

London Advertiser

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THE LONDON ADVERTISER COMPANY, LIMITED. London, Ont., Wednesday, March 29.

GERMANY'S HOPE GONE.

DESPITE her boasts and bold front Germany is keenly alive to the fact that she is being hemmed in by a wall of steel which will eventually crush her into submission, unless she can persuade a section of the wall into easing the pressure.

Secret and deceptive as were her methods the Italian Government was alive to her efforts and just as quietly took measures to counteract them. Had Verdun fallen before the German attack there was a possibility, so Kaiser Wilhelm thought, that the Italian nation might become alarmed and force the Government to refrain from too close co-operation with the Allies.

Italy, then, was the only link which offered the slightest prospect of weakening. She had not declared war on Germany and might be persuaded into accepting some concessions from Austria as the price of peace. Wilhelm would not hesitate to give Austrian territory away generously if by doing so he could weaken his foes.

Individual Impotency. BOTH in news dispatches from the war zone and in the war picture, "The Battle of Peace," showing this week in the Auditorium, one condition is painfully impressed on the mind—the absolute impotency of the individual. No matter how brave, how strong a man may be, he is powerless to save or even aid his weaker brothers, sisters or wife when they fall into the hands of the foe.

EDITORIAL NOTES. Von Bethmann-Hollweg about to quit, says Rumor. He will soon be followed by Wilhelm. Italy has not seized German ships. Perish the thought. She has only requisitioned them.

TO THE MUSICIANS. HERE'S A TOAST to the musician in the army, he drummer boy or cornet soloist! London has two fine military bands and others have gone before. The 25th Battalion has a praiseworthy band as well, and more will be heard of it when the summer mobilization takes place.

A PHILOSOPHER. "No," "Then what difference does it make?" "Pity the Billiard Ball!" Jack Fling nearly broke a billiard ball to-day. He was seated under the rack when one of the balls fell on his cranium. We are glad to say the ball was not mangled. We observed Jack quietly move to another seat to prevent a recurrence of the accident.

the salvation of the world. And these men carry their religious enthusiasm and sacrifice into that new army. When they play "Onward, Christian Soldiers," it means something. Lieut.-Col. Graham won some strong men when he secured them. The other band—that of the 70th Battalion—is led by a native of Alsace. There is something of the spirit of France, no doubt, in his conducting, and a desire, perhaps, at times, to possess him to hold something more dangerous than a baton when the instruments are laid away. There may be the cry of a race held in bonds, but unconquerable, that sees the dawn of freedom coming over the Vosges, in this leader's musical fervor. He has a remarkable organization of musicians and their martial airs reach the souls of all those who need them "in times like these."

These bandmen work hard. With most of them it is a labor which has its compensations, however. They love the blood-tinging marches they play as a Scot loves the pipes he hugs, and they must realize that their influence upon the spirits of the battalion cannot be measured. Then the boys with the bugles and pipes and drums! They make the "thin ring and an undertone of the big bass drummer (he has to be big as well as his drum) plays his solos with musical and muscular skill. The small chaps have learned the calls and rolls, and the air seems hallowly vacant when their rat-a-tat-tat is not heard. The music of an army has meant much in bygone days. Some day before long the instruments must be put in their cases. The hands that held them will hold rifles or stretchers and there will be a new music on the air. But the horns and reeds and drums will be our organ for the song of victory!

NOT SUCH A SLACKER. "Since the first of the year Canada has raised about 70,000 men for the military forces, or one-third of all raised in the previous 17 months. That is no mean record for two months and a half of winter. At that rate, the whole 500,000 will have been enlisted by autumn."—Toronto Mail and Empire.

German chemists have invented an imitation meat. Bully. The Canadian League has given up the chest. It would seem. When Procy Fitzgerald quit, the breath was out of the body all right. Present conditions are certainly not conducive to baseball.

Doc Cook wants to be officially gazetted as the discoverer of the North Pole. Doc is a hopeful person. He might start out now, and announce that he is the discoverer of less Wilhelm.

Hugh Jennings wants his ball players to do their own thinking. If they could think, they possibly all would want his job. Mr. Willard will get \$500 a day for exhibiting himself. Oh, hum, it looks as if they are born every minute all right, in triplets.

Spring is in the air, bringing its rare and ancient odors. We have a title to defend, but we cannot get \$500 a minute for doing it. That's where we are different from Jess Willard. Poet Bill is always mystified by the whirling of machinery, and when he saw The Advertiser press work, he asked the names of the folks thereabouts and dedicated a poem to it. Of course, it has a somewhat local connection, but it is a pretty fair at that. Look out for the wagon, the police are coming!

THE BOYS IN THE PRESSROOM were talking about different parts of the press. About how many wheels were revolving. And who to the nearest could guess. Just as they were busy explaining. For to get beat it was not their will. And who to the nearest could guess. In walked the man called Poet Bill. Bill stood there for a few moments. To see what they had to do. Saw some paper there torn into fragments. Then the boys they were in a stew. There was Harry Storey, the driver, Risler and Hunt and Black, And also the circulation manager. Running about with a hump on his back. Rusty and Tally said something. It sounded to me like French. While Tuzze, he started fixing. Some equipment he had on the bench. Once more the machinery was in motion. And the paper rolls worked free. Like a ship out on the ocean. Turning out news for you and me. The newshy then came strolling in. For their papers for the street. Some took five and some took ten. And then started for their beat. John Moore was also on the job. To take some papers upstairs. Many a time his heart would throb. Caused him to say his prayers. Outside the office the boys did shout. Stating there was an extra out. "You should have seen them hustle. Had been accounted for. State mine inspectors said the explosion was caused by a shot from the Solid.

WAIT A MINUTE!

Jess Willard says he is not fool enough to quit the ring. Not while the money comes in piles. The captain of the Moeve regretted that he had to send one thousand bottles of champagne to the bottom. Never hear many excuses or see many tears shed for the poor humans that went down.

Theatrical note, contributed by the movie censor—See the Bunion Sisters. They're swell. SAME OLD STORY. I once wrote a beautiful sonnet. The subject of a lady's new bonnet. I sent it away. It came back next day. With "Thanks for your kindness" upon it. —St. Louis Star.

I once wrote some lines—they were rotten— On a bonnet, part lace and part cotton. I sent 'em away, A check came next day, The amount was so large I've forgotten. —Yonkers Statesman.

I once wrote some verses in mirth. They'd have tickled the sides of the earth. The little slip red. That came back with 'em said: "This doesn't imply lack of worth." —Detroit Free Press.

Bill once wrote a poem of gloom, That took up a whole lot of room; A gent got so mad, That he used language this bad: "Your head has plenty of air room." —Contributed by an enemy.

Nearly all the American aeroplanes in Mexico are to the bad. They evidently did not believe in preparedness so far as aeroplanes are concerned. "Say, you can talk about wild geese and killdeer snipe in Bloemhain," said a customer to us over the phone, "and the robins in every nook of Western Ontario, but we got that beaten in the north part of the city. They are beating the woods near the band here. How's that for a sure sign of spring?" Right! You win.

Probably the reason for Sir Sam not wishing to have an investigation of the shell committee is that he fears an explosion. Spring is making a fair start, but we fear, ah we fear, that somebody will clutter the scenery with snow one of these merry mornins.

Villa says he had nothing to do with the raid at Columbus, N. M. The Americans must be pressing him rather hard. You have to hand it to the preachers. Some of them declare that the Willard-Moran thing was a prize fight. It was a nice little game of tag. German chemists have invented an imitation meat. Bully.

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The Advertiser's Daily Short Story

Cupid Versus Dad

"Who's going to take you to the dance tonight?" asked Emily Barnes. "That young chap who's trying to get a job in the office," answered Emily. "Mr. Sands," he replied firmly. "Her father looked up interestedly. "That young chap who's trying to get a job in the office?" "Yes, the William's place? I must be on hand to meet him tonight. He might want to rent my farm," pleaded Emily. "I must warn him in time, that a bachelor can't make a success of it. It takes a man and his wife to make it go." "Now, daddy, dear, please don't start that again," pleaded Emily. "Every time a really nice young man comes to see me, you get busy. You act as if he were your long lost son-in-law. I sent it away. It came back next day. With 'Thanks for your kindness' upon it. —St. Louis Star.

ALADDIN AN AUTOIST. [Louisville Courier-Journal.] "Now," it was explained to Aladdin, "this is a wonderful lamp. Rub it and a genie appears." "I see little to that. What I want is a lamp that won't go out on my automobile and get me pinched by a traffic cop."

ENTENTE ALLIES REPLY TO PROTEST ABOUT MAILS. Claim They Have a Right to Search and to Exclude Contraband Goods. WASHINGTON, March 28.—Replies from the entente allies to the protests of the United States against the interference with mails have reached the embassies here and are soon to be presented to the state department.

PEMBERTON-BILLING AGAIN SCORES AVIATION SERVICE. Says Aeroplanes are Inferior to Germany's and Could Easily be Made Better. LONDON, March 28.—Noel Pemberton-Billing, formerly of the Royal Naval Air Service, who was elected to the House of Commons recently on a platform calling for improvement of the country's aerial fighting forces, said in the House of Commons today that a series of casualties, with a total of 150 dead, 150 wounded and 105 missing, was due to the sending up of British aviators in aeroplanes which were outclassed hopelessly by German machines.

DOMINION TOYMAKERS FORM AN ASSOCIATION. Plan an Exhibition and Hope to Hold Market From Germans. TORONTO, March 28.—A gathering of toy manufacturers who hope to replace German toys in the Canadian market was held in the Royal Bank building today.

THREE MEN KILLED IN MINE EXPLOSION. Twenty Others Injured, Some of Them Fatally. BLUEFIELD, W. V., March 28.—Three men were killed and twenty or more seriously injured by an explosion in the mine of the King Coal and Coke Company at Kimball, W. V., at 9 o'clock today. It was stated that a number of the injured could not recover.

CANADIAN PACIFIC OCEAN SERVICES LIMITED. MANAGERS AND AGENTS. ALLAN LINES. L.V. Liverpool. L.V. St. John. Mar. 28 Scandinavian. Apr. 15 Mar. 31 Pretorian. Apr. 29 Apr. 14 Sicilian. Apr. 29

ALLAN LINES. L.V. Liverpool. L.V. St. John. L.V. London. L.V. St. John. L.V. London. L.V. St. John. L.V. London. L.V. St. John. L.V. London. L.V. St. John.

GRAND TRUNK RAILWAY SYSTEM. HOMESEEKERS' EXCURSIONS. March 7 to October 1 inclusive. Tickets valid to return within two months, inclusive of date of sale.

Traction Company. To St. Thomas—4:50 a.m., 6:40, 7:35, 9:00, 10:30, 11:45, 1:30 p.m., 1:45, 3:15, 4:25, 5:15, 6:30, 7:30, 9:15, 11:15 p.m. To Port Stanley—7:35 a.m., 11:45, 1:30 p.m., 3:15, 5:15, 9:15 p.m. Sunday, 7:30 p.m. Sunday cars marked with a star (*).

LONDON AND PORT STANLEY RAILWAY. (Effective January 9.) To St. Thomas—5:25, 6:15, 6:45, 7:30, 8:20, 9:10, 10:30, 11:45, 1:30, 2:15, 3:20, 4:20, 5:15, 6:20, 7:35, 9:30, 11:30 p.m. To Port Stanley—6:45, 7:30, 10:30, 11:45 a.m., 2:15, 4:20, 6:20, 9:30 p.m. Do not make local stops. Heavy type, Sunday cars.

Throw Away Your Eye-Glasses! A Free Prescription. You Can Have Filled and Use at Home. Do you wear glasses? Are you a victim of eye-strain or other eye-weaknesses? If so, you will be glad to know that there is real hope for you.

GALEN HALL BY THE SEA. HOTEL AND SANATORIUM ATLANTIC CITY, N. J. Noted for its superior table, its comfort and service, also its Tonic and Curative Baths, with trained operators only. F. L. YOUNG, General Manager.

Hotel DENNIS. ATLANTIC CITY. IS A DELIGHT IN THE EARLY SPRING MONTHS. Nothing is more attractive or beneficial than being seated in an easy chair, wrapped in a steamer rug, and enjoying the ocean view from an open deck, or glass enclosed solarium immediately adjoining the beach.

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Penniless Old Men. You know many of them—men who in their prime made plenty of money, but who spent as freely as they earned. Old age finds them in a sorry plight.

THE IMPERIAL LIFE Assurance Company of Canada. HEAD OFFICE - TORONTO. Israel Taylor, Branch Mgr., London, Ont.

Purity. Cowan's Prescription. Cocoa is made in the purest and most sanitary manner possible. There is no finer cocoa made in the world.

Recruits! RECRUITS WANTED. The 70th Overseas Battalion, Canadian Expeditionary Force has room for some more men to complete its establishment for Overseas Service.

ONCE A FLANDERS GUEST, ALWAYS ONE HOTEL FLANDERS. 47th Street, Just Off Broadway, New York. A Fireproof Hotel, with Every Modern Improvement.

Pack "ENO'S" First! YOU cannot take a better travelling-companion than "ENO'S" when off for a trip. It is your health-insurance during the time you are away—and prevents train and sea-sickness. You should pack—

ENO'S FRUIT SALT. In your grip or suitcase as surely as you do any other necessary article. Errors in diet, and change in mode of living while travelling, often result in disorders of the stomach. "ENO'S" quickly corrects any irregularities and keeps you healthy. Never travel without ENO'S FRUIT SALT.

ENO'S FRUIT SALT. Prepared only by J.C. ENO, Ltd., "Fruit Salt" Works, LONDON, Eng. Sole Agents for North America HAROLD F. RITCHIE & CO. LIMITED 19 McCaul Street, Toronto (11) Beware of Substitutes