

The London Advertiser

HOME EDITION

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

THE LONDON, ONTARIO, ADVERTISER, SATURDAY EVENING, APRIL 28, 1917. 128 COLUMNS

PRICE, TWO CENTS.

Weather Forecast: Cloudy and Cool

53rd Year, No. 55757

BRITISH ROLLING UP END OF THE HINDENBURG LINE

GUATEMALANS JOIN BATTLE FOR FREEDOM

Little Central America Republic Breaks Off Relations With Germany.

Washington, April 28.—Guatemala has broken off diplomatic relations with Germany, handed to the German minister his passports and cancelled the exequaturs of German consuls there.

BRAZIL-GERMAN SPLIT MAY NOW WIDEN INTO WAR

Congress Convened To Meet on May 3 Will Decide the Question.

GERMAN MINISTER LEAVES Declaration of War Would Add Greatly to Strength of the Allies.

Rio Janeiro, April 28.—The decision as to whether Brazil will follow up her breach of relations with Germany by a declaration of war, will be made by the Brazilian Congress when it convenes on May 3.

TEN MILLIONS STERLING IS INDIA'S SPECIAL WAR LOAN

London, April 28.—A Simla dispatch says that subscriptions to India's special war loan exceeded £10,000,000 sterling.

THE WEATHER

LOCAL TEMPERATURES.

Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night.

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SEVEN SOLDIERS WHO RETURNED TODAY FROM OVERSEAS



Advertiser Illustration.

IF BILLY SUNDAY MAKES BIG MONEY HE EARNS EVERY CENT, ACCORDING TO IRVIN S. COBB

Evangelist Work Worthy of Adequate Reward, Only Fair View.

AT AFTERNOON MEETING Genius of Sunday Seen When Audience Is Small and Gold.

By Irvin S. Cobb.

THIRD OF A SERIES OF ARTICLES ON BILLY SUNDAY'S NEW YORK REVIVAL, WRITTEN SPECIALLY FOR THE LONDON ADVERTISER.

New York, April 28.—I have just come from seeing the hardest worked man in this country.

Well, I am here to tell these detractors of the man and his methods that if Sunday makes his money by preaching, as I sincerely hope he has, he has earned it, every cent of it.

Ordinarily the greater an artist's man is in his own particular line, the more easy the job appears to be.

CONGRESS STRIKES OUT VOLUNTEER AMENDMENTS FROM THE ARMY MEASURE

Washington, April 28.—Administration officials today announced that the House of Representatives has struck out the volunteer amendments from the measure.

TO SUBSCRIBERS

NIVELLE'S BIG BAG

London, April 28.—The French seemingly have completed the count of the prisoners and booty taken in the recent fighting on the western front.

HINDENBURG PEEVED BY SOUND WHIPPING ALONG ARRAS FRONT

British Headquarters in France, April 28.—Via London.—(From a Staff Correspondent of the Associated Press.)—There is an interesting report current here that Field Marshal von Hindenburg came to the German positions opposite the British lines on the Arras front just after the Easter Monday attack and was much wrought up over the conditions which he found there.

ZEPPELIN WRECKER NOT KILLED, BUT IS PRISONER

Paris, April 28.—The Matin says that News has been received at British headquarters that Lieut. William Leefe Robinson, the aviator who destroyed a zeppelin, is not dead, but a prisoner in Germany.

WINNIPEG EXCHANGE PUTS STOP TO THE SPECULATION; LEGITIMATE ORDERS ONLY

Toronto, April 28.—Telegrams received at the Board of Trade here today state that the council of the Winnipeg Grain Exchange has ordered that there shall be no further dealings in the market on legitimate orders.

CANADIANS RIGHT IN THE FRONT OF GEN. HAIG'S WINNING SMASH

(By Stewart Lyon, Special Correspondent of the Canadian Press in France.)

Latest Casualty List Shows 10,857 Since April Ninth

Ottawa, April 28.—There are 350 names in the noon casualty list today, making a grand total since April 9 of 10,857.

BITTER ATTACK BY GEN. HUGHES ON COLLEAGUES

Says Perley and White Worked Against Him in England.

(Special to The Advertiser.)

Lindsay, April 28.—Sir Sam Hughes today took advantage of his renomination as minister of defence to deliver a scathing attack on his colleagues.

GERMAN SOCIALIST CARRIES PEACE PROPOSAL TO RUSSIA

Gothenburg, Sweden, April 27.—Via London, April 28.—The Copenhagen correspondent of the Tidningen says that he has learned from a dependable source that M. Borgberg, editor of the Social Democrat of Copenhagen, is carrying a German peace proposal to Russia.

NO FRENCH DELEGATES TO SOCIALIST CONFERENCE

Paris, April 28.—The administrative committee of the French Socialist party has decided not to send delegates to the international Socialist conference to be held in Stockholm on May 15.

Haig Strikes Fast and Heavily To Turn the Enemy's Defences; New Tremendous Battle Raging; Two German Positions Carried

British and German Armies After All Night Battle Are Surging Back and Forth In Titanic Combat, British Having Launched New Smashing Attack on Vast Scale

STAGGERING LOSSES FOR HUNS IN MANY DESPERATE COUNTERS

[BY WILLIAM PHILIP SIMS.] [Special Cable to the Advertiser.]

ARLEUX WORKS TAKEN BY HAIG IN DAWN DRIVE

Half of Oppy Village Also Falls Into British Hands.

PRISONERS COMING IN Germans Making Most Stubborn Resistance, Fighting Desperately.

London, April 28.—(Reuter's says: "The British attack was launched at daybreak. Its chief feature, as far as reports have been received, is the extreme bitterness of the fighting.")

Behind the advanced positions of the British are reported to be occupied trenches which the British have been holding since the beginning of the war.

THE ENEMY'S REPORT.

CLERGYMAN PLEADS GUILTY TO CHARGE OF BIGAMY BEFORE KITCHENER JUDGE

Kitchener, Ont., April 28.—Rev. Ernest Harris, claiming to be an Anglican clergyman, and Mrs. Gertrude Wambach, who were arrested in Healdsburg on Thursday on a charge of bigamy, both pleaded guilty today before Judge Hanthorp.

PREMIER OF BAVARIA IS GOING TO VIENNA TO DISCUSS A PEACE

London, April 28.—3:40 p.m.—Count Hertling, the premier of Bavaria, says a dispatch from Munich, by way of Amsterdam to the Central News, is going to Vienna to confer with the Austro-Hungarian cabinet ministers regarding peace prospects.

HUNS FIGHTING FOR LIFE AGAINST 'CONTEMPTIBLE BRITISH ARMY'

London, April 28.—2:25 p.m.—"The Huns are now fighting for their lives against the irresistible pressure of the contemptible little British army," said one of the British general staff today, as quoted by Reuters' correspondent at British headquarters.

At the moment of writing his dispatch the correspondent adds, the situation was somewhat nebulous, as must inevitably be the case in the early stages of such heavy fighting.

By means of prisoners already taken several fresh German divisions have been identified.

Another smashing drive by the British on the French front was begun today. Gen. Haig reports an advance on an extended front north of the Scarpe. The attack already has scored good progress and is continuing. Heavy fighting has developed, the Germans throwing fresh divisions into the fray.

The field of the new push lies within the ten-mile front from the Scarpe to the east of Lens, in which the British have had under their guns on three sides for nearly two weeks.

Gen. Haig already had pushed a deep wedge into the German line three miles north of the Scarpe, at Gavrelle, and was fighting today to enlarge this opening.

A considerable part of the force of the present heavy attack seems to be aimed at this part of the line. At two points along this stretch the British are reported to have advanced more than a mile, as far as Arleux and Oppy, but definite possession of these villages apparently was a question for the furious fighting of the day to settle.

French Batteries Busy.

While the British are thus giving the Germans more than they can successfully cope with in the northern sector of the great battlefield, the French are keeping up a heavy artillery fire south from St. Quentin all around the curve in the line into the Champagne.

Germany Threatens Reprisal If Huns On Hospital Ships

Object to Their Being Exposed to the Danger of Torpedoes.

Copenhagen, April 28.—Via London.—Announcement was made here today by the Reichstag committee in Berlin that Germany will adopt the sharpest reprisals if German prisoners are embarked on hospital ships of the Allies exposed to the danger of torpedoes.

NEW ATTACK LAUNCHED

British Headquarters in France, April 28.—Via London, 2:30 p.m.—(From a staff correspondent of the Associated Press.)—Another attack was launched by the British early this morning.

The struggle now in progress is very bitter. The Germans, in anticipation of another British effort, had brought up reinforcements. Fresh German divisions have been identified by the British.

In today's drive the British faced a well-organized trench system protected by wire entanglements and held by strong forces of Germans.









London Advertiser

MORNING EDITION... City, Outside City... NOON EDITION... City, Outside City... EVENING EDITION... City, Outside City...

3670 TELEPHONE NUMBERS... Private Branch Exchange... From 10:00 p.m. to 9:00 a.m., and holidays, call 3670.

Toronto Representative - F. W. Thompson, 57 Mill Building... U. S. Representative - New York: Charles H. Eddy Company...

THE LONDON ADVERTISER COMPANY, LIMITED. London, Ont., Saturday, April 28.

WORLD FACES HUNGER.

HUNGER, gnawing, maddening hunger, faces the world in 1918 unless an extraordinary effort is made to increase production of foodstuffs in the land where such increase is possible.

This is not the cry of alarmists, to be met with the incredulous smile of a well-fed people, but the scientifically-reached, painfully evident fact, and self protection, if no higher motive, demands that every man and woman devote every moment of time and atom of energy towards averting this fearful disaster.

In this issue of The Advertiser is an advertisement inserted by the Organization of Resources Committee. It is at once a warning and an appeal which no good citizen must ignore.

On what figures are these statements of grave need based? Here are some: The International Institute of Agriculture, maintained by forty governments, reports officially that the food grains of the world, on March 31 of this year, showed 150,000,000 bushels below the amount necessary to feed the world until August.

What are the prospects? In the United States the condition of fall wheat (which is two-thirds of the total wheat crop) is the poorest on record, and promises a yield 244,000,000 bushels less than in 1915.

In addition to all this trouble, there is the tremendous loss of transportation tonnage, one million tons of food-carrying ships have been torpedoed since February 1 of this year.

To Canada comes the cry for food most urgently of all. From the Dominion it can be carried to Britain more safely and more economically by half than from India, and at a fourth of the cost and time that it can be obtained from Australia.

SIR SAM IGNORED. HOW ARE the mighty fallen? In a column story about the debate on canteens, wet and dry, which occupied the attention of the Canadian Parliament on Thursday, the local Conservative organ does not mention the name of Sir Sam Hughes, minister of militia, and former idol of the local paper, notwithstanding that he took a conspicuous part in the discussion; in fact, he was the only Government member who spoke in opposition to "wet" canteens in England for the Canadian army.

Hon. Frank Cochrane declares that his own party complains he does not recognize patronage sufficiently. Some people are never satisfied, but one would think there was not much room for that kick.

A Conservative paper asks: "What share would the Quebec 'Canada' have done enough' crowd have in a Laurier Government?" The answer is not nearly such a large one as the "Canada must do nothing" crowd of Nationalists had in Borden's.

Gen. Alderson when he assembled the Canadian division and announced that he was going to make them free men and establish wet canteens. After that I had nothing to do with the matter; I was told we had nothing to say."

Later, Sir Wilfrid Laurier, while expressing no opinion on the respective value of the two varieties of canteens, said that Sir Sam had shown the courage of his convictions. What a juicy tit-bit for the Conservative paper before Sir Sam was dropped by Sir Robert!

IS RUSSIA WEAKENING? THE Austrian official statement says that Russian artillery "provoked reprisal fire." Sounds like the whine of a quitting prize-fighter who wants to "stall," but it may mean much more.

THE SCOTLAND OF AMERICA—THE SCOTSMEN OF AMERICA. IT IS ADMITTED that there are no more reliable or braver soldiers in the world than Scotsmen.

Watch Mesopotamia, says an English statesman. We have, and we have seen the speediest bunch of Turks in beating retreats ever exhibited under canvas.

Who made the American nation? A little more than a century ago what was the American? A puny, miserable, dependent colony, a dependent of another nation.

EDITORIAL NOTES. May Day may prove to be "Der Tag" for Germany.

THE STRAWBERRY. Preparation of Soil. Planting Table. As early as possible in spring. Harvest—June, July.

Wait a Minute! An inspired head writer says that the Government at Ottawa is taking steps to insure the "sanity" of milk.

Drunkenness Can Be Cured—Alcura Will Do It. ALCURA, the widely-known treatment for Alcoholism, can now be obtained at our store.

The Advertiser's Hint for City Gardeners.

Information As to Preparation, Planting and Care of Plants That May Be Grown in Backyards.

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THE GIRL WITH THE HOE. many to laugh the Germans out of the trenches.

How the Canadians Smashed the Hindenburg Line. T. R.'s Plan To Beard the Kaiser. What England Expects as Our Duty.

The Battle for France. Our War Fleet of Wood. Orgy of Destruction That Follows a German Retreat.

Victory by the Watch on the Western Front. Germany's Submarine Effort. Donkey-Back Wireless for War.

German Singers and German Music. A French Vision of Solidarity. Will the Puritan Return?

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can city, a young man, blindfolded, lived into a lot of hay, not water. The folks buried him. Better to have a boy give his life for his country than that such a thing should happen.

The Weatherman has done his best to dampen one's enthusiasm for gardening this year. However, old King Soi may start something later on.

A wry face sometimes accompanies a drink of rye, furnished by the blind pigs these days, says the police court reporter.

After reading some folks' poems on the entry of the United States into the war, we almost wish that the United States had not done it.

TRY CRATE FEEDING FOR QUALITY CHICKS. Crate-feeding on milk washes will do more to put quality in chicken meat than any other practice.

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with sour skim milk to the consistency of porridge. Three feeds were given each day at intervals of six hours. It was supplied once each week and chopped green Swiss chard was given daily at noon.

Starting with 3 1/2-pound thin birds and increasing them to 5 1/2-pound high quality birds at a cost of 15 cents each, the 5 1/2 pounds of first quality chicken meat was sold for 27 cents per pound.

Crates for feeding were made of wire mesh and divided into compartments. Each compartment was prepared and five birds of an average weight of three and one-half pounds were confined in each section.

These birds were fed for a period of fourteen days and made an average gain of two pounds per bird. The total mixture used was 60 per cent wheat middlings and 40 per cent corn meal.

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quality and value of the original 3 1/2 pounds so they were sold for 31 1/2 cents per bird. In other words, a 62-cent chicken was, by the crate milk-feeding method, at a cost of 15 cents converted into a first-quality chicken that sold readily at \$1.48.

Anyone with a player-piano should be sure and see—and hear—the big array of Player Rolls carried in stock by Ye Olde Firm of Heintzman & Co., Limited, Heintzman Hall, 242 Dundas street.

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HUNT'S DIAMOND FLOUR. SURE SUCCESS IF YOU USE HUNT'S DIAMOND FLOUR. ALWAYS THE SAME.

Traction Company. On May 1 the lowest passenger fares ever adopted by any railway becomes effective on this line between London, St. Thomas, Union and Port Stanley.

London and Port Stanley Railway. EFFECTIVE OCTOBER 1. To Port Stanley—6:20, 8:20, 10:20 a.m.

CUNARD LINE. PASSENGER SERVICE BETWEEN MONTREAL AND LONDON. (Calling Falmouth to Land Passengers.)

Hotel St. Charles. ATLANTIC CITY, N. J. Situated directly on the ocean front, with a superb view of beach and boardwalk.

DEWEY HOTEL. WASHINGTON, D.C. 14th & L Streets, N. W. COMFORTABLE, attractive and conveniently located.

HOTEL CADILLAC. Detroit, Mich. UNIVERSALLY KNOWN FOR ITS HOMELIKE ATMOSPHERE.

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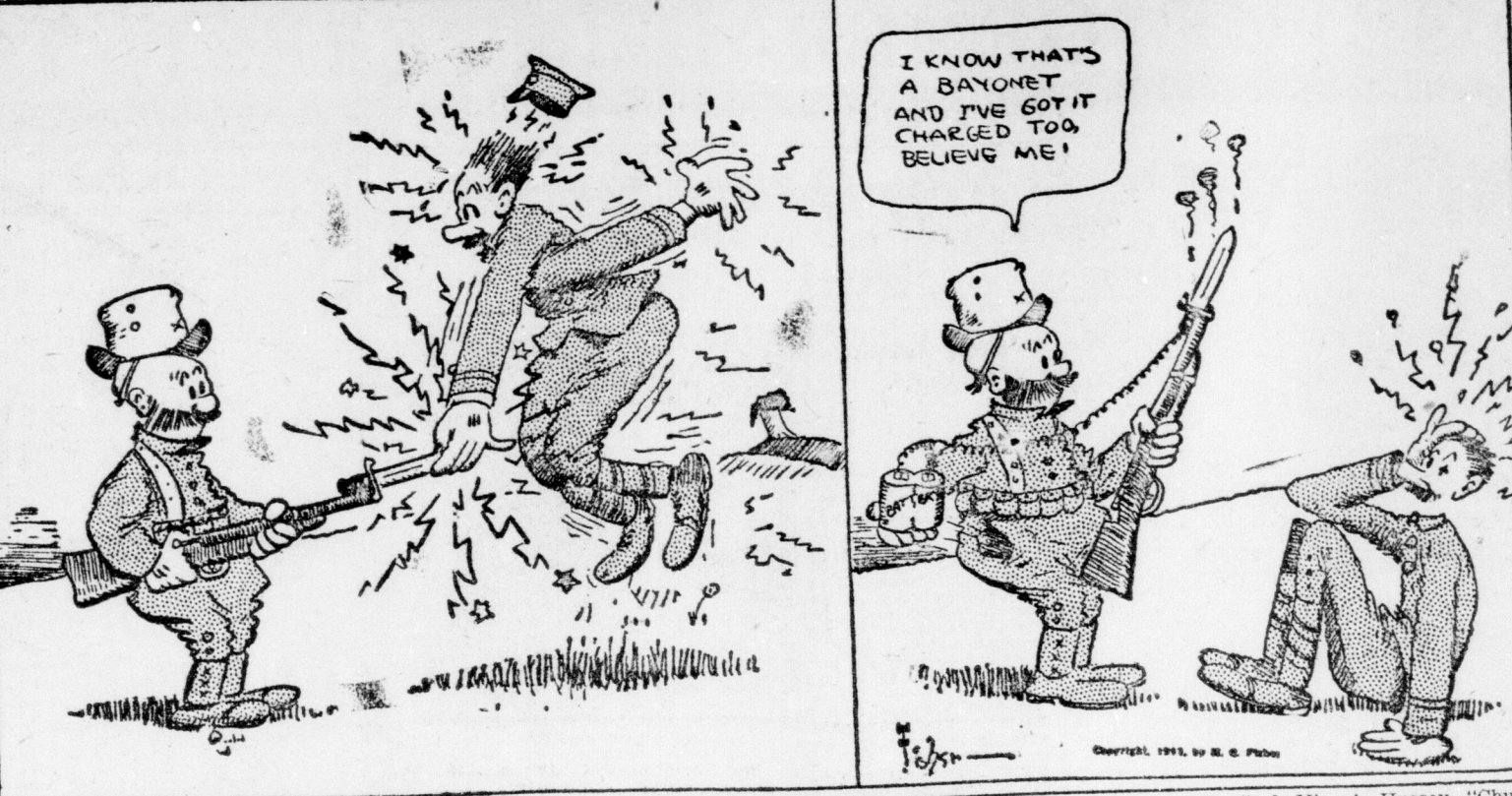
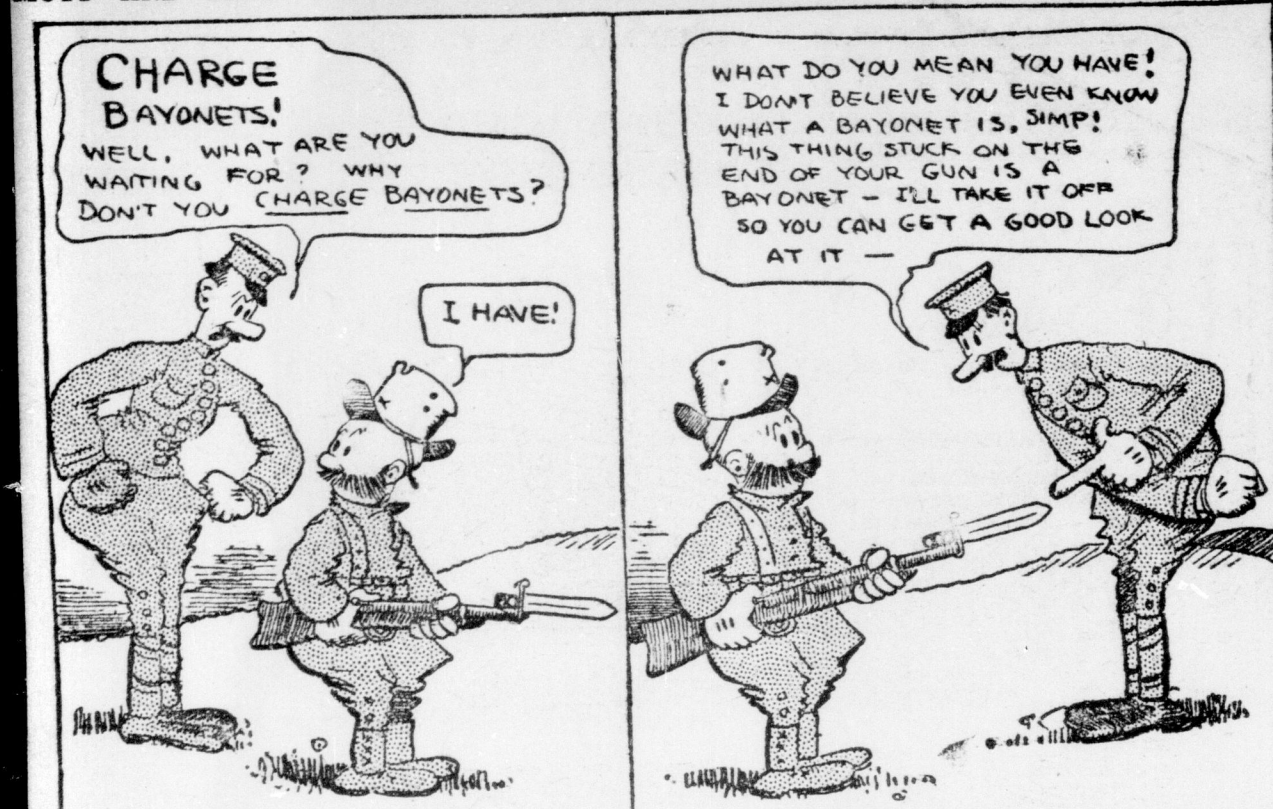
HOTEL CADILLAC. Detroit, Mich. UNIVERSALLY KNOWN FOR ITS HOMELIKE ATMOSPHERE.

Burns. The fire is removed from burns and scalds and the intense pain is quickly soothed by this wonderfully healing oil.

The Literary Digest. April 28th Number on Sale Today—All News-Dealers—10 Cents. NEWS-DEALERS may now obtain copies of The Literary Digest from our local agent in their town, or where there is no agent, direct from the publishers.



MUTT AND JEFF—Jeff Wanted To Shook the Enemy To Death.



TOOKE COLLARS 15 CENTS EACH TOOKE BROS. LIMITED MAKERS MONTREAL IT PAYS TO BUY THE BEST DIADEM BICYCLES BUILT LIKE A WATCH. Thoroughly Guaranteed. From \$35 up. BROCK'S

DAUSS IN FORM; PITCHES DETROIT TO 2 TO 1 WIN

Only Bad Throw by Dyer Prevents Shutout. DETROIT, April 27.—Dauss pitched St. Louis to three hits today, and pitched Detroit into a 2 to 1 victory. A bad throw by Dyer in the second inning prevented a shutout. Weiland allowed only four hits, and Koob, who succeeded him, was not hit safely.

DANFORTH BALKS AND GUSTO BEATS IT HOME WITH WINNING TALK. CHICAGO, April 27.—Danforth balked on Danforth in the ninth inning game with Chicago today, 2 to 1. With the bases full, Danforth replaced Scott, and the next two men, who were pinch-hitters, were easy outs. With the call two and three on Graney, Danforth stopped long enough in his wind-up for Empire Nalin to call a balk, and Gusto scored the run which won the game.

SMALLWOOD NIPS TORONTO VICTORY

Holds Leafs Scoreless, With Two On and None Out. NEWARK, April 27.—Smallwood came in with Toronto runners on second and third, none out and a hit meaning a tie in the ninth. He held the Leafs and Newark, 3 to 1. Fuller was the all-around star of the game.

FOREST BOWLING CLUB

FOREST, April 27.—At the annual meeting of the Forest Bowling Club the following officers were elected for the ensuing year: Honorary president, D. R. McCall; president, Chas. Stuart; vice-president, A. Mahler; secretary, W. J. P. Ross; treasurer, J. N. Gordon; managing committee, Geo. Beatty, R. E. Scott, Fred Douglas; grounds committee, G. Hill, Geo. Beatty, Rev. W. J. Cornish and Lorne Scott.

TUCUMSEH JUNIORS WIN FROM BRICK STREET BOYS

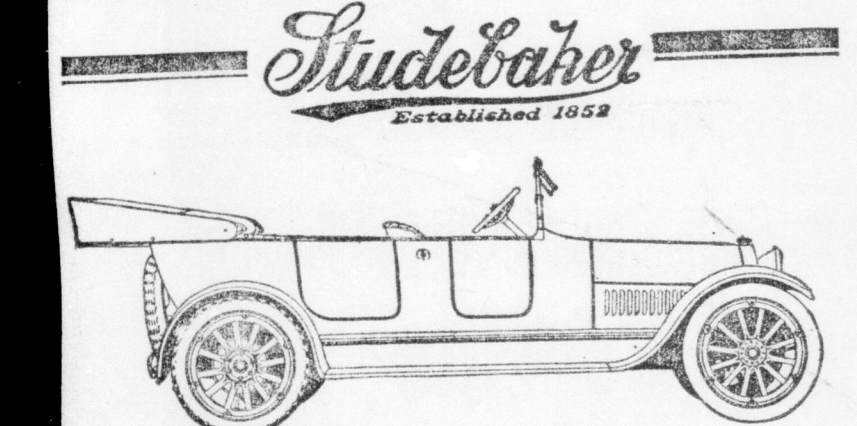
The Tucumseh Juniors beat the Brick Street Juniors in a fast game of baseball played yesterday afternoon. The battery work of both teams was good, but the Indians were the heavier hitters and won handsily. The batteries were: Tucumseh, Booker and Russell; Brick Street, Spetzig and Gault.

FREE TO ALL SUFFERERS

FREE TO ALL SUFFERERS. If you feel "out of sorts," "run down," "out of the blues," suffer from kidney, bladder, nervous system, write for FREE cloth bound medical book on these diseases and wonderful cure effected by THE NEW FRENCH REMEDY No. 1, No. 2, No. 3, No. 4, No. 5. Each bottle 50c. Sent by mail on receipt of 50c. in stamps or cash. No obligation. Dr. LeClerc, 104 St. Harewood Rd., Harrogate, London, E.C.1. We want to cure Throatitis, skin eruptions, etc.

THERAPION

THERAPION. The most powerful car on the market within hundreds of dollars of its price. Correctness of design and the correct material for each vital part, together with the exactness of manufacturing methods, has made it possible to secure even greater standards of accuracy than ever before.



SILENCE. The perfection of Studebaker manufacture is responsible for the smooth running silence of Studebaker gears and moving parts. Correctness of design and the correct material for each vital part, together with the exactness of manufacturing methods, has made it possible to secure even greater standards of accuracy than ever before.

ONTARIO GARAGE AND MOTOR SALES, LIMITED

ONTARIO GARAGE AND MOTOR SALES, LIMITED. Dundas and Colborne Sts. S. H. Rowed, Manager. Phone 2431. Look well for our shop and you will look well when you come out. SOMETHING REALLY NEW. A One-Button Double-Breasted Coat. Will be a strong favorite for the spring and summer months with younger men. This style of coat is going to be worn very extensively in New York, Pittsburgh, Philadelphia, Cleveland, Detroit, Chicago and other large centres.

HOW THEY STAND

Table with columns: League, Won, Lost, Pct. American League: Chicago 7-6-633, Boston 6-7-571, New York 6-8-571, Cleveland 5-7-417, Philadelphia 5-7-417, Washington 4-8-333. National League: New York 9-5-643, St. Louis 9-5-643, Boston 8-6-533, Cincinnati 8-6-533, Philadelphia 4-7-333, Pittsburgh 5-11-313.

P. MORAN'S PHILLIES BEAT THE GIANTS

Holke Prevents N. Y. Shutout With Home-Run. PHILADELPHIA, April 27.—Philadelphia nipped his with bases on balls given by Teebeau, and an error, and easily won today's game from New York, 5 to 1. Lavender was so effective that only two of the visitors reached third base. One of them was being shut out by making a home run. Zimmerman, who was spiked on the right ankle in last Wednesday's game, was unable to play today.

CINCINNATI REDS BEAT THE PIRATES

PITTSBURGH, April 27.—Cincinnati defeated Pittsburgh today, 5 to 3. Good weather affected the pitchers, and Toney and Miller each made a poor start.

GIDDING'S STRING AT WOODBINE

TORONTO, April 27.—The well-known trainer Harry Giddings, jun., arrived at the Woodbine line yesterday from Oakville with a string of ten head, which he will race over the Canadian are King's Pipers, Bavarde and Captain E. The latter through error was entered in the plate as the property of Major M. Ross Goodenough, who is setting at the front. Mr. Giddings will train the colt, however.

KILBANE TAKES BIG CHANCE WITH FREDDIE

Cleveland, April 27.—Fight fans figure that Johnny Kilbane is taking a big gamble in his match with Lightweight Champion Freddie Welsh, at New York next Tuesday night.

CLYMER SUSPENDED

Louisville, Ky., April 27.—President Hekey, of the American Association, today indefinitely suspended Manager Clymer of the Louisville club and pitcher Coeham of the Kansas City team, following the attack made on Clymer by Coeham after the close of yesterday's game. Roney Roach will manage the Colonels during Clymer's absence.

SPEAKER AND ROUSCH LEAD THE BIG LEAGUES IN BATTING AVERAGES

Chicago, April 27.—With twenty hits, four of them three-baggers, to his credit in twelve games, Rousch, of Cincinnati is not in front for batting honors in the National League.

104 SCORE WINS FIRST PLACE IN EUCHRE RACE

O. C. Barrie With That Aggregate Takes Lead in Thistle Tourney. O. C. Barrie was high man at the weekly euchre of the Thistle Bowling Club on Friday evening. He topped the list with a score of 104. W. B. Watson was in second money.

SARNIA TO OPEN BALL SEASON VICTORIA DAY

SARNIA, April 27.—Mar 24, Victoria Day, has been named as the date for the inauguration of the Twin City Baseball League, comprising two teams from Port Huron and one from this city, and the initial contest will be played in this city between the team known as the "Old Timers" from Port Huron and the Imperial City nine, if present plans carry.

WILLARD'S CROWN NOT IN DANGER

New York, April 27.—Dangerous judges of pugilism who have witnessed the various bouts of recent months in which Fred Fulton, Jim Coffey, Earl Morris and Frank Moran have participated, appear to be in the opinion that Champion Willard's title is not in danger. None of the quartet has shown boxing skill equal to that possessed by the champion.

TURF GOSSIP

The speedy filly Fruit Cake has not been out of the money in her last nineteen starts. Trainer McDaniel denies the report that King Harold has been sold to Congressman Ledt. The clockers at Louisville claim that Harry Kelly, of the Schorr stable, is only a sprinter. It is understood that the increased admission tax on Toronto racetracks will be assumed by the Ontario Jockey Club. This would certainly be much appreciated by the public, and is an example for other tracks to follow. The best work that has been shown by any of the candidates for the Kentucky Derby was the mile and a quarter race in 2:11 2-5 by Omar Khayyam at Louisville this week. Omar is an English colt, by Marco-Lisma, in the stable of C. K. G. Billings and Fred Johnston, and trained by Charlie Parterson. The Derby will be run two weeks from today.

LOCAL DOG FANCIERS HOLD CLOSING SHOW

Puppy Night Brings Out Many Fine Little Fellows--Breeds Well Represented. The closing show of the London Canine Association was the most successful of the year. It was puppy night, and the little fellows were present in great numbers. There was a large crowd present to give the best bunch of puppies that has ever been shown in London the "once over."

CHARLIE WHITE WINS

Syracuse, April 27.—The scheduled 10-round bout between Charlie White of Chicago and "Young" Murphy of Pittsburg was stopped in the fourth round tonight by the referee to save Murphy from further punishment.

BEEMER & CO., LIMITED

BEEMER & CO., LIMITED. PHONES 5670 and 5671. 131 QUEEN'S AVENUE, LONDON.

Gray-Dort 910. Everything You Could Ask of Any Car! In the Gray-Dort we do not offer you a car that lacks something to make the price possible. Gray-Dort satisfaction is complete. You do not compare the Gray-Dort with other cars, dollar for dollar. You realize when you ride in it that here is all that any motor car offers. The price is low! But more money could not buy more motoring pleasure. The same money could not nearly buy the same motor car value in other cars. Powerful, speedy, roomy, absolutely reliable in every detail, beautiful in design and finish, complete in equipment from Westinghouse starting and lighting to the tools. BEEMER & CO., LIMITED. PHONES 5670 and 5671. 131 QUEEN'S AVENUE, LONDON. Gray-Dort Motors Ltd. Chatham, Ont. American Factory, Flint, Mich.





# Music in the Home Means More Happiness



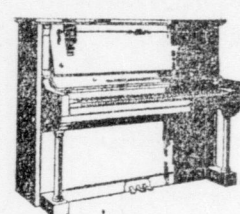
## Do You Want a Piano or Player-Piano?

As a gift supreme that carries the character of permanence and promises home life of new interest and charm, the piano or the player-piano is the first part.

If you have no piano or a player-piano, do not gratify the ambition to own one without safeguarding your interests by calling on or writing us.

We are much more than Builders of Canada's highest grade Pianos and Player-Pianos. We sell dependable Pianos and Player-Pianos of other makes as well, and at lower from-factory-to-home prices than other firms.

We emphasize the word "dependable," as every instrument we sell bears the Mason & Risch guarantee.



When THOROUGHLY DEPENDABLE new Pianos can be bought from us from \$275 upwards, and excellent Player-Pianos from \$550 upwards, and on your own terms, why consider inferior instruments?

**Mason & Risch, Ltd.**

248 DUNDAS STREET, LONDON.

## "Wright Pianos Are Always Right"

With one in your home you are always sure of pleasant hours. Wright Pianos are made in Canada by expert Canadian workmen, and are guaranteed to give satisfaction.

The Price Is Right, Too

Come in and let us demonstrate to you.

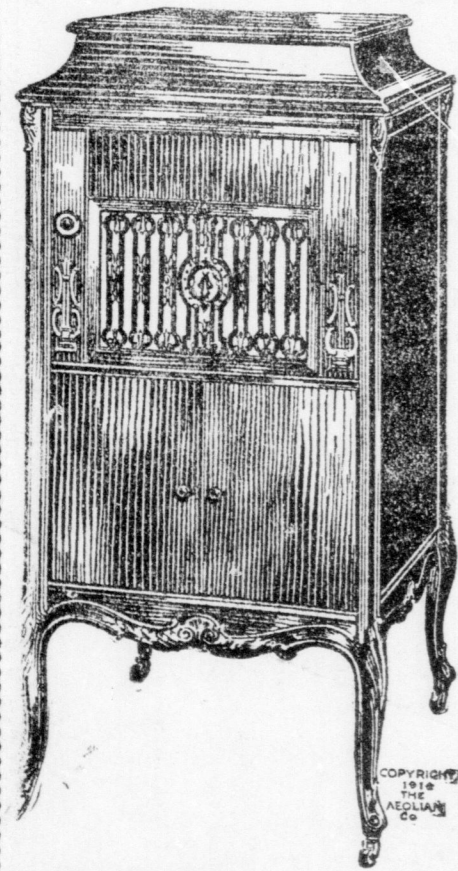
**Wright Piano Co**

352 DUNDAS STREET, A. M. DOUTHWRIGHT, Manager.

Also Agents for Grafonolas, Records and Small Musical Instruments.

## The Aeolian-Vocalion

NATURE'S GREATEST RIVAL



### "I Have Exchanged My Phonograph"

"A week ago I would have laughed at such a thought! Exchange the instrument that had meant so much to wife and me during the past year; relinquish that which had taken so much time and careful pains to select; of which we were so proud; and which we knew was the best instrument of all at which we had looked? The very idea would have seemed ridiculous.

"But we have found a better phonograph—a wonderful new instrument that is a phonograph finer than all the rest, and then something greater, far greater.

"A week ago a friend asked me if I had gone yet to see the Aeolian Vocalion.

"No! Why should I? Did I not have the best-known and best phonograph upon the market? Why should I look at any other?" "Don't be too sure," said my friend. "Had I not thought that these instruments were some time going to develop beyond their present stage? Aeolian Company, the largest manufacturer of musical instruments in the world—the leading house in the production of pipe organs, pianos and other more modern instruments like the magnificent Steinway Duo-Art Pianola?"

"I went to see the new phonograph that day. In twenty minutes I had bought one, arranging to turn in my old one in exchange.

"The new instrument was better looking than any I had seen. Its case designs were better art; its case woods were finer.

"I asked to have a familiar record played—a favorite of wife's and mine. When I heard that record I awoke to the shortcomings of my phonograph, as well as all others I had heard. I rarely realize the inadequacy of anything we are accustomed to until we meet something better.

"Here was a genuinely better tone. It was rich and deep—very musical and very natural. I realized then that other phonographs, wonderful as they were, were all too thin, too high and strident, too 'phonographic' in their reproductions.

"And then I was shown the great new phonograph feature that the Aeolian Company has given to the world. The music swelled a little in volume. I pressed it all the way. A great, glorious burst of sound came from the instrument such as I had never heard before from a phonograph.

"Then I reversed the movement. The sound began to diminish. In a moment it had softened away to an exquisitely delicate whisper that was still perfect in tone quality. It was a genuine pianissimo; also an effect I had never before heard from a phonograph.

"Before the record ended I was playing that piece. All the music in my soul was awake, and for the first time in my life, finding expression."

We invite you to come in and hear this wonderful machine.

**NORDHEIMER PIANO & MUSIC CO.**

227 DUNDAS STREET. THREE DOORS WEST MAJESTIC.

## Renaissance of Musical Art In London

BY ISOBEL C. ARMSTRONG.

For years London has been recognized as a musical city. Few others of the size on the continent have been able to boast so many meritorious musical organizations, such fine choirs or talent of an equal order.

Through the ambition and ability of local conductors opportunity has been afforded music lovers to hear and to participate in the presentation of the noble choral works of the great masters. There have been bands and orchestras which have distinguished themselves; singers, pianists, violinists and teachers who have caused the name of London to be known far and wide.

A decade ago musical festivals extending over two or three days were an annual event, bringing in their train famous orchestras and soloists of international reputation.

Following this came a period of quiet development, unmarked by striking features till the outbreak of the war, which all thoughts and energies were concentrated.

"Art must go in the face of grim reality," was the motto of the day. Philandering with music, was the attitude even of those who had formerly enjoyed to the utmost the aesthetic things of life.

But with the organization of battalions, bands sprung up and multiplied and the soldiers marched proudly down the streets to the strains of "Tipperary," while civilians found themselves swinging into the rhythm. It wasn't long till voices were raised in the melody of "Till the Boys Come Home," hearts stirring up, meantime, an anxious prayer.

Music and the War. Music expressed so many emotions, patriotism, courage, hope, fear, longing, music quickened the pulses, stiffened the purpose, brought respite from the strain of war work and anxiety, proved a recreation, an inspiration and diversion. What was else must give way before war conditions, it could not be music.

The effect of the war in quickening the emotions, plunging hitherto unsuspected depths of human nature, rousing from apathy and selfishness to activity and desire to render service, instead of disbanding the city of music, resulted in a remarkable acceleration of artistic appreciation a veritable renaissance of musical art in London.

The Women's Music Club, organized 22 years ago by Miss Carling and taking precedence among musical organizations in point of seniority, early recognized the necessity of recreation for women and girls some diversion as a relief from the strain of new war responsibilities and anxieties.

Measures of disbanding the club, a war measure, the club proceeded with the arrangement of a season's program. The same plan was followed the second and third years of the war.

Abundant testimony that the club was fulfilling the mission it set itself to perform. But the educational side was not thrust into the background. The view was taken by program committees each year that recitals which added to musical knowledge and musical appreciation come at the end of the week, are more enjoyable. Afternoon and evening concerts demonstrated the truth of the theory.

Raising the standard of musical taste in London and district, encouraging the performance of the best musical works, and fostering musical talent were worthy peace-time objects. Even during the war, the club worked with the original motives was not considered quite enough service for war time. Contribution to patriotic purposes followed, prominent amongst these the Children's Aid Society.

Within the past few weeks the Women's Music Club has pledged itself to raise the sum of \$500 to contribute to the Byron Sanatorium for tuberculous soldiers.

Musical Art Society a Striking Manifestation. Perhaps the most striking manifestation of development of art impulse that this or any other city in the world has known during the present war has been the organization and successful administration of the Musical Art Society.

Formerly it was an accepted slogan that making a paying proposition of bringing distinguished artists or musical organizations to the city was an impossibility.

The forming of a strong musical association, composed of keen professional men, "hard-headed business-men," men of many callings and affairs, was the inspiration and achievement of genius. When the list of the officers and members of the Musical Art Society was published early last summer it contained the names of dozens of the most prominent citizens, several of whom were identified for the first time with musical affairs.

The Musical Art Society has made possible the hearing in this city of several world-famous singers, and of two great visiting orchestras, all in one season. It has made a permanent chorus of 250 voices a possibility, and also a permanent orchestra.

The largest auditorium in the city, the immense Princess Whiter Garden, has been crowded to the doors for each concert and each one in succession of the series has been voted more enjoyable than the last.

The Musical Art Society has given a tremendous impulse to things musical in Western Ontario. It has given vast pleasure; it has played a prominent part in laying the foundations of a greater musical future for London, and for Canada, for that matter. It has kept its head above water.

even been known where they have sold tickets for one another, which he speaks an unusual degree of the fraternal spirit.

Choirs Worthy of Fine Churches. London's handsome churches always attract the attention of visitors. The choirs are worthy of the churches. Sel-dom does a week pass during the musical season that some choir is not performing some work of note or giving a miscellaneous program, containing compositions of high musical merit. This bespeaks laudable ambition. The best part is that the presentations seldom fail to be musically intelligent, and frequently also deserving of the term "artistic" which all reflect great credit upon the organists and conductors.

Variety of Talent. Apart from the excellence of the musical talent in this city, its variety is one of its wonderful features. True, many of the men who are genuine artists have donned khaki and gone overseas. Even so, there is a rich storehouse to call upon for contributions to patriotic and other programs.

The London stringed orchestra alone will furnish an evening of rare pleasure. The London Instrumental Trio has discovered to the public a veritable musical treasure island, hitherto undreamed about. The trio, violin, cello and piano, has been called to all parts of Western Ontario to give recitals in the past six months.

When the Children Sing. London's musical future is safe in the hands of the school children. This comforting assurance is felt by those who have been privileged to attend the splendid spring festivals of music presented every second year by a great choir composed of boys and girls of the public schools. That is why there is so much pleasurable anticipation of the part the school children's chorus will play in the great May festival of the Musical Art Society next week, and also of the school festival to be held the middle of the month.

And so the musical organizations and musical events in London follow fast upon the heels of one another, so swiftly, indeed, that a music-lover, but worn-out scribbler who must "write up" these musicked days ago, "Another musical treat! When will musicians cease from troubling and give a reporter a good night's rest?"

So much organization with resultant opportunity of studying, presenting and hearing good music naturally has an important effect in deepening and raising the standard of musical taste, fostering talent and awakening ambition.

The curiosity of the children has been properly aroused and a critical faculty developed in the infant's little more than out of arms that would have been uncanny in their mothers at the same age.

Better Educational Facilities. In this day of advanced standards and greater general knowledge, inefficient music teaching will fortunately soon be an evil of the past. Students soon come into competition in examinations and in recitals. They compare notes with one another about the methods of their teachers and the grades of studies and pieces they are practicing. Betty Brown up the street is taking lessons on the piano. Jennie Smith, who sits across the aisle from her in the class, is learning to play the violin, and a great ambition surges in the soul of Dicky Jones to handle a fiddle also.

Jennie Smith gets her piano and Dicky Jones his fiddle, and it is proud parents who attend their first public appearance as soloists.

The Part "Canned Music" Plays. But it isn't everybody who has the time or talent to learn an instrument. Some people have not been endowed by nature with voices. But there must be music in the home. That is one reason why the Pathé, the Aeolian, the Gramofone, the player-piano, the Victrola, the Edison have come and conquered. What more delightful than to put on a record to serenade at meal time, to furnish an evening of entertainment by world-famous artists?

But the "music box" performs another function equally important to that of entertainment. It educates. How should a certain song be sung? A soloist wants to know. She brings home a record of the song as sung by a celebrated artist. She listens; she has had her lesson.

The glorified music box is invaluable in an educational way for the children too young to attend large concerts. Homes boast one of these early beacons familiar with good compositions adequately performed.

Recognition of the educational value of "canned music" has largely increased the demand. The renaissance of musical art in London has had its commercial as well as aesthetic manifestation, inevitable in a world where material mediums are used for the expression of ideas, ideals and emotions.

## IS HAWAII'S MUSIC REALLY HAWAIIAN?

Cosmopolitan Origin of the Songs and Dances Imported From the Islands.

"Hawaiian music and hula dances" was the bait in the advertisements of restaurants and cabarets in North American cities in the summer of 1916. Today the "ads" still proclaim "Hula dancers and ukulele orchestras." This is an unusually long time for a craze to last. The scoffers who predicted that its fate would be death in infancy are now beginning to suspect that there may be something to it after all. Also, they are wondering what hula means anyhow. If you ask them point blank, they will dismiss their doubts and answer patronizingly that a hula is "one of those outlandish Hawaiian instruments, you know."

The Old Hawaiian Hulas. They have made a bad guess. The hula was a religious service combining music, poetry, pantomime and dance, and was practiced all over the islands before the coming of the white man. It was held in honor of the Goddess Laka in wondrously constructed bowers of vines and branches, and required a long and severe training of all who took part.

In other countries similar religious ceremonies have developed into the operas, the drama and literature. This might have happened in Hawaii, too, but the coming of the Europeans, Americans and Japanese in the last century caused such a radical change in the entire civilization of the islands that no artistic development after that time can be traced.

Ukulele Means "Jumping Flea." Modern Hawaiian music is mostly love songs, rendered serenade style, on the ukulele. Ukulele means jumping flea, and refers to the rapid, jerky movement of the fingers in playing. This guitar-like instrument, of Portuguese origin, is played by at least half the inhabitants of the islands, and provides a melodious accompaniment to the rich, deep voices of the

young men courting their ladies in the tropical moonlight.

Many Elements. The ballads themselves have much in common with the old German folk songs. This is thought to be due to the influence of Captain Berger, a German musician, who for 40 years conducted the Royal Hawaiian Band in Honolulu—a great factor in the musical life of the islands before they became a territory of United States.

It is this pseudo-Hawaiian music which has found its way to us and won such popular favor. Nor are the gyrations of the sprightly young women who accompany the ballads those of the ancient hulas. But, then, if the music and dances were orthodox Hawaiian we might not like them so well.

## NORTH AMERICAN INDIAN FOLK MUSIC

1,100 Songs Collected for the Bureau of American Ethnology by Miss Frances Denmore.

Until recently, few people were aware of the fact that the North American Indian had a song literature of his own, and by no means a negligible one. We regarded the music of the Indian as consisting of a wailing battle cry, and unrhymed, impromptu hymn of praise, or a crude chant that the Indian mother used to rock her papoose to sleep.

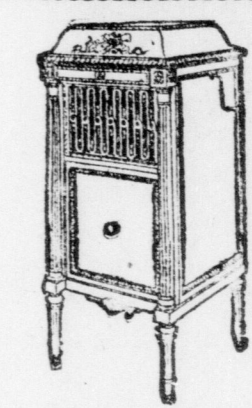
It was with considerable surprise, therefore, that we learned that Miss Frances Denmore has collected 1,100 songs for the Bureau of American Ethnology of the Smithsonian Institution. These songs she recorded on an especially constructed phonograph that she took into the field. They were taken directly from the Indian songs, with all their native characteristics and peculiarities. Two books by Miss Denmore on Chippewa music are published, another on Sioux music is in press, while others on the music of the Utes, Mandan and Hidatsa are being prepared.

Applying Indian Folk Themes. This work, although intended primarily as a record, has caught the attention of several composers, who have realized the beauty of the Indian themes and have harmonized them. Charles Wakefield Cadman, whose song, "The Land of the Sky-blue Water," is a household classic, is one of these composers; so also is Alberto Blom, who made an arrangement of a Sioux Indian song for Mme. Marcella Sembrich, which the celebrated soprano used recently in one of her historical recitals.

Peculiarities of the Indian Rhythm. It is remarkable, says Miss Denmore, that the Indians do not keep a regular rhythm throughout a song, and yet preserve the rhythmic completeness of the song as a whole. By experiment, Miss Denmore has found that the melodic and rhythmic forms of the songs express their ideas.

When Mme. Sembrich heard the song of the Sioux Sun Dance, she was quick to recognize the charm of the native rhythm and the beauty of the melody. The song was greatly enjoyed by the audience at her recital, and will be published shortly, with Miss Denmore's rhythmic translation and the original Sioux words.

New Material For the Composer. Despite the fact that the Indian themes have had no such potent influence upon folk music as have the negro tunes or spirituals, their importance cannot be overlooked. With the important discovery of as many as 1,100 Indian songs comes the possibility of their furnishing a new source of inspiration for the composer. With this contentment a melting-pot of all nations, with little in music to point to as really its own, this fund of new material may serve as the basis for the strictly occidental music of the future.



## The NEW EDISON

"The Phonograph With a Soul"

—NEW YORK GLOBE.

This wonderful new Edison invention is positively the only sound-reproducing instrument which literally Re-Creates music—in other words, which gives a result indistinguishable from the artist's voice or instrumental performance.

Don't feel that in coming to our store to hear this wonderful invention you will be urged to buy. You are welcome to come as many times as you like, since even if you never purchase an instrument you will, nevertheless, become an admirer and an advocate of this master invention of the world's master inventor.

Visit Our Store at Your Convenience

Drop in any hour of the day. Stay as long as you like. Come again and feel that you are welcome, not only tomorrow, but any day you choose to come.

**W. McPhillips**

THE EDISON SHOP.

189 DUNDAS STREET. LONDON.

## Smooth Away the Day's Worries!

As invigorating as the ocean breeze are the swinging fox trots, or old fashioned waltzes—the world's classics or popular songs—the appealing Hawaiian melodies, or stirring band music—as played perfectly by the famous

## Sonora

CLEAR AS A BELL

In addition to carrying a complete stock of this marvelous instrument "The Sonora," we are HEADQUARTERS IN LONDON FOR COLUMBIA RECORDS

Our Stock is New and Complete.

## Harmony Hall

426 RICHMOND STREET.

A. A. LANGFORD, W. E. MACKERON.

**The Pathe**

# The Pathe Phonophone

Come in and hear the Pathe Phonophone, the musical instrument famous for its natural reproduction of sound—both vocal and instrumental. The Pathephone is the result of the inventive genius of the Pathe Freres of France, plus the skill and constructive ideas of the Western world.

**The Pathe Sapphire Ball**

is merely one of the secrets of perfect sound reproduction. This highly polished ball of genuine Sapphire cannot scratch the disc. It plays not one, but thousands of Pathe discs without the slightest wear to the ball or to the records. It reproduces the music in a clearer and more natural manner. The Sapphire Ball travels in the hollow grooves of the Pathe disc from which it takes every delicate shading of tone and sends it on clear, clean and natural to the

**Pathe All-Wood Tone Chamber**

The Pathe tone chamber is made of wood. Like the violin, it is delicately responsive to the slightest variation of sound reproduced by the sapphire ball. It is scientifically constructed to render, in the greatest tone, a sweet, mellow tone which is impossible to obtain from a metal or part metal sound chamber. The Pathe Tone Chamber, with its large and half tone sapphires allow you to regulate volume of sound at will.

**Pathephones, \$35 and up, equipped To Play ALL Makes Of Disc Records**

If you wish any particular record from another catalogue you can play it perfectly on the Pathephone. The Pathe repertoire comprises recordings of both American and foreign artists of international fame. There is an immense selection of wonderful Pathe Band selections recorded by leading bands of America and Europe. Pathe popular music is kept up-to-date, so that Pathephone owners may have the latest selections. Pathe discs range from 5c and up—all double faced, including operatic selections, therefore you must hear the Pathephone. One demonstration will verify everything stated in this advertisement. Come in and hear some of the beautiful Pathe recordings. Your phonograph can be equipped to play Pathe Discs.

Attractive terms for payments

**Ontaric Furniture Co.**  
London's Largest Homefurnishers,  
226-228-230 Dundas St., London.

"At The Sign Of The Red Rooster" THIS MODEL \$35

# RAYOLA

Made in all woods, with or without doors.

From \$25 to \$200

Cheers The Home

Come in and Hear the Rayola

Let us demonstrate its wonderful tonal effects to you. Then compare it with other machines you have heard. When you learn the price you'll be astonished.

**W. J. Wray & Co.**  
234 DUNDAS STREET.



# Famine and World-Hunger Are On Our Threshold



*in the nation's honor, heed!  
Acquit yourselves like men.  
As workers on the land, do your  
duty with all your strength!*  
—Lloyd George

## THE CRISIS

France, England and Italy in peace times did not depend upon America, but on Russia, Roumania and Bulgaria for most of their breadstuffs. With these sources closed, the crisis of the hour demands that we see that our soldiers and the Motherland are fed.

Everyone in Great Britain has been put on limited rations! Meat is prohibited one day a week, and the making of cakes and pastry has been stopped. Further restrictions are anticipated.

Bread has gone to 28c per four-pound loaf in England, for the first time since the Crimean War.

Lord Devonport, British Food Comptroller, proposes taking authority to search the houses of Great Britain to prevent food hoarding.

Forty million men, less the casualties, are now on active service.

Twenty million men and women are supporting them by service in other war activities.

In the last analysis the land is bearing this burden.

One million tons of food-carrying ships have been torpedoed since February 1st, 1917.

Germany's hope for victory is in the starvation of Britain through the submarine.

Canada's sons will have died in vain if hunger compels the Motherland to surrender.

The land is waiting—the plough is ready—will we make the plough mightier than the sword?

Will we help the acres to save the flag?

## World-Hunger Stares Us in the Face

David Lubin, representative of the United States to the International Institute of Agriculture—maintained by forty Governments—reports officially to Washington that the food grains of the world on March 31st, 1917, showed a shortage of 150,000,000 bushels below the amount necessary to feed the world until August, 1917. He declares it is beyond question that unless a greater acreage is put to crop in 1917 there will be WORLD-HUNGER before the 1918 crop is harvested.

The failure of the grain crop, in the Argentine Republic, which is ordinarily a great grain-exporting nation, resulted in an embargo being placed, in March, 1917, upon the export of grains from that country to avert local famine.

The United States Department of Agriculture, in its official report, announces the condition of the fall wheat crop (which is two-thirds of their total wheat crop), on April 1st, 1917, to be the poorest ever recorded, and predicts a yield of 244,000,000 bushels below the crop of 1915. The 1916 crop was poor. Even with favorable weather, the wheat crop of the United States is likely to be the smallest in thirty-five years, not more than 64% of the normal crop.

Under date of April 10th, Ogden Armour, executive head of Armour & Company, one of the world's largest dealers in food products, stated that unless the United States wishes to walk deliberately into a catastrophe, the best brains of the country, under Government supervision, must immediately devise means of increasing and conserving food supplies. Armour urged the cultivation of every available acre. The food shortage, he said, is world-wide. European production is cut in half, the Argentine Republic has suffered droughts. Canada and the United States must wake up!



**Hunger Tightening His Grip**  
—New York Evening Mail.

People are starving to-day in Belgium, in Serbia, in Poland, in Armenia, in many quarters of the globe.

Famine conditions are becoming more widespread every day. On these alarming food conditions becoming known, President Wilson immediately appointed a Food Comptroller for the United States. He selected Herbert C. Hoover, to whom the world is indebted, as Chairman of the International Belgium Relief Commission, for his personal direction of the distribution of food among the starving Belgians.

Mr. Hoover is already urging sacrifice and food restrictions, for, as he states, "The war will probably last another year, and we shall have all we can do to supply the necessary food to carry our Allies through with their full fighting stamina."

## The Problem for Ontario

The land under cultivation in Ontario in 1916 was 365,000 acres less than in 1915.

Consider how much LESS Ontario produced in 1916 than she raised in 1915.

	Year	Acres	Bushels	1916 DECREASE	
				Acres	Bushels
Fall Wheat	1916	704,867	14,942,050	105,315	9,794,961
"	1915	811,185	24,737,011		
Barley and Oats	1916	529,886	12,388,969	24,432	7,504,160
"	1915	552,318	19,893,129		
Peas and Beans	1916	95,542	1,243,979	31,401	799,070
"	1915	126,943	2,043,049		
Corn	1916	258,332	12,717,072	51,441	9,043,424
"	1915	309,773	21,760,496		
Potatoes and Carrots	1916	139,523	7,408,429	34,411	5,858,594
"	1915	173,934	13,267,023		
Mangel-Wurzels and Turnips	1916	42,793	9,756,015	8,006	15,600,308
"	1915	50,799	25,356,323		

Other crops show as critical decline. Reports from Ontario on the condition of fall wheat for 1917 are decidedly discouraging.

As there is an average of not more than one man on each hundred acres of farm land in Ontario, the prospects indicate even a still smaller acreage under cultivation in 1917 unless extra labor is supplied.



**A 15-year-old Girl at Work**

Miss Alexandra Smith, one of the thousands of British women workers on the land. She recently won an All-Comers' Champion prize for plowing.

## Food Production is the Greatest Problem the World Faces To-day

Owing to destruction by submarines, ocean ships are scarce. It is much easier to protect shipping between Canada and England than on the longer voyages from India or Australia. One vessel can make twice as many trips from Canada to Britain as from India, and four times as many as from Australia. Therefore, every ton of food stuffs grown in Canada is worth to the Motherland two tons grown in India or four tons grown in Australia.

## Why the Call to Canada is So Urgent

If this country does not raise a big crop this year, not only will the people of Canada suffer, but the Motherland and her Allies will suffer, and their military power will be weakened if not paralyzed. Therefore, the right solution of the present war problem comes back to the farm, as to a foundation upon which our whole national and international structure must be built and maintained.

The farmers know that they are the last reserve, and that the soil on which crops are grown is the strategic ground on which wars are decided. To their care is entrusted the base of supplies.

## The Second-Line Trenches

—McCoy, in The New York American.



To enable the farm to do the work two factors are essential. The first is Time. Whatever we are to do must be done at once. Nature waits for no man. The second is Labor. Many farmers cannot plant the acres they would because they cannot get the necessary help. Many are afraid to increase their acreage because they fear they would not be able to cultivate and harvest an unusual crop after they had raised it. If they are to do the work that is essential for them to do, the last man in each city, town and village must be mobilized at once.

Every man not on Active Service can help. In every city, town and village are men who, by their training on the farm, or by their present occupation, can readily adapt themselves to farm work. These can render no greater service to the Empire at the present time than by answering the call of the farm. Capable men and boys willing to learn should not allow their lack of farm experience to stand in the way.

Can the employer render a more signal service in this crisis than by encouraging these men to help the farmer to cultivate every available acre, and by making it easy for them to go?

Ontario's farm lands are waiting—the implements are ready—the equipment is complete—the farmer is willing—all he needs is labor.

So short is the world's food supply that without increased production many in Canada must go hungry, and even with enormously increased production we cannot expect cheap food. The world is waiting for our harvest.

If peace should be declared within a year, the food conditions will be no better, for the accumulated hunger of the Central Empires must be met. This will absorb a large part of the world's supply.

We do not know when this war shall cease. It is endless—its lengthening out has paralyzed the thought and conception of all men who thought about it and its possible time of conclusion. Three months—six months, we said; nine months, a year, we said; and yet two years and eight months have passed their long, dreary and sanguinary length, and there is no man who can tell how long this gigantic struggle may yet last.

Lloyd George, in a letter addressed to farmers throughout the Empire, said:

*"The line which the British Empire holds against the Germans is held by those who WORK ON THE LAND as well as by those who fight on land and sea. If it breaks at any point it breaks everywhere. In the face of the enemy the seamen of our Royal naval and mercantile marine and the soldiers gathered from every part of our Empire hold our line firstly. You workers on land must hold your part of our line as strongly. Every full day's labor you do helps to shorten the struggle and brings us nearer victory. Every idle day, all loitering, lengthens the struggle and makes defeat more possible. Therefore, in the nation's honor, heed! Acquit yourselves like men, and as workers on land do your duty with all your strength!"*

So, for the honor of Canada's soldiers in France—and for the glory of our New-born Nationhood—let it be said of Ontario's citizens that, in the hour of our greatest need, their response was worthy of their sons.

We owe a great debt to those who are fighting for us.

## Organization and Resources Committee, Parliament Buildings, Toronto

Chairman: His Honor, Sir John S. Hendrie, K.C.M.G., C.V.O., Lieutenant-Governor of Ontario; Vice-Chairmen: Honorable Sir William H. Hearst, K.C.M.G., Prime Minister of Ontario; N. W. Rowell, Esq., K.C., Leader of the Opposition; Secretary: Albert H. Abbott, Esq., Ph.D.

# We Must Produce More Food

GARMENT CUTTING. LEARN GARMENT CUTTING AND secure a first-class position. Our graduates design advanced styles to measure or stock size. Cutting School, 227 Dundas street.

MISCELLANEOUS. DEBTS DUE MERCHANTS OR others collected anywhere. No collection, no charge. Rates and references on application. Canadian Bureau of Credits, Dominion Bank Chambers.

NERVOUS DISEASES IN THE SPRING. Cured by Toning the Blood and Strengthening the Nerves. It is the opinion of the best medical authorities after long observation, that nervous diseases are more common and more serious in the spring than at any other time of the year.

Financial, Market and Commercial Section. THE LOCAL MARKET. BUTTER AND EGGS were the principal offerings on the local market today. Butter was firm, 25c a pound being paid for grade 1, while the retail price was 35c a pound.

THE NORTHERN LIFE Assurance Company of Canada. HEAD OFFICE: LONDON, ONT. Policies Unexcelled. Modern in Every Particular. Issued on All Plans at Low Rates.

Which do you wear? Do you wear hosiery that fits loosely and wrinkles at the ankles and toes? Or do you wear Mercury Fashioned Hosiery, with the slim ankles and perfectly turned toes?

GRAIN. Wheat, per cwt., \$2.22 to \$2.25. Oats, per bushel, 75 to 80. Potatoes, per bag, 4.25 to 4.75.

MONEY TO LOAN. TWO THOUSAND DOLLARS IDEAL money to loan on city property; no mortgage. 28 Dundas street.

VETERINARY SURGEONS. W. McNEILL, VETERINARY SURGEON, 277 Horton street. Phone 688.

YESTERDAY'S CASH GRAIN RANGE. WHEAT—No. 1 northern, \$2.70; No. 2 northern, \$2.65; No. 3 northern, \$2.60.

SENSATIONAL BREAKS ON CHICAGO WHEAT MARKET. Chicago, April 27.—Wheat—No. 2 red, \$2.78; No. 3 red, \$2.75; No. 4 red, \$2.72.

NEW YORK STOCK EXCHANGE. Trunk Lines and Grangers—Open, High, Low, Close. Billmore & Ohio, 76 1/2, 76 3/4, 76 1/2, 76 1/2.

TORONTO STOCK EXCHANGE. [Reported by Edward Cronyn & Co.] Toronto, April 28. Am. Cr., 22 1/2, 22 1/2, 22 1/2, 22 1/2.

There is Safety Under This Roof. Showing a Roof Covered with Brantford Slates in Solid Color. Have you ever had a fine job of decorating spoiled by a leaking roof?

Opportunity Knocks Once at Every Man's Door. Newray. Geologically and Geographically Porcupine's Next Big Gold Producer. PROPERTY—321 acres on the main shear zone of the camp.

Chemically Self-Extinguishing. What do these words mean to you? They mean greater safety in the home—surely something that interests you keenly!

MARRIAGE LICENSES. MARRIAGE LICENSES ISSUED BY H. J. Childs, registrar, 622 Dundas.

CASH PROVISIONS. Chicago, April 28.—Pork—\$38.60 per barrel. Lard—\$20.75 to \$20.90.

CHICAGO GRAIN MARKET. [Reported by Thomson & McKinnon.] Wheat—Open, High, Low, Close.

STANDARD STOCK AND MINING EXCHANGE. [Reported by Thomson & McKinnon.] Toronto, April 28.

ESTABLISHED 1875. IMPERIAL BANK OF CANADA. CAPITAL PAID UP \$7,000,000 RESERVE FUND \$7,000,000. HEAD OFFICE: TORONTO.

MUSICAL INSTRUCTION. BERT WEHR, ORGANIST CENTRAL METHODIST CHURCH, teacher of piano, organ, theory and vocal.

LIVE STOCK. Chicago, April 28.—Cattle—Receipts, 1,000; market steady; heaves, \$9.12 to \$9.15.

WHEAT. Chicago, April 28.—Wheat—No. 2 red, \$2.78; No. 3 red, \$2.75; No. 4 red, \$2.72.

There is Safety Under This Roof. Showing a Roof Covered with Brantford Slates in Solid Color. Have you ever had a fine job of decorating spoiled by a leaking roof?

Debentures Are Safe Investments. Read what an official of the Loan Company Inspection Department of the Ontario Government said regarding the stability and safety of debentures as a form of investment.

MEDICAL CARDS. DR. P. P. DRAKE—SPECIALTY, DISEASES of stomach and digestive system. Office, 371 Wellington street.

WHEAT. Chicago, April 28.—Wheat—No. 2 red, \$2.78; No. 3 red, \$2.75; No. 4 red, \$2.72.

STANDARD STOCK AND MINING EXCHANGE. [Reported by Thomson & McKinnon.] Toronto, April 28.

There is Safety Under This Roof. Showing a Roof Covered with Brantford Slates in Solid Color. Have you ever had a fine job of decorating spoiled by a leaking roof?

CANADA'S GREATEST SEED HOUSE. Sold By Reliable Merchants Over Canada. Catalog Free To Intending Buyers. HAMILTON TORONTO WINNIPEG.

MEDICAL CARDS. DR. FERGUSON & FERGUSON, South London, Phone 753. Dr. R. Ferguson, specialty, midwifery and diseases of women.

WHEAT. Chicago, April 28.—Wheat—No. 2 red, \$2.78; No. 3 red, \$2.75; No. 4 red, \$2.72.

STANDARD STOCK AND MINING EXCHANGE. [Reported by Thomson & McKinnon.] Toronto, April 28.

There is Safety Under This Roof. Showing a Roof Covered with Brantford Slates in Solid Color. Have you ever had a fine job of decorating spoiled by a leaking roof?

Brantford Roofing. There is Safety Under This Roof. Showing a Roof Covered with Brantford Slates in Solid Color. Have you ever had a fine job of decorating spoiled by a leaking roof?



REAL ESTATE FOR SALE—REAL ESTATE FOR SALE.

THOS. C. KNOTT REAL ESTATE BROKER 117 DOMINION SAVINGS BUILDING—First Floor Up. Phone 650. WE HAVE OPENED AN INSURANCE DEPARTMENT...

FARMS TO LET—15 acre garden land on city limits, frame house and barn, \$15 per month.

P. Walsh's Bulletin WHARNcliffe ROAD—West London 1 1/2-story brick house, 3 bedrooms, fully modern, etc.

P. WALSH 425 RICHMOND ST. FARM NO. 7221—59 acres in Kent County, good clay loam soil, 41 acres broken.

THE WESTERN REAL ESTATE EXCHANGE, LIMITED. 78 DUNDAS STREET, LONDON, ONT. \$6,000 BUYS FIRST-CLASS 100 ACRES

THE WESTERN REAL ESTATE Exchange, Limited. 78 DUNDAS ST., LONDON, ONT. NEW 16-STORY BRICK HOUSE, beautifully decorated, complete bath-rooms, etc.

THE WESTERN REAL ESTATE Exchange, Limited. 78 DUNDAS ST., LONDON, ONT. I WILL BUILD YOUR COTTAGE—your own design, easy terms.

REAL ESTATE FOR SALE.

THREE-ACRE POULTRY FARM FOR SALE. Apply William Griffith, Byron, Ont. NINE-ROOMED HOUSE AND LOT for sale, \$3,350. Apply 309 Grosvenor street.

TAILOBT STREET BAPTIST CHURCH 11 a.m.—"Unanswered Prayer." Baptist class. 7 p.m.—"The Way Out of Trouble."

Methodist Askin Street Methodist Church Rev. Dr. Dougal, Pastor. 10 a.m.—Men's Brotherhood, addressed by the pastor.

McLaughlin Carriage Company, Limited Cor. Richmond and Bathurst Sts., City. USED CARS. One Hupp 28 Roadster, 1 Saxon Six Touring, 1 Chevrolet Touring, 1 Studebaker Touring.

Barton & Rumble 596 HAMILTON ROAD, PHONE 4004. FARMS TO RENT EXCELLENT GRASS FARM—STEERS taken into pasture, T. B. & R. R. London, Phone 2476.

LEGAL CARDS TENNENT & TENNENT, BARRISTERS, solicitors, notaries and conveyancers, 75 Dundas, D. H. Tennent, 75 Dundas, D. H. Tennent.

Presbyterian First Presbyterian Corner Dufferin and Park Avenues. Rev. W. J. Knox, Minister. 11 a.m.—"A Constructive Criticism."

St. Andrew's Church (Presbyterian.) Minister, Rev. D. C. MacGregor, B.A. 11 a.m. subject: "Affliction and Faith." 7 p.m. subject: "Covetousness."

J. A. NELLES & SON Fire, Life, Accident, Marine, Plate Glass, Rent and Automobile Insurance. OSTEOPATHY. DR. H. V. CATON, GRADUATE Osteopath—Fifteen years' practice.

RELIGIOUS SERVICES. RELIGIOUS SERVICES.

Anglican Cathedral St. Paul's Holy Communion, 8:30 a.m. Morning prayer, 11:15 evening service. 7 p.m.—E. Jenkins of Bradford.

Christ Church Corner Wellington and Hill Streets. C. R. Gunne, Rector. Services as Usual. Cronyn Memorial Church Rev. Robert Norwood, Rector.

First Congregational "PICTURES THAT SPEAK" Dr. Silcox's evening sermon will be illustrated by stereoptical reproductions of famous paintings by Raphael, Kiviere, Burne-Jones, Holman Hunt, Hoffman, Murillo and others.

Methodist First Methodist Church Rev. J. A. Thomas, B.D., Pastor. 10 a.m.—Meeting of the boys and girls. 7 p.m.—Subject: "Observing the Word."

People's Forum CANADIAN IMPERIALISM (Subject continued.) Sunday, 3:30 p.m. Over London Electric Office, Richmond street, near King. All welcome.

DENTAL CARDS DR. HOCKEN, CORNER ADELAIDE and Dundas streets, Phone 2463. DR. J. M. FREZZELL, DENTIST—Over McLaughlin's drug store, opposite old city hall.

CHIROPRACTIC CLARA KILBORNE, UNIVERSAL CHIROPRACTOR, 221 Queen's avenue, Telephone 5813. DR. MACPHE, CHIROPRACTOR—MOVED to Room 212, Dominion Savings Building, corner King and Richmond streets.

NOTICE TO CREDITORS In the matter of the estate of Frederick Lovelady Ross, deceased, in the County of Middlesex, Ontario.

ADMINISTRATOR'S SALE of the estate of James Hartfield, deceased. Pursuant to instructions there will be offered for sale on the premises, 83 Elizabeth street, in the City of London, Ontario, all the real and personal property of the said James Hartfield, deceased.

COOPER'S AUCTIONS.

MONDAY, APRIL 30—NO. 2 CARTWRIGHT STREET. Mr. H. Barkwell has instructed me to dispose of his household furniture, including a large mahogany dining table, leather chairs, etc.

TUESDAY, MAY 1—888 SYDENHAM STREET. Real Estate and House Furnishings. Mr. W. J. Smith, Sr. has instructed me to dispose of his real estate and household furniture.

WEDNESDAY, MAY 2—316 HUNTER STREET. Mr. C. E. Young has instructed me to dispose of his extra fine modern home, complete with electric lights, Emerson mahogany upright grand piano, beautiful mahogany settee, chairs and rocker, etc.

THURSDAY, MAY 3—NO. 2 RIVERVIEW AVENUE. Real Estate and House Furnishings. Mr. H. Barkwell has instructed me to dispose of her well-located property, complete contents, in part: Parlor, dining room, kitchen, etc.

WELL-BUILT 14-STORY BRICK HOUSE, containing front hall, parlor, dining room, kitchen, 4 bedrooms with closets, high ceilings, electricity and gas, grade door to cellar, excellent view.

W. H. RAE CARPENTER, BUILDER AND CONTRACTOR. Alterations, shingling, prepared roofing, garages and repairs.

MASON & RISCH, Limited Pianos, Player-Pianos tuned. Damaged Violins, Guitars, Banjos and small musical instruments made like new.

NOTICE! In the Supreme Court of Ontario. In the matter of the Winding Up Act, 1887, Chapter 144 of the Revised Statutes of Canada and Amending Acts.

Every Picture tells a Real Story. Repair Directory. LOOK down this list and have that repair work done NOW. Every ad. represents the best of workmanship and years of experience.

J. FRAUMENI, Tailor London Garment Care Why Don't You Try Us? We call for and deliver work. Cleaning, pressing and repairing. Only place in London where the repairing is done by expert tailors.

WE REPAIR Modern Shoe Repair. Hot Water Bottles just as satisfactorily as tires. LONDON TIRE REPAIR DEPOT. 354 Wellington Street, Phone 2334.

Accurate Watch Repairs. John S. Barnard Jeweler and Optician, 194 DUNDAS STREET, LONDON. PH. 3601.

THOMPSON PH. 1856. Trunk and Leather Goods manufacturing and repairing. Commercial work a specialty. 420 WELLINGTON STREET, Rear London Life.

Service Station You May Need Repairs. Prest-o-lite storage battery. This is a pre-oiled battery to fit any make of car. Expert charging and repairing.

Mason & Risch Repair Dept. Pianos, Player-Pianos tuned. Damaged Violins, Guitars, Banjos and small musical instruments made like new.

TRAFFIC BYLAW CHANGED THREE HOURS' LIMIT TO STAND. AUTOMOBILES may stand on the street for three hours at a time, in any part of the city, without being molested by the police.

