

Books And Their Authors

BATTLES OF THE SOMME

By Philip Gibbs. 336 Pages. Price, \$1.50. McClelland, Goodchild & Stewart, Toronto, Publishers. The College Book Store, City.

Philip Gibbs is well known to all newspaper readers through his despatches from the front. He represents the best traditions of the British war correspondent. In this book, as he announces, he has put together the articles which he had written day by day for three months since that first day of July, 1916, when hundreds of thousands of British troops rose out of ditches held against the enemy for nearly two years of trench warfare.

first time and concerning the value of which there has been much doubt, find a champion in Gibbs. "These new machines of war," he declares, "have justified their inventors a hundred-fold. They saved many casualties at many points of the line. If we had enough of them—and it would be a big number—trench warfare would go forever and machine-gun redoubts would lose their terror."

The fighting around Contalmaison, Trones Wood and Mametz Wood was particularly fierce and deadly, and Gibbs' record of it is a masterpiece of descriptive writing. To quote one typical paragraph: "Wave after wave of splendid men went up. Not one of these places was won easily. The spirit of our race, all the steel in it, all the fire in its blood, was needed to gain the ground swept by machine-guns and ploughed by shells. There were hours when men of weaker stock would have despaired and yielded. But these men of ours would not be beaten. Fresh waves of them went to get back in the morning what had been lost at night, or at night what had been lost by day, because of the fire which had destroyed those who had gone up first. And every day they made a little progress, thrusting forward an advance post here, winning a new bit of wood there, bombing the Germans back from ground we needed for a new advance."

"I watched them passing along the roads toward the front, saw old friends in their ranks, and knew, as I looked, that in all the world there are not more splendid soldiers. Hardened by a long campaign, bronzed to the color of their belts, marching with most perfect discipline, these handsome-clean-cut men went into the battlefield whistling as on the first day of the battle their comrades had gone singing, though they knew that in a few hours it would be hell for them. As I watched them pass something broke in my heart so that I could have wept silly tears. There were other men, harder than I, who were stirred by the same emotion, and cursed the war."

Thrilling indeed are the pages devoted to the gallant performances of the Scots at Langleueval. Their first charge was one of the finest exploits of the war. "It was to the tune of 'The Campbell's are Coming' that one regiment went forward, and that music was heard with terror, beyond a doubt, by the German soldiers. Then the pipes screamed out the Charge, the most awful music to be heard by men who have the Highlanders against them, and with fixed bayonets and hand grenades they stormed the German trenches."

The work of the gunners is described with wonderful reality, and a high tribute paid to the men who serve them. "The work of our artillery is a wonderful achievement," he declares, "and all the success we have gained during this great battle has been largely due to the science and daring of our gunners and to the labor of all those thousands of men at home who have sweated in soul and

body to make the guns and the ammunition. Flesh and blood cannot fight against high explosives. It can only die. It has been, and still is, a battle of guns. Should artillery preparation fail, it would not be fighting, but massacre."

One is tempted to quote many another splendid paragraph that reveals the heroic and unbeaten spirit of the race, but space forbids. "The Battles of the Somme" is a moving and fascinating book of brilliant impressions. It is likewise valuable, because it is sincere and so plainly true.

OH MARY BE CAREFUL!

By George Weston. 178 Pages. Price, \$1.00. McClelland, Goodchild & Stewart, Toronto, Publishers. Mary's aunt had had an unhappy love affair and distrusted all men. So when she died and left her fortune to Mary there were conditions attached. In fact, the fortune stood between the girl and a husband. So Mary had to be careful you see. Besides the fortune, Aunt Myra left a book entitled, "Why Mary Shouldn't Marry," in which she suggested three tests, declaring that no man could possibly pass all of them. But Mary chanced upon a chap who could, and did. What the tests were it would be unfair to tell here. The author has given us a harmless but rather heavily sugared piece of fiction, which we can easily drop from memory without much loss.

BLACK AND WHITE. Another, and the seventh, installment of the attractive little magazine, edited by H. M. Nimmo, of Detroit, has come to hand. It is as full of satisfying satire and common-sense as its predecessors. The articles in toto are written by the author, and are each marked by a "punch" that drives the truth of them home most forcibly. "How Bryan Kept Us Out of War" is a masterly unmasking of this loud-talking pacifist. There is much food for thought in an essay entitled, "On Being Governed by Labor Unions." Some of the epigrams that adorn the pages are striking. For instance: "All the stripes on Old Bill Bryan's flag are white and all the stars are yellow." Again: "If the Father of his Country had crawled under the bed in '76 he would have done more honor to some of his present-day progeny." Altogether, we have sixty pages of very bright, entertaining reading. The style and letterpress of this publication makes its perusal an additional pleasure.

GERMAN SNEERS AT U.S.

Major Morant Says Army is Useless and War Material Shoddy. Amsterdam, April 13.—The American army is held up to ridicule by Major Morant, writing in the Deutsche Tages Zeitung, who jeers at the idea that the United States can give any effective military aid to the Allies. Major Morant says: "The American army is no danger to Germany. The civil war cost half a million lives because neither side had a trained army. Now Wilson, forgetful of history, is trying the same thing, but it will be shown in the Pacific were the braggadocio of his countrymen is in inverse ratio to their fighting value." He concludes with a sneer at "shoddy American war material," concerning which he says that the Russians could tell a tale.

SUBS. IN THE PACIFIC.

Warning Set Out by U.S. Naval Commander. San Francisco, April 13.—Warning that German submarines are believed to be operating in the Pacific were sent to all steamship captains at sea late to-day by wireless, by order of Lieutenant Commander E. C. Wood, of the Twelfth Naval District here. The warning said: "Information has this day been received that German submarines are operating in the Pacific. Please notify all ships under your control and ask that they spread the warning broadcast." The location of the submarines was not made public.

Death of Major Burke.

Washington, April 13.—Major John M. Burke, former scout in Indian wars, and for nearly half a century associated with the late Col. Cody (Buffalo Bill) as publicity representative, died of pneumonia here yesterday, aged 74. He toured the United States, Canada and Europe with the Wild West Show, and, like Col. Cody, was honored by the ruller heads of the old world.

Huns Worse Than Wild Indians.

Paris, April 13.—Julien Cambon, general secretary to the Ministry of Foreign Affairs, referring to the report of United States Ambassador Sharp concerning German depredations in French villages abandoned during the recent retreat, said yesterday the savagery had reached an extent of barbarity exceeding that of wild Indians.

Joffre May Visit U.S.

New York, April 13.—An Associated Press despatch from Washington to-day says: Official despatches on the coming of the French and British commission to discuss the conduct of the war, mention the possibility that Gen. Joffre may accompany former Premier Viviani of France, but do not give any definite announcement.

The Man on Watch

While the majority of people are down on dogs and Germans, there are a few who praise the hen.

Easter Monday was a holiday in the Government peace offices in Kingston but everybody was working overtime in the Government war offices here.

An idea for the Greater Production Committee—enlist the services of all those people who work only a few hours a day for their daily bread.

Church union is yet far off. The clergy of one denomination object to its musicians playing in another church. However, people who do not like loud music will perhaps thank the aforesaid clergy for their opposition.

Considering the reputation of the South Sea Islands, the Lappman does not wonder that a doctor cannot be easily found to make the journey to that former home of the cannibal.

Medical science may be exact, but some diagnoses are far from showing it. A soldier was examined by a board and told he was in the first stages of tuberculosis of the lungs. He went to a Kingston practitioner, who found that he had a good pair of lungs, that would get him a commission with the Salvation Army any day. So there you are.

If some people want to practise the snake sound, why do the theatre managers not throw a picture of a German flag on the screen every night and let them go to it?

Toronto need not brag about its soldiers running amuck on its streets. Kingstonians hardly notice such celebrations here.

Why does the head of Queen's faculty of education object to calling a Chinaman a "Chink." Is the word



"WAR PAINT."—McConnell in Toronto News.



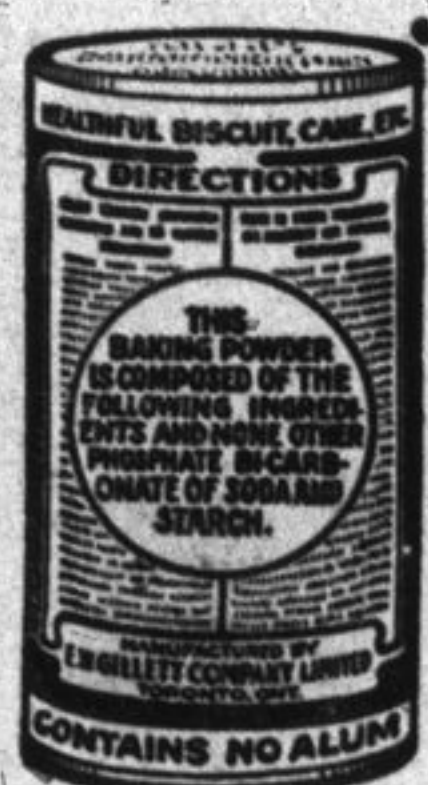
MAGIC BAKING POWDER CONTAINS NO ALUM

It is a pure phosphate baking powder and is guaranteed by us to be the best and purest baking powder possible to produce.

The perfect leavening qualities of "Magic" combined with its purity and wholesomeness make it the ideal baking powder.

The ingredients are plainly printed on the label and our half century reputation should be sufficient guarantee of the high quality of these ingredients.

E.W. GILLETT COMPANY LIMITED WINNIPEG TORONTO, ONT. MONTREAL



With Orders Pouring in, Why Advertise?

To Answer This Question Ask Another: "What is the Assurance of a Normal Demand After the War Worth to You?"

In these days of carload orders, says Edward S. LaBart, of Morris & Company, packers, Chicago, difficulty to obtain raw materials, transportation facilities or machinery to increase capacities, many manufacturers are viewing their advertising expenses with indecision and doubt. When a manufacturer is unable to fill all orders received and when every condition affecting his business is abnormal, there is a tendency by many to diminish or cancel entirely their advertising. Yet many hesitate before taking this step, and by that token indicate their allegiance to the tremendous power and influence of advertising along sane and intelligent lines.

Never before, it is safe to say, have similar conditions existed, and a careful analysis and considerable thought is warranted before definite conclusions can be made. The great time given to a careful survey of the situation the more convinced one will become as to, not the advisability, but the necessity of continuing to advertise in the face of the very worst conditions possible. So far advertising has been viewed as a mere cost, a piece of raw material, finished, sold and consumed—it has lost its value entirely. This viewpoint, of course, is erroneous. If it were true, then advertising would lose much of its prestige and value.

The effect of advertising done last year is being felt now and will be felt next year and even beyond then. Advertising done now will have its effect later and will be found exceedingly valuable and beneficial when more normal conditions obtain.

The man who is in good health and is pronounced free from symptoms would be regarded as foolish were he to cancel his life insurance policy. So, too, should he be regarded any manufacturer who cancelled his advertising because of above-named conditions. In practice to his business the manufacturer should not, at this time, discontinue his advertising forces. They are just as essential to future success as any other element.

Next year, perhaps sooner, more normal conditions will exist, and then there will exist a merry scramble for business. New buildings and added machines to take care of present business, as far as possible, represent investments of many dollars. Naturally, it would be folly to allow that new equipment to stand idle. The manufacturer must have a market to keep his buildings and machinery in operation. Manufacturers must not permit themselves to allow the present to outweigh the future. Advertising done now can accomplish results quicker than at any previous time in the past decade.

And when abnormal conditions do again obtain, those who continue their advertising in these times will find themselves firmly entrenched and in a good position to sell much of the output from their added equipment. The cumulative value of advertising is inestimable, as is attested hourly. In conclusion: If it pays to advertise in dull times when business is slow, and it is hard to maintain volume, then why shouldn't it pay during times like these, when business is brisk and the demand large?—Printer's Ink.

Lindsay's Record

The people of this town are wide awake to the advantages of using Dr. Chase's Nerve Food as a means of toning up the run-down nervous system. Headaches have disappeared—many are less nervous and irritable and are resting and sleeping better—nervous indigestion and prostration have been cured—tired, languid feelings have given way to new hope and courage as the result of using this great food cure.

Run-down System

Mrs. Frank Adams, 62 Cambridge St., Lindsay, Ont., writes: "For eight years or more I suffered a great deal with nervousness, sleeplessness and run-down system, as well as nervous indigestion. I had to be very careful of what I ate, because I was troubled with gas on my stomach. I had tried a great many remedies without any benefit. Finally, upon the advice of a friend who had been benefited by Dr. Chase's Nerve Food, I tried this treatment. I found they were doing me a great deal of good, so I continued using them until my health was greatly improved. I can now sleep well at night and eat almost anything I wish. I keep Dr. Chase's Nerve Food in the house and use it as a tonic whenever I feel I need one."

Nervous Prostration

Mrs. Short, 29 St. Paul Street, Lindsay, Ont., writes: "Several years ago one of my daughters suffered from an attack of nervous prostration. Through reading in the newspapers of the cure effected by the use of Dr. Chase's Nerve Food I decided to try them with her. I did so, and she continued the treatment until she felt well and able to attend to her work."

St. Vitus' Dance

Mrs. J. H. Hinchell, 21 Col-

Sleeplessness

Miss Edythe Cowles, 563 Sherbrooke St., Peterboro', Ont., writes: "For some years I have suffered from nervousness, sleeplessness and run-down system. Many times chloroform had to be resorted to to relieve the severe headaches used to have. I had dozed over for years and had been advised that it would be necessary to have an operation, but I kept putting it off. Finally I procured a box of Dr. Chase's Nerve Food, and before I had tak-

Anaemia

Mrs. May Sandbach, 324 Water St., Peterboro', Ont., writes: "I had suffered from nervous prostration, and used to have melancholy spells. Last fall I was suffering from nervous debility and anaemia. I tried all kinds of remedies and herbs without getting any relief. I had also tried doctors—not only Canadian, but English—and had taken treatment in English hospitals; but all to no use. I resolved to try Dr. Chase's Nerve Food, and had not been taking it for more than three days before I could see a change for the better. I continued the treatment until I had taken four or five boxes. I feel greatly benefited, and am so much better that I feel proud of myself. I have been benefited to such an extent that I am pleased of this opportunity to let others know, and anyone that wishes to write me may do so."

Nervous Debility

Mrs. Jane Gray, 22 Wellington St., Lindsay, Ont., writes: "I was troubled so badly with nervous debility that sometimes I could not keep my feet quiet while sitting down. I had seen Dr. Chase's Nerve Food advertised, so I procured one and started using it. I could tell that they were doing me good, so I kept on using them until I had taken about six boxes in all. They did me a great deal of good, and relieved me of my nervousness. If at times I do not feel quite well I take a few of these Nerve Food pills as a tonic. I can recommend them to anyone suffering from nervousness or run-down system."

Nervous Breakdown

Mrs. M. E. Robson, 179 Dublin Street, Peterboro', Ont., writes: "When about the age of 14 or 15 my daughter was on the verge of nervous breakdown. She had a very poor appetite, lost all her color, and at times had a twitching of the nerves in her limbs. I secured some of Dr. Chase's Nerve Food and gave her a treatment consisting of five or six boxes. The results were splendid, entirely relieving her of her nervous trouble and restoring her appetite. I find Dr. Chase's Nerve Food a splendid spring tonic, and best results to be found by asking some of the Kidney-Liver Pills at the same time."

Dr. Chase's Nerve Food 50 cents a box, a full treatment of 6 boxes for \$2.50, at all dealers or Edmansons, Bates & Co. Limited, Toronto. Do not be talked into accepting a substitute. Imitations only disappoint.

CANADA IN FLENDERS

NOW READY Volume 2 NOW READY



This contemporary history issued by the Canadian Government is official, and Lord Beaverbrook, as Canadian Records Officer, has had full access to all the reports of the Commanding Officers engaged. In this volume Canadians will follow the fortunes of their own regiments and read the stories of their own friends and Commanding Officers. HODDER STOUTON LIMITED PUBLISHERS TORONTO UNIFORM WITH VOLUME I NOW IN ITS 14th EDITION BY LORD BEAVERBROOK (SIR MAX AITKEN M.P.) OBTAINABLE AT ALL BOOKSELLERS CLOTH 35 cents POSTAGE 7 cents