

London Advertiser

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3672—Reporters.
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The London Advertiser Printing Co.,
Limited.
LONDON, THURSDAY, NOV. 27.

THE VOICE OF THE CHIEF.

From the voice of the Chief came a clarion call at Hamilton as he summoned Canadians to their country's service. There were no weak wallings over past reverses; these are but incidents in the onward march of Liberalism. There were no gloomy fears for the future of Canada, whose bright prospects no reactionary forces can retard.

"I call you to fight with me, to fight the battle of public service, to fight the battle of your country and its citizenship," said Sir Wilfrid. "Stand to your ideals. Stand fast, stand true. Fulfill the great duties that belong to British citizenship. Keep your ideal before you like the cloud by day and the pillar of fire by night, which guided the people of God from the tribulations of bondage to the promised land. Let my last word be this: Let us all together, old and young, join hands, gird our loins, buckle on our armor, unfurl our standard, and go forward together in service, in earnest, whole-hearted, unselfish service for Canada first, Canada last, and Canada forever."

Once again has Sir Wilfrid urged the pressing need in Canadian political life to preserve the freedom secured for us by the labors of our pioneers, and allow neither personal interests nor misdirected sentiment to weaken the autonomy that we have gained. Canada must not degenerate into the feebleness of a contributory colony but must take her part in imperial work as a nation within the empire.

But of more importance than Dreadsnaughts to Britain is comfort to the homes of our people. The great problem of today for us to solve is the increasing cost of living, already a burden that presses heavily on the households of many Canadians—all but a few. Wealth may accumulate in certain sections, but the average man has but little share. And when the children cry for bread a Dreadsnaught will not relieve their hunger. Free their food from customs taxes, and that will be of some service. Free food for the people will be one remedy that Liberalism will try to provide. Others will be sought, but this will be the first demand.

To preserve our national liberties; to make our homes comfortable; to raise the standard of moral and physical life; these are aims that Liberals and Canadians of all classes may well seek. And the voice of the Chief calls us to the work.

THE BOARD OF TRADE STIR.

Mr. Gordon Philip is the kind of civic secretarial organizer London needed. He goes his way without much rattling of the chains, so to speak, without the "cut out" open, and he has done some genuine constructive work.

The successful campaign for more members on the board of trade is no doubt the inspiration of Mr. Philip, working in co-operation with a few live members. At least the method is his. Such a campaign has an exhilarating influence upon the organization that will be reflected by a more ruddy glow on the cheek of the whole community.

If the "new blood" comes up to expectations, the board of trade will become a tremendous force for industrial progress. Mr. Philip may be relied upon to classify and to carry out ideas and advanced movements that will emanate from so many business brains.

MR. BENNET'S OUTBURST.

From that lone stronghold of western Conservatism, which he represents, comes the voice of R. M. Bennett, M. P. for Calgary. At his annual meeting of constituents he announces that, he will resign his seat if the Government does not build an internal storage warehouse at Calgary, as promised before 1911. He makes a serious and, on the face of it, sincere attack upon Bordenism.

A number of conjectures that may shed a light upon Mr. Bennett's apparently definite attitude are in order. Mr. Bennett ranks as a Conservative leader in the west, having been elected by a large majority from Calgary in the election of 1911. But his rating is not so high at Ottawa, for despite the fact that his influential friends in the west, realizing that he was possessed of a striking platform personality, resolved that he should represent Calgary in the cabinet, Premier Borden overlooked him completely.

Now, Mr. Bennett is smooth in all things, and it appears that he had waited for a weak spot before striking. He was much disgruntled, naturally, when he failed to secure cabinet prominence, and it was rumored that he would forsake Canadian for English politics. He never denied the truth of his intentions and spent some time in England, admitting upon his return

that overtures had been made to him, no doubt through his friend, Sir Max Aitken.

It may be that Mr. Bennett is now about to leave the land of his public and professional conquests and that he is aiming a parting shot at Borden. Another theory is that he has made his peace with Ottawa, and, having been informed that the warehouse will be duly delivered on a certain date, takes advantage of his information to make a carefully-planned and fruitful play to the stadium. Certainly it would be unlikely the Government would estrange so important an outpost as Calgary for lack of sending out a few millions or hundreds of thousands. Calgary could have anything it wanted under normal conditions. A final thought is that Mr. Bennett realizes how close to being "broke" the Government is, and having it "where he wants it," administers what he hopes to be a knockout punch for the western honors.

A GENUINE DEMAND.

Subscriptions by the score to the morning edition of The Advertiser are being received daily by canvassers and at this office. From many newspapers and from private sources come words of encouragement. The Western Ontario field has demanded a morning newspaper of its own for many years, and now that the test comes the demand is proved genuine.

NAME STYLES.

One of these days some society belle will Frenchify an old-fashioned name like Hattie or Mattie or Fanny and make it Hattée or Mattee or Fannee, and it will have a vague again. Just as decorative effects for women's hats become more and more "fancy," so are their names embellished. But most men are still satisfied with a Sam or a Ben or a John, just as they are satisfied with a hard hat with no feathers on it.

THE "BIG BUSINESS" IN MEXICO.

There is a feature of the Mexican middle very seldom referred to in the United States, but which is considered of great importance in Europe. And that is the contest between English and American capitalists for the exploiting of Mexican natural resources, and especially the very extensive and valuable oil fields. Under Gen. Diaz there was little of this, for he was anxious to bring in all the foreign capital possible, and gave equal opportunities to all comers. But since his expulsion matters have been different. A syndicate of European capitalists, called familiarly the "Pearson interests," headed by Lord Cowdray, had been seeking concessions giving them control of the Mexican oil fields. The Standard Oil Company wanted to get possession, but Diaz was understood to favor the Pearsons, and Diaz was turned out. It is firmly believed by many in Europe that the Standard had a good deal to do with the success of the rebels against Diaz. And it seems to be certain that Madero favored the American company. Huerta, on the other hand, seems to be hand and glove with the Pearsons. And now, we are told, all the great influence of the Standard Company is at work to prevent the recognition of Huerta, and secure either intervention, or the recognition of some government that would serve the purposes of the great American octopus.

This view of the situation is by no means confined to writers in some of the English papers. The German press, of all classes has the same opinion. The Frankfurter Zeitung gives most pronounced expression to this when it attributes all the blame for the disturbance in Mexico, and the continued unrest, to the influence of financial interests. It says that:

"We are convinced, as we have already stated, that neither President Taft nor his successor had any intention of interfering in an unbecoming way with Mexican affairs. It is not to the Government at Washington, but to the great private interests, and mainly those of the Standard Oil Company, and its fatal influence on the American policy, that we must lay the account."

That there may be a struggle for the mastery in Mexico between English and United States capitalists is quite possible. This history of the Standard Oil Company justifies the belief that it would not hesitate to finance a revolution, or try to control its own government, if it could advance its own interests. We should doubt very much, however, if President Wilson would be its willing ally. And if he and Mr. Bryan have their own way in the end, neither the Standard nor the Pearsons will have a monopoly. The President is not disposed to recognize an administration founded on assassination, unless it can be shown that the Mexican people want Huerta in spite of any defects of moral character. What seems the desire of the United States Government is that there shall be a free and untrammeled election; that the people shall have full opportunity to say what they want. And Mr. Wilson will try to secure them in the possession of what they want, without regard to the financiers who are so willing to have revolutions or anything else that will bring them dividends.

MUNICIPAL MISTLETOE.

A municipal Christmas tree has been suggested for a Kansas town. We suggest municipal mistletoe for the corner of Richmond and Dundas streets.

BUCK UP!

Repeated interruptions in the lighting service of the London Electric Company places that company in the same position as hydro-electric as to criticism.

If it is fair to criticise hydro-electric, it is incumbent on the critics to

use the same measuring-stick for hydro's opposition. And as no fair criticism of hydro-electric can be taken, neither should a private company be permitted to become lax in its public service. The London Electric needs to buck up. It serves a public need in providing competition for the municipally-owned system, but it must keep up its efficiency.

DODGING SAFETY.

Because of the large numbers who use American lake craft during the summer months, Canadians will be interested in a movement started at Buffalo to exempt excursion and tourist boats from radical lifeboat legislation that is now before Congress. The bill calls for "lifeboats sufficient to carry at one time every passenger and member of the crew." It provides also for the "assignment of each passenger to a particular place in the lifeboats at the time the passenger is taken aboard."

The protest, which is fathered by an alderman, declares that such provisions for safety are unnecessary on Lake Erie boats engaged in short trade during the summer season.

There are numerous and striking instances that refute this view. Perhaps the most notable was the destruction by fire of the General Slocum, practically in New York harbor. On this occasion, a Sunday school excursion, more than one thousand perished. The subsequent investigation showed the steamer to be lacking by 50 per cent. of lifesaving apparatus. To come nearer home, the Victoria disaster occurred within a few feet of shore in a shallow river. The argument that short trips in a season when heavy weather is the exception are lacking in peril is too childish to be considered for a moment.

The menace of fire or collision is always at hand, particularly the latter, when during the summer months the waters are crowded with craft.

It is claimed that the legislation proposed would deprive the public of the pleasures and benefits of excursions, but the average excursionist would probably prefer to be a little crowded for space if assured of adequate provision against disaster. If the truth were known, it would probably be found that the motive behind the agitation is a sordid one.

It is regrettable that so many American corporations hold human life in such absolute disregard.

In the balance with additional expense human life is greatly outweighed, appears to be the view taken, and the lessons of frequent disaster do not seem to have any lasting or practical effect.

Do your Christmas shopping early.

Shall the Seven Sleepers be awakened?

Tory and Grit have put up a valiant fight to close the bars.

A great majority reduction is the least the fusionists can hope for.

The auto brigade is active in East Middlesex today. Who's joy ride will it be?

Whatever the result of the East Middlesex vote, it has been a campaign free from personalities between the candidates.

All his opponents will regret the illness of Sir James Whitney. There's a young man named Rowell who could handle the job in his absence.

American newspaper publishers are talking of forming a "Gilt Edged" newspaper syndicate. This should not be difficult, considering the unalloyed gold of the average editorial staff.

Sebastian Bach is said to have lived on apples when in the throes of composition. Judging from some of the stuff that is handed across the footlights some of our modern composers work on a diet of lemons.

While the man was proved guilty of bigamy in a court of justice, a great many Londoners have the conviction that Dr. Ross, formerly of the Byron Sanatorium, thought himself free to enter another marriage contract. While none will wholly vindicate him, there is a feeling of human sympathy toward the young physician.

A POOR INVESTMENT.

"Do you know that rich old codger's pretty young wife has lost all hope of him?"
"Is he as ill as that?"
"Not the doctor says he is likely to live for years."

THOSE DREAMY EYES.

Boreleigh (at 11:40 p.m.)—I love that dreamy look in your eyes. I have never seen it in any other girls.
Miss Bridget (stifling a yawn)—Perhaps you don't stay as late with them as you do here.

NOTHING TO WORRY ABOUT.

[Washington Star.]
"What's this?" asked the dictator, nervously, as the courier handed him a document.

"An ultimatum."
"Another ultimatum? Then it's all right. I thought maybe they were going to start something."

THE WAITER.

[Toronto Star.]
A city waiter, in a letter to The Star Weekly, says that waiters receive on an average eighty-three cents a day from their employers. They work seven days a week and they rarely see their families. They are expected to cringe to customers. They are fined fifty cents for breaking plates that are worth ten cents.
Now, if the Star may undertake to speak for the average customer, he does not like these conditions. He would prefer to see the waiter well paid and not dependent upon tips. He

ABE MARTIN



Some fellows go clean thro' life tryin' to interest capital. Nobuddy ever had a bunch o' all star relatives.

hates the tipping system, not because he does not like to part with a dime or a quarter, but because he hates to humiliate a brother man by handing him a dime.

Moreover, he regards the system as unfair, because it tends to favoritism. The rich man, who can afford to give a liberal tip, is pestered with attentions which no manly man wants. The poor man is neglected. That, at least, is the tendency of the system, although it may be mitigated by the innate decency of waiters. Waiting at table is an honest, honorable occupation, and it ought to be placed on the same business basis as plumbing and carpentering.

A PROFILES PROPHET.

[Birmingham Age-Herald.]
"I shall call upon a fortune-teller this morning," said Mr. Blubb.
"Going to learn something about the future?" asked Mr. Waggle.
"Yes, I'm going to ask him when he expects to pay the arrears of rent for that cottage of mine he is occupying as a 'School of Astrology and Institute of Psychical Research.'"

GREAT INTEREST IN EUCHRE TOURNAMENT

Liberal Club Contest Attracting Many Players for Weekly Games.

The greatest interest is being taken in the Liberal Club euchre tournament. Wednesday night's weekly "euchre" was held. The prize, a five-pound packet of tea, donated by Elliott, Marr & Co., was won by C. W. Manning. Over 80 were in attendance.

The standing of the competitors up to Wednesday night has been compiled by Chairman W. C. Keen, of the tournament committee. It follows:

| Standing of Competitors | Score |
|-------------------------|-------|
| C. W. Manning | 58 |
| D. S. Saddy | 52 |
| J. W. Hardy | 51 |
| R. Escap | 50 |
| J. Lamoy | 49 |
| A. H. Ashford | 48 |
| C. J. Manness | 48 |
| J. Russell | 47 |
| C. Blake | 46 |
| W. Kaiser | 46 |
| A. H. Galbraith | 45 |
| E. Plumridge | 45 |
| J. Marchant | 44 |
| R. Cabrera | 44 |
| Ed. Whitaker | 44 |
| W. Spence | 43 |
| E. E. Escap | 43 |
| J. W. Lewis | 43 |
| Archie Ashford | 42 |
| F. G. Blake | 42 |
| J. Cameron | 41 |
| C. George | 41 |
| P. J. White | 41 |
| George Miller | 40 |
| John Barmen | 40 |
| D. Morkin | 40 |
| A. Hardy | 38 |
| J. Welsh | 38 |
| T. Roberts | 37 |
| T. Cameron | 37 |
| S. Sleeman | 37 |
| J. McCaig | 37 |
| N. Sherwood | 36 |
| M. Macdonald | 35 |
| H. Haydon | 35 |
| W. Cosby | 35 |
| J. Chapman | 33 |
| Thos. Anderson | 32 |
| C. Woodcock | 32 |
| W. Morrison | 32 |
| A. Waddell | 31 |
| M. Carroll | 31 |
| J. K. Little | 25 |
| W. G. Stewart | 29 |
| W. Reynolds | 23 |
| P. E. Semple | 23 |
| M. Morkin | 23 |
| J. McLeod | 26 |
| J. Milne | 26 |
| J. Warner | 26 |
| D. Semple | 26 |
| S. Lawrence | 26 |
| H. Agus | 25 |
| J. Pevier | 23 |
| George Hooper | 22 |
| N. Kettenhofen | 22 |
| L. Bates | 22 |
| J. Waters | 22 |
| F. Knight | 19 |
| A. Saddy | 17 |
| F. Wallless | 16 |
| J. Laird | 16 |
| A. Nasser | 16 |
| J. Pook | 16 |
| B. Cooley | 15 |
| J. Banks | 15 |
| A. Cave | 15 |
| S. Gray | 15 |
| W. Toohy | 14 |
| W. J. Bigelow | 14 |
| E. Gray | 14 |
| J. A. Hair | 12 |
| F. Harvey | 12 |
| J. Butler | 12 |
| A. Redman | 11 |
| McGregor | 7 |
| J. Loughlin | 8 |

FATAL MATERNAL IGNORANCE.

[Kingston Whig.]
Yes, it is significant that the public indignation of the people boils over

the ill-treatment of children at home or abroad, but the indignation should be replaced with a solicitude which will show itself in the care and protection of infant life. In Ontario one baby in every ten dies before it reaches the age of 5. Why? Because the mothers do not know how to rear them. It is an awful indictment, but it is a true one.

BRALEY'S POEM TODAY



TODAY'S GIRL

We knock and criticise her.
We scold, apostrophize her.
We wish that she were wiser.
More capable and kind;
Her path we're always stalking
To criticise her talking.
Her clothes, her way of walking.
Her manner and her mind.

We say, "Oh, mighty-tighty!
She's frivolous and flighty
And all her ways are mighty
Undignified to see;
She dances and she chatters,
Our old rules she shatters
And laughs at serious matters
With unabated glee."

We chide and we correct her.
We shadow and detect her.
We study and dissect her.
With all her smiles and tears,
And find on looking o'er her,
She's just like girls before her.
For twenty thousand years!
—BERTON BRALEY.

CHAPMAN'S

Examine these Coats at \$25.00, \$15.00, \$12.00 and \$4.50. We are so pleased with them ourselves that we'd like you to look over them carefully—see how remarkable are our values—how splendid are the materials and how fashionable the styles. There are:

23 Plush Coats at \$25.00

American-made elegant Silk Seal Plush Coats, in a slightly fitted design, lined throughout with black or bright-colored satin. Fastening with handsome frogs, while the graceful shawl collar may be closed right up to the throat. These Coats are suggestive of richness and warmth. Specially priced at..... **\$25.00**
(A few of these Coats have mole plush collars.)

DIAGONAL STRIPED BOUCLE COATS AT \$12.00—Misses' Black and White Diagonal Striped Boucle Coats in a most fashionable model, $\frac{3}{4}$ length, slightly cutaway front; back of coat is gathered at each side; collars of fur plush. These button up close to the neck. Sizes for misses and small women. Actual \$16.00 Coats. On sale Friday and Saturday at..... **\$12**

Black Astrachan Coats

Women's Black Astrachan Coats, lined throughout, double-breasted front, large roll collar. These Coats come in sizes for stout women as well as ordinary sizes. Price..... **\$15.00**

Reverse Tweed Coats

Women's and Misses' Tweed Coats, made of reversible tweed, in green or gray colorings. The reverse side is used as trimming on collar and cuffs. Good warm coats at..... **\$4.50**

Tailored Waists

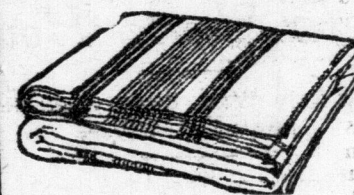
Made of vesting, muslin, outing flannel and satin. Made in plain shirtwaist style with soft collar. **\$1.79c** and \$1.25 values at.....

Long Kimonos

Made of figured flannel-ette, long sleeves and roll collar, piped with sateen. Red or blue. Were \$1.25. Friday and Saturday..... **98c** only

Black Sateen Petticoats

Nice heavy quality, deep flounce, with cluster tucking and narrow frill. Special price..... **59c**



White Wool Blankets

This is a satisfactory blanket in every way. Made of soft, clean wool, with a small percentage of cotton, which improves its washing; nice even nap, white only, with pink borders. Size 60x80 inches. Regular price \$3.00. On sale Friday and Saturday, per pair..... **\$2.69**

GERMAN VELOURS in a wide variety of colorings. Worth 18c and 20c yard. Many are making kimonos of these for Christmas. Special, per yard..... **15c**

CREAM FLANNELETTE—Soft, close nap suitable for making underwear and night gowns; 27 inches wide, at per yard..... **8 1/2c**, 12 yards for **\$1.00**

Table Linen

Union Semi-Bleached Table Linen, rose pattern. Regular 35c yard. 60 inches wide. On sale Friday and Saturday, per yard..... **29c**

White Cotton

Pure Bleached Cotton, cambric finish. A nice fine cotton for general domestic purposes. 35 inches wide. Friday and Saturday only..... **10c** yard, or 11 yards **\$1.00**

Dress Goods

5 PIECES TWEED SUITING, in as many different colorings, heavy weight for winter suits and school dresses. 50c value. Per yard..... **39c**

Silks

DUCHESSE MESSALINE—A beautiful pure silk with a rich satin finish, adapted to the new draped dresses. All colors and black; 37 inches wide. Value \$1.25, **98c** at per yard.

Velvets

CORDUROY VELVETS—In navy, brown, cardinal and black; 27 inches wide. Regular 65c value. At per yard..... **50c**

J. H. Chapman & Co.

239, 241, 243 Dundas Street

ODD ONES IN THE DAY'S NEWS

That he had drunk a mixture of photographic chemicals on a dare was the finding of the coroner's jury at Mattoon, Ill., in the case of Orla Cutright, a photographer, who died suddenly.

The first strawberries of the season, two carloads, left Flint City, Fla., for Chicago. The farmers netted 75 cents per quart.

After a voyage of 174 days, marked by storms and a blizzard off Cape Horn, the American ship Aryan arrived in San Francisco from Baltimore.

Every chief of police in New York state was notified by Excise Commissioner Farley to prevent turkey rattles in saloons and other gambling during Thanksgiving time.

After a postoffice burglary at Alpha, N. J., Towser, a bullterrier, wagged his tail and offered in his teeth a big piece of the burglar's trousers for a clue.

"Cremate my body and plant the ashes in my mother's grave," ordered late Coroner Corey, of Queen's County, in his will. It has been done.

Treed by a bear, Charles Herman, of Newton, N. J., a hunter, clubbed his gun and hit the bear in the face. The bear sat down to wait and Herman nearly froze.

Return watch to your daughter, my soul has found its own—Conscience," says a note accompanying a timepiece, stolen three years ago, which was sent back to an Orange woman.

Miss Harriet Letts was entertaining a party of friends at Hackensack when a messenger handed in a note, signed "Cupid," announcing her engagement.

And it was true.
When Peter John drank a bottle of mulligan and was reaching for the red ink, Marine Hospital doctors ordered him to Bellevue.

Out on parole, Frederick Rice asked to be returned to Jackson (Mich.) prison to serve two years, as otherwise he might lose his share of an estate by absence.

"Talk about hard luck. First time I've been out nights or smoked a cigarette in eleven years, and I'm arrested," pleaded Joseph Kennedy.

As his wife wants to be an artist's model, and finds "Paterson" too slow, James Federick feels impelled to ask a divorce.

That his sister-in-law held him up at a

SICK, SOUR STOMACH, INDIGESTION OR GAS

"Pape's Diapiespin" Makes Upset Stomachs Feel Fine in Five Minutes.

Wonder what upset your stomach— which portion of the food did the damage—do you? Well, don't bother. If your stomach is in a revolt; if sour, gassy and upset, and what you just ate has fermented into stubborn lumps; head dizzy and