CALL TO ARMS GIVEN BY PREMIER ASQUITH STIRS BRITISH SPIRIT

Announcement Made That Nearly 300,000 Men Have Been Recruited—Two Divisions of Indian Troops on Way to Front—Churchill Praises Navy.

Canadian Press Despatch.

LONDON, Sept. 4, 1.15 a.m.—In the historic Guildhall of London Premier Asquith today started the crusade to stimulate enlistment under the British flag, which he intends to push thruout the country. He is calling upon every able-bodied Briton of military age to come to the help of his country in the hour of need.

The premier opened his Guildhall address with the heartening announcement that up to today between 250,000 and 300,000 recruits had responded to the call of Lord Kitchener, the secretary of war.

Speaking with great emotion the premier called attention to the fact that it was just three and one-half years ago that he had spoken in the Guildhall, on the occasion of the decision of the two English-speaking nations of the world to settle their differences by arbitration without resorting to armaments. "No one was then sanguine enough to think, or even hope, that the era of war was at an end," the premier continued. "But no one anticipated such a terrible spectacle as confronts us today at a time when we thought we were confident in the security of peace.

Might Versus Right.

"We now find ourselves involved with the whole strength of this empire in a bloody arbitrament of might versus right," the premier declared, "that has been entered into with clear judgment and a clear conscience. What would have been our place among the nations if we had been base enough or so paralyzed in our sense of honor and duty to be false to our word and faithless to our friends? We should have been standing by with folded arms and with such countenance as we could command while this small and unprotected state, Belgium, was defending her vital liberties and making an heroic stand against overwhelming forces."

Continuing Premier Asquith detailed the heroic efforts of the Belgian forces. He mentioned the siege of Liege, and, enumerating countless outrages on the part of what he termed "buccaneering adventurers," he declared that the greatest crime against civilization was the sacking of Louvain.

Barbaric Vengeance.

"This shameless holocaust," the premier continued, "was performed by blind barbaric vengeance. Sooner than stand aside we would see this country of ours blotted out from the pages of history."

Continuing the British prime minister made the declaration that the invasion of Belgium was the first step in a greater policy to crush the freedom and autonomy of the free states of Europe.

The premier then paid a compliment on the policy of Sir Edward Grey, the British foreign secretary. Reviewing the incidents leading up to the war he declared that one power and one power only was responsible for the war, and that power was Germany.

"Not a single colleague in the cabinet repented the decision which had passed from one of diplomacy to one of honor," the premier declared. "It would be a criminal mistake to underestimate either the magnitude, the fighting qualities, or the staying power of the forces arrayed against the allies," the premier went on. "It would be equally foolish and senseless to belittle our own forces, whether in resistance or attack."

Praised Allies.

He praised France and Russia as two of the greatest powers who did not mean to separate themselves from Great Britain any more than Great Britain meant to separate herself from them. He declared that if Great Britain were to play a worthy part in this war she must enlarge the scale of her forces, increase her numbers, and multiply many times her effective fighting power.

The premier made the declaration that his object was to impress on the people the imperious urgency of this supreme duty.

Indian Troops on Way.

Referring to the Indian troops, Premier Asquith said that two divisions of that magnificent army were already on their way. Their association with the home and the dominion troops, he declared, would maintain the flag which symbolizes unity and which no arms could dissever or dishonor.

Referring to affairs at home, the premier declared that since the order of mobilization had been given, between 250,000 and 300,000 recruits have been secured. He made an appeal to non-commissioned officers to return to the army and offer their services. The premier said his appeal was addressed as much to employers as to the men who should be assured reinstatement in their positions on their return.

A Protracted Struggle.

As to the progress of the war, the premier declared that in his judgment, in whatever direction he looked, there was abundant ground for pride and comfort. "I will not say more," he said, "because I think we should bear in mind that we are at the present time watching the fluctuations of fortune in the early stages of what is going to be a protracted struggle. We must cultivate patience, endurance and steadfastness, and every one must do his or her appropriate part in the common cause."

Bonar Law's Speech.

Bonar Law declared that the key to peace or war had been in Berlin for nearly a generation. The head of the German Government had merely to whisper the word "peace" and there would have been no war. "He did not speak that word," Mr. Law continued, "but drew the sword, and may the accursed system for which he stood perish by it."

Mr. Balfour said that Great Britain had entered the war because honor and interests could not be divorced, and because of a nation which strove for great power, but which was utterly ignorant how to see it.

Trust in Navy.

Hon. Winston Churchill, first lord of the admiralty, spoke briefly.

"You may rely with good confidence upon the strength and efficiency of our naval forces," he said. "That defence will enable you to live and work and draw the means of life and power from the uttermost ends of the earth.

"It will give you time and it will give you the means to create the powerful military force which this country must wield before the struggle is brought to its conclusion. Sue I am of this—that you have only to endure to conquer.. You have only to persevere to save yourselves and to save all those who rely on you. You have only to go right on and at the end of the road, be it short or long, victory and honor will be found."

Towards the end of his speech Mr. Churchill's voice rang out and cheers joyously answered his prediction of victory.

The meeting closed with the singing of the National Anthem. Later, in an apartment adjoining the Guildhall, a number of recruits were enrolled.

An Ideal Labor Day Outing to Muskoka Lakes.

To accommodate those wishing to spend Labor Day at Bala and other Muskoka Lakes resorts, the Canadian Pacific Bala week-end train will be operated as follows: Leave Toronto 1 p.m. Saturday, September 5, arrive Bala 4.35 p.m. and returning will leave Bala 8 p.m. Monday—Labor Day—arriving in Toronto 11.30 p.m.

This affords a grand opportunity for a holiday trip—two and a half days at one of the grandest beauty spots in America without loss of a single business hour. Why not take advantage of this exceptional opportunity and make Labor Day a holiday long to be remembered. Week-end fares are in effect to all points on Muskoka Lakes.

This will be the last trip of the Bala week-end train this season, thereafter regular service will be in effect. Full information from C.P.R. ticket agents, city office corner King and Yonge streets, Toronto. 456

PUBS WILL CLOSE EARLY.

Canadian Press Despatch.

LONDON, Sept. 4, 6.07 p.m.—The licensing authorities of London have decided that after Monday next all saloons must be closed at 11 p.m. The order was made as a result of a request by the military authorities. The question of club bars will be dealt with later. Restaurants will be allowed to remain open as usual for the sale of food only.

KFFP MONEY IN CANADA IS WISH OF BOARDSMEN

Will Employ Toronto Stonemasons—No Case Against School Contractors.

"Spend the taxpayers' money in Toronto" was the slogan at the board of education meeting last night.

A deputation from the Stonecutters' Union asked that natural cut stone be used instead of terra cotta at the Commercial High School. Owing to the European crisis 200 stonecutters were now idle, and it was very important that the $22,500 be expended in Toronto.

The board sent a recommendation to the advisory committee in favor of stone being used instead of terra cotta.

A signed opinion by I. F. Hellmuth and E. P. Brown was submitted, advising the board that it had no case against the contractors who had been accused of failing to comply with specifications, as reported by Judge Winchester.

The written opinion said:

After a most careful and thoro examination of the evidence so far as it relates to the matters upon which we are asked to advise, we are of opinion that it is impossible to say the board has suffered material loss, but even if upon the conflicting evidence a contrary conclusion might be come to we are of opinion that the evidence of the board's officials would render it impossible for any court to give effect to same.

Trustee Brown gave notice of motion to make 65 the age for superannuation of female inspectors, supervisors, principals and teachers, instead of 60. This would make the superannuation age the same for both sexes.

RIFLE SHOOTING TAUGHT TO ALL WHO WILL LEARN

Civilian Rifle Association Invites Everyone to Learn to Shoot—Free to All.

Inducements to civilians to learn rifle shooting without any obligations either to serve abroad or to drill are offered by the Civilian Rifle Association. That organization invites all able-bodied citizens to learn the art of rifle shooting, and is willing to provide rifles, ammunition and instruction free of charge to all who will take advantage of it. Shooting will be held at the Long Branch rifle ranges on Saturday afternoons and also on Labor Day. The only fee which will be charged will be $1, which is devoted to paying the expenses of marking. Intending marksmen can reach the ranges by taking the Port Credit car at Sunnyside.

CITIZENS COULD DRILL IN SCHOOL GROUNDS

North Toronto May Have Rifle Corps — W. G. Ellis Suggests Scheme.

It is likely that a volunteer rifle corps will be formed in North Toronto in a few ways. D. D. Reid has offered the use of a field for drill purposes, and the Ratepayers' Association may assist in organization.

Discussing the proposal last night W. G. Ellis expressed the opinion that every school ground thruout the city should be made available for citizens' drill and competent instructors provided. "We cannot all go down to the armories," he said, "and in any case each municipal district should have a training centre. We don't need uniforms and the work can be carried out with as little change in existing conditions as possible. Each man who attended would just get the preliminary training necessary to prepare him to take his part in home defence if necessary.

Ready For Crisis.

We want the best general result with the least expenditure of public funds, and any corps that are formed should be citizens' corps. Even if the preparation is only partial, citizens will be so far ready to augment the local militia should a crisis occur. By utilizing the school grounds or basements every citizen will have some training centre near his home that he can reach easily in his leisure hours."

Special Services.

Services of intercession on behalf of our military and naval forces will be held in St. Clements' Church, North Toronto, next Sunday, Sept. 6. A special collection in aid of the work being done by the North Toronto Red Cross Auxiliary will be taken up.

Dunning's.

Visitors, don't miss the home of satisfaction, Toronto's famous cafe and restaurant. The best to eat and drink. (Music). 27-31 West King street, 28 Melinda street.

WANTS 18-CENT RATE.

Controller Simpson may find it needful to come to the defence of his minimum wage bylaw. Ald. Cameron has an attack ready in the form of a notice of motion calling for an 18-cent-an-hour rate, in order that the civic expenditure arising out of war distress may cover as wide a field as possible.

AT SUNNYBROOK FARM.

The art of old-fashioned plowing by men, youths and boys will be demonstrated in all its branches at the annual provincial plowing match to be held on Nov. 6 at Sunnybrook Farm. Mr. Kilgour has put his farm at the disposal of the contestants once more. Several valuable prizes have been arranged.

NEW FIELD BATTERY FOR ST. CATHARINES

ST. CATHARINES, Sept. 3.—A new field battery, to replace the 7th St. Catharines, now at Valcartier, will be formed here, orders to this effect having been received by Major W. H. Merritt, former commanding officer, and recruiting will begin next Monday night, providing the supplementary order from Ottawa arrives in time.

WAR OPENS JAIL DOORS.

Canadian Press Despatch.

LONDON, Sept. 3.—The minister of justice has been asked to liberate all prisoners in the Middlesex County Jail, provided they join a regiment or assist in garrison duty at Wolseley Barracks and are ready to go on active service.

PRESS ASSISTANTS ENLIST.

Thirty members of the Printing Press Assistants' Union No. 1 of this city have enlisted for active service. The union will pay their fees during their absence. This body is affiliated with the Canadian Federation of Labor.

Take Home Some Patriotic Records

Those who have Victrolas should visit our large, comfortable parlors and select a few good patriotic records to celebrate the great cause. Those who have no phonograph should get one. For inexpensive entertainment they lead the world. Either of the outfits shown here will give you the best music the world affords.

Edison Outfit $42.90

Easy Terms

Includes an Edison Amberola as shown, equipped with Diamond reproducing point that never wears out, and 6 indestructible 4-minute Blue Amberola Records.

Victrola Outfit $25.40

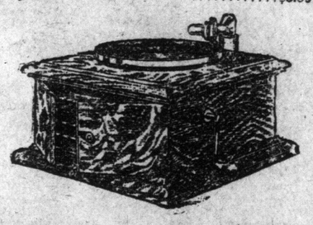
$1.00 Weekly

Complete with genuine Victrola as shown, with exhibition sound box, needles and twelve selections. $5 down and $1 week. Records cash.

Ours are the largest parlors in Toronto, ten sound-proof rooms. Prompt service. Careful attention.

Victor Records

God Save the King and Rule Britannia, Pryor's Band 90c
God Save the King (Solo and Chorus), Alan Turner 90c
Canadian Regimental Marches, No. 1, Sousa's Band 90c
Maple Leaf For Ever (Solo and Chorus), Alan Turner
O, Canada, Harold Jarvis 90c
Standard o' the Braes O'Mar, Harold Jarvis
Private Tommy Atkins, Herbert Payne 90c
The Soldiers of the King, Herbert Payne
Rule Britannia, Empire Glee Party 90c
Ye Mariners of England, Empire Glee Party
The Marseillaise and God Save the King, Coldstream Guard's Band 90c
Land of Hope and Glory, Madame Clara Butt, Coldstream Guards' Band $3.50



Open Saturday Evening

THE R.S. WILLIAMS & SONS CO. LIMITED. MUSICAL INSTRUMENTS OF QUALITY 145 Yonge St.

Attend Our Player-piano Recital Saturday, 8 to 9.30 p.m.

LONDON OR BANK OF FRANCE NEVER COULD GO BANKRUPT

It Might Be Possible to Starve the People, But No Combination of Powers Could "Break" the Country — Germany Would Go First.

Before the European stock exchanges closed last week the demoralization there was the worst that has been witnessed since Waterloo, or within the last hundred years.

William C. Van Antwerp, one of the governors of the New York Stock Exchange, has just written a book called "The Stock Exchange From Within." This is what he says in a chapter on the London Exchange:

"In trying to picture what would happen in the London stock market should such a war as that which Englishmen are always discussing really occur, we must take into account not only the mass of securities that would be directly affected, but also the great burden borne by London banks and bankers in security issues all over the world.

"London's capital expenditures or new issues in various quarters of the globe in a single year exceed £267,000,000; in the quarter just closed these disbursements ran £25,000,000 above the previous year.

"That they will continue so to increase is open to no doubt, as long as England's abstention from war is assured; but if there should arise even the possibility of war, it would result in an embarrassment of credit with terribly serious results, such as have never been dreamed of in the world's history.

"Today the bankers of London and Paris are the war lords of creation. Both these centres loan money on early maturing bills to all the world. Stop London's discounts thru an outbreak of war and gold would pour into that centre at the rate of $200,000,000 a month.

"It might be possible to starve its population, but no combination of the powers could bankrupt London. In the event of war Paris could bankrupt Germany in a week. No war could disturb the credit of the Bank of France; all Germany's capital is in her own shop. It is doing a great business, and quite properly, a great part of it on borrowed money. But if its loans were called it would have to put up the shutters."

Kitchener's New Army Will Soon Be Complete

Canadian Press Despatch.

LONDON, Sept. 4, 9.20 p.m.—The events in northern France and the campaign started by Premier Asquith and other leaders, have given immense impetus to recruiting, and it is confidently predicted in official circles that Lord Kitchener soon will have the half million men he desires. Cricketers, football players and other athletes who at the beginning of the war were inclined to keep their engagements, have now cancelled all their games and are flocking to the colors.

The association of rugby football organizations has cancelled all its matches, most of the players having joined the forces. Every player in last year's international team is either serving the army or navy, or in training for service. Every Salvation Army corps in the country has contributed its quota of men to the army or navy and other members of the organization have volunteered for Red Cross work.

WILL FORM COMPANY OF GRADUATES OF S.P.S.

By a Staff Reporter.

OTTAWA, Sept. 4. — Eighty-five graduates in engineering of Toronto University, who reside in Ottawa, and are mostly in the government service, met tonight and decided to form a company of engineers.

RUN DOWN BY CYCLIST.

William McCubbin, age 11, 37 Tecumseh street, received a fracture of the right leg when knocked down by a bicycle on West Queen street last evening.

NEW PAPAL SECRETARY.

ROME, Sept. 4.—It is announced that Cardinal Dominic Ferrata has been appointed papal secretary of state.

MAY HAVE DRUNK ACID.

An unknown woman was found unconscious in a room at the Albion Hotel at 8 o'clock last evening and was conveyed to St. Michael's Hospital. It is thought she drank carbolic acid.

ONE MORE ARREST.

The police made yet another arrest in the C.P.R. prosecution of its employes for alleged graft, when Detective Murray arrested H. J. Burkett, conductor, 18 Claremont street, in bed at his home yesterday afternoon.

Wychwoods of the North Western Senior League play Cowans Co. of the Sterling Park League an exhibition game at Sterling Park. All Wychwood supporters are requested to be on hand. On Monday (Labor Day) Wychwoods travel to Brampton to play the fast Pease Foundry nine.

TWELVE MORE PRISONERS.

Under an armed escort a further twelve Austrians passed thru Union Station this afternoon on their way to join their comrades at Fort Henry as prisoners of war.

Every Blemish Removed In Ten Days

I Will Tell Every Reader of This Paper How FREE

YOUR COMPLEXION MAKES OR MARS YOUR APPEARANCE

Pearl La Sage, former actress who offers women her remarkable complexion treatment

This great beauty marvel has instantly produced a sensation. Stubborn cases have been cured that baffled physicians for years. You have never in all your life used anything like it. Makes muddy complexion, red spots, pimples, blackheads, eruptions vanish almost like magic. No cream, lotion, enamel, salve, plaster, bandage, mask, massage, diet or apparatus, nothing to swallow. It doesn't matter whether or not your complexion is a "fright," whether your face is full of muddy spots, peppery blackheads, embarrassing pimples and eruptions, or whether your skin is rough and "porey," and you've tried almost everything under the sun to get rid of the blemishes. This wonderful treatment in just ten days, positively removes every blemish and beautifies your skin in a marvelous way. You look years younger. It gives the skin the bloom and tint of purity of a freshly-blown rose. In 10 days you can be the subject of wild admiration by all your friends, no matter what your age or condition of health. All methods now known are cast aside. Your face, even arms, hands, shoulders are beautified beyond your fondest dreams. All this I will absolutely prove to you before your own eyes in your mirror in ten days. This treatment is very pleasant to use. A few minutes every day does it.

Let me tell you about this really astounding treatment free. You take no risk—send no money—just your name and address on coupon below and I will give you full particulars by next mail—Free.

FREE COUPON

PEARL LA SAGE, SUITE 81J,
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Please tell me how to clear my complexion in ten days; also send me Pearl La Sage Beauty Book, all FREE.

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THE REPOSITORY

CORNER SIMCOE & NELSON STREETS, TORONTO.

C.A. BURNS Proprietor

350 HORSES AT AUCTION

TUESDAY, Sept. 8th - - 200 Horses

FRIDAY, Sept. 11th - - 150 Horses

The best selections of all classes.

Great Sale of Welsh and Shetland Ponies

FRIDAY, SEPT. 11th, at 11 a.m.

The ponies are a fine, well bred lot, and stand 8 to 12 1-2 hands, and are aged from 2 to 5 years. There are twenty-three in the consignment, and anyone wanting a good, serviceable pony should not miss this great pony auction.

C. A. BURNS, Proprietor

ISAAC WATSON, Auctioneer.

FAKE NEWSPAPER EXTRAS TO DELUDE GERMANS

Toronto Minister Exposes Tricks of Berlin War Party at Opening of War.

How the Kaiser shattered the peace and happiness of the German empire and deluded the public by fake news is indicated in a letter just received at the Presbyterian Church offices from Rev. F. A. Robinson, associate secretary of the department of moral and social reforms.

Rev. Mr. Robinson is one of a party of Canadians who have reached London after a series of difficulties in getting thru the German lines.

In his letter Rev. Mr. Robinson describes conditions in Heidelberg on the first Sunday after the Kaiser had issued his mobilization decree.

The letter says: Around the billboards excited groups are reading the proclamations regarding mobilization.

"A special half-page edition of The Neueste Nachrichten tells of bomb-dropping by a French flying machine.

"If true," said Mr. Robinson, "it is the first intimation of hostilities on the part of France."

It is expected that Rev. Mr. Robinson will be back in the city to resume his official duties some time this month.

LADY STRATHCONA'S GIFT.

OTTAWA, Sept. 4.—A cable from London to the government tonight announced the donation of $50,000 by Lady Strathcona, daughter of the late high commissioner for Canada in London, to be devoted to the maintenance of the Strathcona Horse, which is going as a unit with the Canadian expeditionary force.

FOUR MACHINE GUNS FOR USE OF TROOPS

Militia Department Accepts Gift From Joe Boyle of Yukon.

OTTAWA, Sept. 3.—Joe Boyle of the Yukon has offered Col. Sam Hughes four machine guns for the use of the Canadian troops at the front. The offer has been accepted.

General Sir Frederick Benson of the British army is in the city.

Now that all the horses wanted at Valcartier camp have been forwarded there, the rest purchased will go to the imperial troops. He will take many thousands each month, provided they can be purchased at a reasonable price.

HOT WEATHER AILMENTS

A medicine that will keep children well is a great boon to every mother. This is just what Baby's Own Tablets do. An occasional dose keeps the little stomach and bowels right and prevents sickness. During the hot summer months stomach troubles speedily turn to fatal diarrhoea and cholera infantum, and if Baby's Own Tablets are not at hand the child may die in a few hours. Wise mothers always keep the Tablets in the house and give the children an occasional dose to clear out the stomach and bowels and keep them well. Don't wait till baby is ill—the delay may cost a precious life. Get the Tablets now and you may feel reasonably safe. Every mother who uses the Tablets praises them, and that is the best evidence there is no other medicine for little ones so good. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams Medicine Co., Brockville, Ont.

Ford THE UNIVERSAL CAR

Lower Prices on Ford Cars

Effective August 1st, 1914, to August 1st, 1915, and guaranteed against any reduction during that time. All cars fully equipped f. o. b. Ford, Ont.

Runabout	$540
Touring Car	590
Town Car	840

(In the Dominion of Canada only)

Buyers to Share in Profits

All retail buyers of New Ford cars from August 1st, 1914, to August 1st, 1915, will share in the profits of the company to the extent of $40 to $60 per car, on each car they buy, PROVIDED we sell and deliver 30,000 new Ford cars during that period.

Ask for particulars

Ford Motor Company OF CANADA, Limited
106-110 Richmond St. West, Toronto.