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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Tuesday, June 4.

UNCLE SAM'S NEW TASK.

IN SEEKING the future status of Allied shipping from and into the United States ports as a result of the startling raid of submarines along the Atlantic seaboard, it is well to be guided by any precedent which may exist and any possibilities for assistance from the continental shore range.

Let it be remembered that this exploit was duplicated some time ago when German submarines attacked ships some distance from New York harbor with fair results in the way of cargoes sent to the bottom, but with no definite effect upon the shipment of supplies. For a day or more the ports were closed and a din of fearful sounds was heard. American destroyers rescued some survivors, but could take no part in putting down the menace, for Uncle Sam was at that moment in a position of neutrality. The attack proved to be a "flash in the pan," and shipping was quickly resumed. Reports that the submarines had a base in Mexico were widespread, but never verified. Reports that the submarines came to grief were equally vague. At any rate they were not able to maintain a supremacy over Allied shipping from the American side.

Is there any more reason today that the submarine menace along the Atlantic coast is more to be feared? The cruising range of the under-sea craft may have been increased, but even the longest limit set does not permit of extensive voyaging and return to the known U-boat bases. Even if sources of supply are being maintained for destruction are offset by the fact that the Americans are now in the war and will strain every resource to meet the open challenge. Every cove and bay will be searched; every pressure will be brought to bear on Mexico, for the re-establishment of which country among Allied nations Carranza professes to be striving. Protection for vessels outward-bound will be increased. There are adequate sub-chasers available, according to the U. S. naval authorities, and it is not probable that the latest attack can assume any degree of permanence with the result that Allied shipping is harbor-bound.

Certainly the United States will never have to face and overcome such a submarine problem as Great Britain and France. At its worst it will be a localized, intermittent and desultory warfare. The best lesson it can teach is to the American people, to bring them to a close-up realization of the front-line of ocean warfare.

FRANCE!

Thank God, our liberating lance
Goes flaming on the way to France!
To France—the trail the Guekhas found;
To France—the path the Russians strode!
To France—the Anzac's glory road!
To France—where our Lost Legion ran
To fight and die for God and man.
To France—with every race and creed
That hates Oppression's brutal creed!

TO FRANCE, girded for another Marne, more glorious after years of bitter fray, the people of the Allied races must from their hearts send up a rousing cheer.

France again has staggered, been beaten down, set its feet, swayed under heavy blows, lashed out at the enemy, and then, with the second breath of desperation, hurled him backward at a moment when the supreme crisis seemed near, almost past.

British troops nobly bore the blows of 1917, and in the recent attacks have more than once saved the situation. In the checking of the latest and most desperate assault, the valiant French polli has placed the enemy on his haunches and bids fair to slaughter him in tremendous numbers.

The terrific momentum of the German attacks has carried it forward. When the slackening brought the armies to equal terms, the world again got back its courage, for France was still strong, and, with the valor of the free nations, eager to battle the Hun and to drive him to utter disaster.

The spirit of all the Allied armies is superb. Those who have hung on confidently to the belief that no bull-necked German horde could beat this spirit will have good reason for their optimism. The day for an Allied victory, perhaps the greatest of all Allied victories, seems close at hand. The hour will soon strike for the great counter-blow.

Proved up as able to withstand any attack the Germans may launch, the British and French today stand supreme.

THE GERMAN VULTURES.

FRIGHTFULNESS has just exacted a toll of lives from among those who went from London and Western Ontario with No. 3 Stationary Hospital, that honored institution which for several years has served in a work of healing and mercy in the far-off Aegean Sea and in France.

Evil German birds, unable to vent their spleen upon more children, attacked from the skies and slew wounded and their nurses. No military purpose could possibly have been served; the location of the hospital must have been known to the enemy, as its place had not been changed in more than a year.

London men and women giving their energy, skill, affection and strength to the wounded of all the fighting nationalities, including Germans, were slain wantonly, for the mere devilish sport of strutting bodies in the white war and rendering the lot of those wounded more terrible.

Nothing more calculated to stiffen the morale of the Canadian forces and to renew their determination to fight the bestial foe to the bitter end

killed; for every hospital violated, the toll in German lives will be heavy.

Beyond the pale of humanity the Huns have long ago placed themselves. They have sunk lower and lower as the war proceeds, winning their perverted honors by the devising of some fresh form of assassination.

To the new drafted army of Canada such acts will be in the nature of an inspiration to whole-hearted service.

STATEMENTS DO NOT AGREE.

GERMANY'S surgeon-general reports that 2,700,000 wounded and sick soldiers have been returned to the fighting lines for further service. He adds that most of the cases of sickness are due to diseases of the digestive organs, with diseases of respiratory organs and the nervous system next. With the exception of those killed, he says, deaths in the army are from 1 to 1½ per cent of the wounded.

It is to be suspected that these statements are made more with a view to encouraging the nation and discouraging the Allies than with any intention of communicating facts, since there is strong evidence that they cannot all be true.

It must be remembered that after several battles most reliable reports have declared that the Germans killed their badly wounded men rather than be troubled to remove those whom they considered of no further use. These murdered ones, of course, would be counted as killed, not wounded.

Taking the figures and assertions given by the surgeon-general, are they not self-contradictory? Since most of the cases of sickness were due to disease of the digestive organs, it is logical to believe that most of the soldiers have suffered to some extent because of the "quantity and quality of the food," which, the surgeon says, caused the diseases. Wounded men suffering from under-nourishment are certainly not the most promising patients, and it would be miraculous if over 95 per cent of the even slightly-wounded recovered in their rundown and weakened condition; of those seriously injured, it is more probable that 98 per cent died.

Every statement which comes from Berlin is open to suspicion. Only occasionally do reports of what occur in the Reichstag reach the outside world without careful censoring. They are made cheerful and optimistic on purpose, but their truth is not a matter of moment to the Germans.

LONDON, A FRIENDLY CAMP.

SOLDIERS ON LEAVE, visiting London, have noted and remarked on one quality of the men stationed here which is said to be sadly lacking at other concentration centres—the comradeship which exists and is extended spontaneously to strangers in khaki. It is said that in Toronto and other cities where camps are located it is an exceedingly rare thing for one soldier to speak to another on the street unless the two are personally acquainted, while in London the visitor can be sure of cheery greetings from his brothers-in-arms although he may never have seen any of them before.

This says a good deal for the London camp and its conduct by the officers in charge. The spirit of camaraderie is a valuable asset to an army, leading to general good feeling and strong morale. The man who comes here fresh from the farm, the office or the factory and dons the khaki finds friends immediately. He has joined the great fraternal society, the C. E. F., and is made to feel that he is a welcome addition to the huge family circle. The strangeness of his surroundings and duties weigh heavily on the spirits of a recruit, but the burden is lessened when there are helpful ones around to banish the feelings of home-sickness in its various forms.

When men in training at other places, coming here on pleasure or duty for a few days, say: "It's a great bunch of men you have here, so friendly and cheery," they are paying a bigger compliment to London camp than they realize.

EDITORIAL NOTES.

Charlie Chaplin as an aviator should be a success, and should invent new "stunts" for the air service.

What Sir Robert Borden favors is no more titles for Liberals. The latter agree and wish the distinction extended to all other parties.

Wilhelm will send to Alfonso an ultimatum demanding that the latter abstain from proving the falseness of German official statements.

Spectacular as ever, Germany is sending her submarines to this side of the Atlantic. That will help spur the United States into quick action.

It might be mighty useful if Canada had a few of those fast cruisers—Sir Wilfrid Laurier wanted to keep the subs off Canadian transports on this side.

Perhaps those Russian soldiers in France will vote to stay and fight in good company rather than return to Russia, fight among themselves, and, perhaps, starve.

Germany thinks her peace terms with Rumania furnished an excellent pattern for others, but will reconsider that when the Allies are dictating similar terms to the Teutons.

"Your penal institutions are criminal colleges," said a criminal to a Toronto magistrate, speaking from long experience. That's a reproach which ought to be eliminated with all possible speed.

THE WILD AND WOOLLY WEST.

In Grassy Lake, Alberta, I saw a newcomer plowing with a horse and a mule cow for team, and wearing a dress suit, was probably the last indication of vanished dreams. The only impression that remains with me in these after years is that the butler of the court tails gave an air of exceeding animation to the turn-out.

IMPROVING THE MULE.

The mule is a very useful animal, but for war purposes he has one drawback. There is always the possibility of his revealing his presence to the enemy at the very time when it is most desirable that his movements should be concealed. The problem, then, has been to keep the mule, because he is necessary, but to eliminate the way which his necessary and may become a menace. It is not surprising to learn that modern surgical science has solved the problem—so many surprising things have happened since the war began that nothing can be said to be really surprising any more. And so when we are told that French veterinarians are able to remove the brain from the mule we accept the statement as a matter of course. The operation is said to be comparatively simple.

Remarkable possibilities are suggested. Take Parliament for instance. What a lot of time and energy and expense might be saved by a simple operation! It is said that the efficiency of the mule is greatly increased by the removal of the brain. And it is worthy of note that nature has endowed many of her dumb creatures with the blessing of

Bills of Pay by Luke

The Wise Fool.
"Time is Money," observed the Sage.
"Yes," agreed the Fool, "and some people regard time as foolishly as they spend the other."

Perfectly Useless Information.
There are more than 1,000 different kinds of sausages.
A soap bubble can be preserved intact for a month if care is shown.
Nine cubic inches of warm water will measure ten cubic inches when frozen.

Native girls of New Britain are kept in cages until the hairy.
Sausage casings can be made from wood pulp.
An elephant's trunk contains 40,000 muscles.

Do it Now!
If you today
Will sweat one day,
You'll sweat no day
Among about
234,759,952
Of his heirs
In July.

Haw, Haw!
"Why do you always use the term 'Cold and clammy'?" asked the city editor. "A thing can be cold without being clammy, can't it?"
"Yes," replied the cub reporter. "It is supposed to be the kind of claim chowder you get in a hash house."

A True Friend.
A true friend is one who'll not fail,
Who'll listen to your hard-luck tale;
Who'll cheer you through without a groan,
And won't tell you one of his own.

Honk, Honk!
[Wilmington Journal-Republican.]
Hey, Luke, can you find a parking place for the following Clinton County fellows around the club? Mrs. Chalmers Hayes of Port Williams, Grant Page of Martinsville, and Allen Ford of Clarksville.

How About It?
Idida Part lives at 1441 West Dakota street, Dayton, Ohio. How much did you do?

Ouch!
The barber I would like to chide,
I think he is a mutt;
For first he goes and cuts my hair,
And then he hides my cut.
—Luke McLuke.

The credit shoe man bills my foot,
And then a statement fills,
And lights and puffs fat cheroot,
But he don't foot my bills.
—Sacramento Bee.

Seize Him, Matey!
Letter received by a minor league manager from a bush league pitcher:
"I have pitched twenty games and have lost a which is not such a Awful Bad Record as Big League pitchers. I have got me and see that you seen me in axion and the Penmitt is easy."

Names Is Names.
I. N. Dour lives in Surtain, La.

Our Daily Special.
A Man Never Takes Care of Himself Until There is Something the Matter With Him.

Luke McLuke Says
The reason I W-Y-I-am and other bunk of that kind flourishes is because it is easy to convert a man to any theory that promises him something for nothing.

When a gadding wife gets the idea that she makes an interesting invalid it is going to cost her husband some coin for doctor bills.

About the only gambling debt a court will compel a man to pay is alimony.

The workman who turns out a poor job usually knows more about his business than the critics who hold his efforts up to ridicule.

And just what, if any, is the difference between a delicate situation and an indelicate one?

It is easy to get a reputation as a pest. All you need to do is to talk all the time and expect the other fellow to do the listening.

If the Kaiser had won this war, he would have taken all the credit for it. But now that defeat looks certain we suppose that God will get all the blame.

There is hope for the man who says he won't do a thing. But the man who says he can't do a thing is a gonner.

There are about 34,778,000 cases of rheumatism in this country. And there are about 34,778,000 cures for rheumatism in this country.

We never could understand why a grass widow puts so much time pretending that she is green.

You may have noticed that when a man gets caught in a trap it is usually one of his own setting.

It doesn't hurt a man half as much to stay up late because he has to as it does to stay up late because he wants to.

RHEUMATISM A MYSTERY

Some diseases give immunity from another attack, but rheumatism works just the other way. Every attack of rheumatism invites another; worse than that, it reduces the body's power so that each attack is worse than the one before.

If any disease needs curing early it is rheumatism, but there is scarcely any disease that physicians find more difficult to treat successfully. When a medicine does cure rheumatism therefore it is worthy of special notice. Medical authorities agree that the blood becomes thin with alarming rapidity, as rheumatism develops. Maintaining the quality of the blood is therefore a reasonable way of preventing and combating rheumatism. That it works out in fact is shown by the beneficial effects which follow the treatment of rheumatism, acute, muscular and articular, with that great blood tonic, Dr. Williams' Pink Pills.

That thousands of people who have taken Dr. Williams' Pink Pills for their rheumatism have been cured is a fact beyond dispute. That rheumatism does not return as long as the blood is kept rich and red is equally true. If, therefore, you are suffering from rheumatism in any form, you should lose no time in giving Dr. Williams' Pink Pills a fair trial.

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

A real cough remedy

Don't surrender to an obstinate cough. There's a remedy that will help you conquer it—a remedy that quickly relieves all irritation of the respiratory organs and gives bodily strength for permanent cure. Try it—ask your druggist or dealer for—

Robert's

Panama Hat Days Are Here!

And so is a large new shipment of genuine Jamaican Panama Hats at prices that are wonder causes and within the reach of every woman. We have now OVER TWO THOUSAND PANAMA HATS in stock, in every shape imaginable. Come in and see this assortment. It is the largest and most interesting stock of panamas ever shown in Canada.

On account of our enormous turnover we are able to sell you Panamas as cheaply as other stores can buy them. Don't take our word for this. Ask any of your friends who have bought a Panama Hat at this store.

You Ought To Buy a Panama Hat Now!

GENUINE JAMAICAN PANAMAS

Hand woven by the natives of Jamaica, and guaranteed by us to give satisfaction. This guarantee means that if you are not perfectly satisfied with this hat after wearing it you are at liberty to return it to us and receive another one. They come in a variety of shapes and are of the finest weaves, at

\$2.95, \$3.95, \$5.00 and \$6.75

Trimmed Panamas

For this occasion we are showing a selection of choice Trimmed Panamas, with wings, corded ribbon, sashes, etc., ready to wear. Complete at..... \$1.95, \$2.45 and \$2.95

Japanese Panamas

Special at \$1.35

A great variety of Medium and Small Sailors for children and misses, droop effects, telescope and many other pleasing styles. At this price every woman and girl in London can afford to add a Panama Hat to the summer wardrobe and be cool, comfortable and stylish.

Smartest, Latest Panamas

Special at \$1.95

A wonderful line of the season's hats in Large and Small Pencil-Brim Panamas; Large Sailors, droop and flop effects, and all the popular styles. These are truly marvelous value for the money and sell in New York and elsewhere as high as \$5.00.

We close Wednesday at 1 o'clock. Be sure and get here early and have your Panama for Wednesday afternoon wear.

The Jamaica Panama Hat Co.

The only exclusive Panama Hat Store in London.
246 DUNDAS STREET, NEXT MASON & RISCH.

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SUGGESTIONS FOR SHOPPERS

Look in our big windows. When buying a Panama here, ask the saleslady to show you the Genuine Jamaican Panamas. Use our millinery service for advice, style suggestions and help in choosing. Take advantage of our trimming department. We put on your own trimming free on any shape you purchase here.



Snow-white Linen

Always the result of softening the water with

Snowflake Ammonia

Sold in 10c and 15c Packages at all Grocers

"Snowflake" loosens all dirt and grease. Makes the clothes cleaner, whiter, sweeter, and saves an endless amount of hard rubbing.



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TRACTION COMPANY

Notice to the Public

An important change in time, which will reduce the service, will take effect on June 1 next.

LONDON AND PORT

STANLEY RAILWAY

Timetable Effective Sept. 20. 7:20 TO ST. THOMAS—12:20, 1:40, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 P.M. TO PORT STANLEY—1:40, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 P.M. Limited trains London to St. Thomas, 10:20 p.m.

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A safe milk diet, better than cow's milk alone. Contains rich milk and malted grain extract.

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