and Shelley and Keats and, in fact, all the Victorian poets, are many and forceful. In "Hellas" Shelley says:

"The moon of Mahomet
Arose, and it shall set:
While, blazoned as on heaven's immortal noon,
The cross leads on."

The inference is crystal clear, as well as in the following lines from Browning:

"All service ranks the same with God,
With God, whose puppets, best and worst,
Are we; there is no last nor first."

The theme is wide, but while

"Sappho survives, because we sing her songs,
And Aeschylus, because we read his plays,"

Democracy must come to be the informing spirit of human affairs, because it has the support, not only of the reason of ordinary man, but also and chiefly of the genius of extraordinary men—the poets, those men of the beautiful vision.

SWEDEN AND CANADA.

IT'S A FAR cry from Canada to Sweden, but both countries seem to suffer from a common malady. A cartoon recently reproduced in America from a Swedish paper, *Sondags-Nisse*, satirizes the endless expansion of the bureaucratic machinery in that country. This Swedish paper says:

"Our citizens must curtail their consumption of gas. To insure their doing so, the gas department needs an addition to its force; one inspector, twelve controllers and twenty-five clerks."

"Electricity must also be saved. This requires seventy-four new places in the department of electricity—one chief inspector, two inspectors, twenty-four controllers and forty-seven clerks."

Canada once had the commission fever and recurrent outbreaks are noticed every little while. But in province and nation the bureau idea is now the rage. Canada and her provinces now have a swarm of them, each with its battalion of helpers.

EDITORIAL NOTES.

Power rations for hungry factories will bring the situation home to all London industries.

Germany now fights on a single front. There is an answer to the continued pressure in France.

Our American cousins are "coming across," and going across to the full extent of their resources.

It was to be expected that the Hun's final straffing of the British would be the worst he could offer.

Even Ireland's friends believe that the time has come for her immunity from compulsory war service to reach an end.

It's not so much the getting down to brass tacks that counts these days, but the getting down to steel rivets in the plates of ships.

If the writer of a letter signed "Outlander" will send in his or her name as an evidence of good faith, the letter will be printed.

More "Sammies" have reached the western front. The present offensive has caused Uncle Sam to cut off all decorative frills and strip to the waist.

A CYNIC'S SPRING SONG.

By Eric Ross Goulding.
It is easy enough to be cynical, if one so wishes, though it is, of course, the avowedly supreme accomplishment of the obtuse son of Philistia. Cynicism is the weapon, not of the ignorant, but of the stupid. Ignorant people are often charming, stupid people are always alarming. They almost frighten one by their deliberately cultivated inability, through stupidity, to see the beauty in the heart of things, the only and natural incentive offering in the breath of flowers and the utter abandonment of joy in the laughter of children. Here is an almost effortless example of how the cynical effort may be achieved.

—E. R. G.
Broken Apollo's lute, silent the pipes of Pan!
I hear no more, as in preceding years,
The pulsing life of lyric notes.
Pregnant with soul and all aesthetic joy, that man,
Lashed to the wheel, and prone to bitter tears,
May learn Spring's magic antedote.
Mine now the shirking from a splintered reed,
Harsh worldly fare, ear-dulling jeers—
Such tragedy in sound—that all my creed
Is in itself reduced to sneers.
The pipes of Pan are twisted, and Apollo's lute
Emits no golden song of love; 'tis broken, mute!

AN ECCLESIASTICAL COINCIDENCE.

[London Daily Chronicle].
The Archbishop of York's text for his first sermon in America was, by a coincidence, the same which a predecessor of Dr. Lang made memorable. Among the great sermons of the Victorian era was Dr. Maclure's on "They beckoned unto their partners whithersoever they went." It was preached at the time when the disestablishment of the Irish church was dividing public opinion. The sermon was Maclure's most eloquent effort and impressed Disraeli with his power.

AMERICA IN ARMS.

[New York Times].
Let us who come so late into the war
Go quietly, and keep a humble heart.
Praying that we may bear a worthy part
In the great task with those who went before.

Firm is our faith in these, our nation's youth.
Let us not wrong them by the idle word,
Nor let our eyes be blinded to the truth
By all the brightness of an untired sword.

Ab, let them go, with wonder and with prayer,
Into the fields of war. What can be said,
Truly, by us? They shall encounter there
The eloquent presence of the silent dead.

If victory be ours, as we believe
It shall be ours at last, then we shall know
It is not ours indeed, but we receive
This gift from those who were the first to go.

There's in the victory. This our only pride:
In the same cause we served, endured, and died.

Bits of Byplay by Luke McLuke

Copyright, 1917.

Fact.
A splendid asset is a cheerful face. Folks know the water harbors no disgrace; And this thought comes to every man in town. Uneasy lies the head that wears a crown.

Then It Happened.
"That fellow gave himself dead away didn't he?" said the rummy, as he lit his cigar.
"What fellow?" demanded the clerk, as he grabbed an empty box.
"The man who refused his body to a medical college," replied the rummy, as he headed for the door.

You Know Him.
I think he is a foolish mutt, I speak of Basil Bood.
He makes good resolutions, but The darn fool won't make good.

Police!
No dentist bothered Dolly Drouth, And happily she hummed:
"My teeth will all stay in my mouth, Because they are well gummed."

Poor Old Paw.
Willie—Paw? Paw—Yes, my son, what is it?
Willie—If a homely woman went to a

HEALTHY CHILDREN

It is natural for little ones to be well, and with care every baby can be kept well. The main thing towards keeping well, little ones well is to keep their little stomach sweet and their bowels regular. Baby's Own Tablets will do this. Thousands of mothers keep the Tablets in the house as they find them an efficient guard against illness. Concerning them Mrs. Hilary Desmarais, St. Joseph de Sorel, Que., writes: "I believe Baby's Own Tablets are the best medicine in the world for children. My baby was terribly constipated but the Tablets promptly cured him and now he is a big healthy child." The Tablets are sold by medicine dealers or by mail at 25 cents a box from the Williams' Medicine Company, Brockville, Ont.

beauty doctor for treatment, could you say that she is an ugly customer? Paw—You'd better keep your mouth shut if you know what's good for you, young man!

Advice.
Learn this by heart, my friend, today. You'll find that it is less you say, Remember that the less you say, The less you need retract.

Giving the Moon More Time to Get Full.
[Dixon, Ky., Journal].
The regular meeting of Carlo Lodge, No. 314, F. and A. M., has been changed from Saturday afternoon before the full moon to Saturday night before the full moon.

Thank!
Your column cheers me daily, I turn to you so gaily,
If they tell you for a good you do In keeping us from feeling blue,
John D.'s pile would look small to you, Luke McLuke.

—W. D. Mahon, Detroit, Mich.

Mercy!
We don't know what she did to him, but we do know that Wood Muser lives in Cattletsburg, Ky.

Tender Spots.
"All men have tender spots," said Bart, "This is the truth, I know; And, if it isn't in the heart, It may be in his toe." —Luke McLuke.

"There are exceptions now and then To all the rules," said Hockett; "But you will find, with most of men, The tender spots' the heart." —J. R. W.

Our Daily Special.
Give a bald-headed man a show and he'll get to the front.

Luke McLuke Says.
Some men remind you of onions. They are useful and they mean well, but they are always coming between friends. Every wife knows that if her husband would learn to say "NO" occasionally he would save money.

We can remember when there were no telephones in this country. And, if you tell your folks to go on as there is now.

Do not put in your Sunday afternoon in visiting other folks. While you may be lonesome, the fellow you visit might like to be that way.

Every man claims that he is honest and impartial. But the reason why we have to have courts and judges is because you couldn't trust any man to try himself.

A woman's idea of a no-count husband is one who is so easy-going and good-natured that he won't even quarrel with her.

ALL ARE READY TO TURN OVER VETERANS TO DISTRICT DEPOT

Military Hospitals Will Give Up When Ottawa Says So.

The announcement of the date of transfer from Ottawa is the only thing that is needed now to start the big new district depot for returned soldiers on its way. Everything is ready, and Ottawa has been notified that the transfer of the returned men here to the new depot can be made at any time. When all the districts throughout the dominion have completed their preparations, a date will be set by Ottawa for the transfer to take place.

Nominal rolls of all men on the strength will be prepared by No. 1 Casualty Unit, and by "P" Unit, Military Hospitals Commission Command. When the word is given the men will be struck off the strength of their present units and will be sent to Ottawa for the transfer to take place.

ACTRESS GIVES RECIPE FOR GREY HAIR

A Well-Known Actress Tells How to Darken Grey Hair With a Simple Home-Made Mixture.

Jockey Williams, the well-known American actress, who was recently playing at the Imperial Theatre in St. Louis, Mo., made the following statement about grey hair and how to darken it:
"Anyone can prepare a simple mixture at home, at very little cost, that will darken grey streaked or faded hair, and make it soft and glossy. To a half pint of water add 1 ounce of bay rum, a small box of Orizol Compound, and 1/4 ounce of glycerine. These ingredients can be bought at any drug store at very little cost, or any druggist can put it up for you. Apply to the hair twice a week until the desired shade is obtained. This will make a grey-haired person look today to play a return game with 20 years younger. It does not color the scalp, is not sticky or greasy and does not rub off."

and taken on the strength of the new district depot.

Lieut.-Col. G. W. Nelson, the officer commanding the depot, has completed his staff, and has prepared offices in the Armories. In addition to the staff announced in the *Advertiser*, some time ago, Hon. Capt. F. H. Cuddy, quartermaster of "B" Unit, M. H. C. C., has been appointed to "carry on" the same duties in the new depot.

Hon. Capt. L. G. Goldsborough, paymaster of "D" Unit, has likewise been chosen to perform the duties of paymaster of the depot, and his assistant will be Hon. Capt. J. R. Gilbert, at present quartermaster of No. 1 Casualty Unit.

NO STEPS TAKEN AS YET TO DISMANTLE L. E. PLANT

Hydro Trying to Care for Homes With Electric Stoves.

The London Electric Company continues removing its meters and wires from the different homes of the city. No steps have been taken as yet to dismantle its plant on York street.

The hydro workers continue to connect up different homes with power besides other commercial customers. The houses connected are those using electric stoves. One apartment recently connected has five such stoves in it. Households with none but electric stoves have been placed in an embarrassing situation since the L. E. plant closed.

Wire contractors are yelling, as they state that some of the hydro bosses are doing wiring at night on their own hook, thereby depriving them of work which they pay a business tax to carry on.

No word has been received as yet as to when the deputation may go to Ottawa.

RAKES, SPADES, ETC., TO BE BOUGHT FOR SCHOOLS

Board of Education to Purchase Them and Obtain Refund.

The board of education will purchase a supply of rakes, spades, etc., to supply the different school gardens of the city. This money will later be refunded by the Ontario government, and will allow the board to purchase for equipment and seed. The board will also purchase chairs for the English school. The mothers' club of the school has agreed to pay half the cost.

WILL PLAY ST. THOMAS NINE. A baseball nine, representing the Colored Refining Depot at Queen's Park Camp, journeyed to St. Thomas today to play a return game with the "Company" of the 1st Depot Battalion, W. O. Regiment, there.

TWELVE GATHERED IN CHARGED WITH EVADING SERVICE UNDER M. S. A.

Efforts of Police Resulting in considerable Addition to Forces.

The concerted efforts of the civil, military and dominion police in rounding up the men who are seeking to avoid donning the khaki under the M. S. A. are beginning to take effect to an exceptional degree. What looks like a high-water mark was reached Tuesday, when twelve men in Western Ontario were gathered in, charged with evading the act. They will be turned over to the 1st Depot Battalion, W. O. Regiment, at Queen's Park camp.

WEAK, ANAEMIC GIRLS

Bloodlessness is the trouble of many girls who ought to be full of life and good spirits. Instead they are pale, their lips have no color, they have no appetite, their digestion is poor, and if they walk fast, either in the street or going up stairs, they are so tired and out of breath that their hearts beat as if it to burst. Almost always such girls are thin, flat-chested, and allow, with nothing attractive about them. If they do not get better they will have a cough in the winter and, not unlikely, consumption, that most hopeless of all diseases, will develop.

No girl should be like this. She should be plump, rosy-cheeked and full of life, able to walk fast and to exertion without being breathless and palpitating. To be in this healthy, happy condition she must have plenty of good, rich, red blood as it is only through the blood that the body can be healthy. And the only medicine that will keep the blood supply rich and red is Dr. Williams' Pink Pills. Their effect upon the pale, weak girl who gives them a fair trial is wonderful. They improve the appetite, undo aches and headaches disappear, the glow of health tinges the cheeks, the eyes sparkle, and the step becomes light and elastic. Thousands of girls throughout Canada owe their health and attractive appearance to Dr. Williams' Pink Pills and do not hesitate to say so.

You can get these pills through any medicine dealer or by mail at 50 cents a box or six boxes for \$2.50, from The Dr. Williams' Medicine Company, Brockville, Ont.

CANADA'S PRIDE

CANADIANS have good reason to be proud of the position Canada holds in the world today. This pride is justified by the activities of her people, by her unlimited natural resources, by her splendid institutions, and particularly by her Industries.

Facts about the immensity of some Canadian industries would astonish most people.

These industries, when viewed in the light of comparison with other countries, are simply tremendous.

The growth of any industry is limited to the number of people it can serve, and that is a fact not often properly appreciated when Canadian industries are compared to similar enterprises in, say, the United States.

For example: the population of the United States exceeds 100,000,000. Opportunity for industries there is almost unlimited. In comparison, Canada with its seven million population is a small country—yet in spite of this comparatively small population, Canada possesses several industries which in actual size rank among the biggest in the world.

In shoemaking, one Canadian concern has developed a volume of business and a service to the Canadian people which is not

equalled by another shoe manufacturer anywhere in the world. This concern, if located in the United States, would rank as one of the twelve largest out of some two thousand shoe manufacturers there.

While the sales of the largest shoe manufacturer in the United States—selling to the American people—do not exceed twenty-five cents per capita per year, the sales of Ames Holden McCready to the Canadian people last year were approximately eighty cents per capita.

In a comparative sense, therefore, this Canadian concern is greater than the foremost American shoe manufacturer in the United States.

Thus Ames Holden McCready truly merit the distinction of their title "Shoemakers to the Canadian Nation."

Just imagine for a moment the enormous work of supplying a large portion of Canada's 7,000,000 people with its boots and shoes:

—it requires—huge up-to-date factories equipped with the most modern machinery able to turn out 8,000 pairs of shoes a day.

—it requires—a variety of nearly 800 different styles to meet the requirements of all classes of people, for different grades, shapes and kinds of shoes.

—it requires—the maintenance of six large distributing branches in principal cities from coast to coast, and in these are carried over a million dollars worth of stock, ready for quick delivery to retailers.

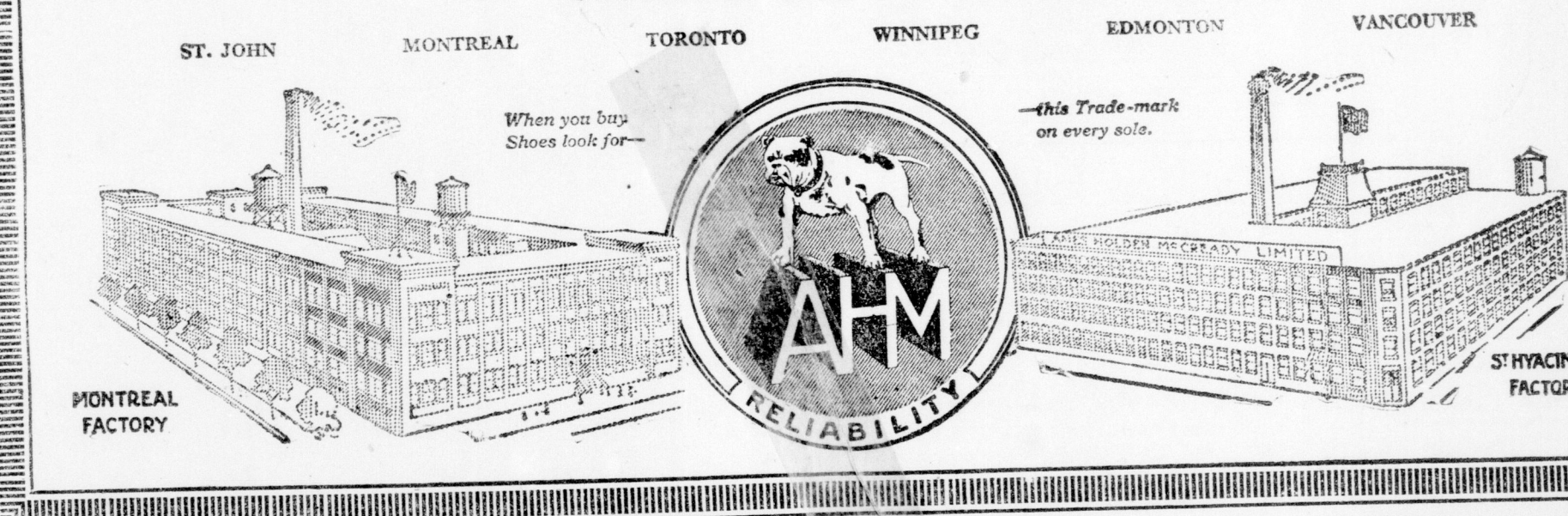
—it requires—sixty travelling salesmen to call on the retail trade, because out of approximately 10,000 retail dealers who sell shoes in Canada, more than 5,000 handle A.H.M. Shoes.

—it requires—many other details of organization and equipment, but this brief outline will give you some slight idea of the part that this great shoe concern is playing in the business of supplying footwear to the Canadian people.

You will be interested in these facts, because the next time you buy footwear bearing the A.H.M. Brand, you will know that they are the product of a large and efficient organization making shoes which will in every case give you the greatest value for your money.

AMES HOLDEN MCCREADY LIMITED

"Shoemakers to the Nation"



ST. JOHN MONTREAL TORONTO WINNIPEG EDMONTON VANCOUVER

When you buy Shoes look for—

—this Trade-mark on every sole.

MONTREAL FACTORY

ST. HYACINTHE FACTORY

1A