## London Advertiser

Member Audit Bureau of Circulation. MORNING EDITION. City. Outside City, 10c per week. \$3.00 per year. \$3.00 per year. \$3.00 per year. \$3.00 per year. \$1.00 per year by mail. EVENING EDITION. Outside City, 10c per week. \$5.00 per year. \$3.00 per year.

10c per week. \$5.00 per year. \$3.00 per year.

From 10:00 p.m. to 9:00 a.m., and holidays, call 3670, Business Department; 3671, Editors; 3672 Reporters; 3673, News Room.

ADVERTISER JOB PRINTING CO., PHONE 247.

Toronto Representative — F. W. Thompson, 57 Mail Building.
U. S. Representatives—New York:
Charles H. Eddy Company, Fifth
Avenue Building. Chicago: CharlesH. Eddy Company, People's Gas
Bullding. Boston: Charles H. Eddy
Company, Old South Building.

London, Ont., Saturday, October 7.

### LEARNING GEOGRAPHY.

THE PROGRESS of the war over many countries and many seas has given a boom to maps and made all newspaper readers students of geography. Our knowledge of places, railways and peoples has been vastly advanced. What the great war itself leaves out, the Mexican troubles have helped to fill in. On the four coninents of Europe, Asia, Africa and Australasia, and on the seas among them, the fight has raged to and fro over places we never heard of or had forgotten.

In schooldays the teacher sometimes ran a locating contest. A long pointer was handed to a pupil who stood up in front of a map and was required to point out places named by fellowpupils in turn. As soon as he failed the one who stuck him took his place with the pointer. It was quite exciting and good fun for the proficient or quickeyed. But we should all have gone down flat if we had been asked for the places lately appearing in even the large type headlines.

At first, in the opening weeks of the front of The Advertiser office every ances that put that community evening, we raced through Belgium such ill-favor for a time. The Tele with the murdering Huns, over towns gram called on the Dominion Govern famous in previous wars, points known ment to establish to schoolboys, also from Browning's bureau How They Brought the Good News | The Telegram was From Ghent to Aix." Liege, Antwerp, little kaisers of Berlin, Ontario, and Malines, Louvain, etc., were not un- is wrong as to the Bourassas of Que

our geography. Soon two Irishmen press was a case fo who studied the matter and found the had he not been rescued in 191

This parent really answers his own touched, and we made a beginning at the wilder Magyar names of Hungary in the spring of 1915, continuing now in large extension, much to our satisficial to go."

This parent really answers his own question by saying that he let his son enlist because he "thought the liberty of the world was in danger, and every nam who could carry a gun own importance, even in that small community, but Elsa, who had learned the left smiled in legently, known and his new-found Beatrice.

Presently, also, the sharpening of wit gave place to sentiments that flavored of other than the strictly own importance, even in that small community, but Elsa, who had learned the left his son in the strictly of the world was in danger, and every own importance, even in that small community, but Elsa, who had learned the left his son in the strictly of the world was in danger, and every own importance, even in that small community, but Elsa, who had learned the left his son in the strictly of the world was in danger, and every own importance, even in that small community, but Elsa, who had learned the left his son in the strictly of the world was in danger. The least succession is the strictly of the world was in danger. The least succession in the strictly of the world was in danger. The least succession in the strictly of the world was in danger. The least succession in the strictly of the world was in danger. The least succession in the strictly of the world was in danger. The least succession in the strictly of the world was in danger. The least succession in the strictly of the world was in danger. The least succession in the strictly of the world was in danger. The least succession in the strictly of the world was in the strictly of the world was in danger. The least succession in the strictly of the world was in the strictly of the world was

the young man has died a hero's death, but he has left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the allusion to French-Canadians. The was left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the allusion to French-Canadians. The was left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the allusion to French-Canadians. The was left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the allusion to French-Canadians. The was left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the allusion to French-Canadians. The was left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the allusion to French-Canadians. The was left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the allusion to French-Canadians. The was left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the allusion to French-Canadians. The was left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the allusion to French-Canadians. The was left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the allusion to French-Canadians. The was left to his friends a legacy of honor well worth the price.

The sting of the letter lies in the same advantages, but Elsa was no dullard and her quick wit, perseverance and not offered her the same advantages, but Elsa was no dullard and her quick wit, perseverance and not offered her the same advantages, but Elsa was no dullard and her quick with perseverance and not offered her the same advantages, but Elsa was no dullard and her quick with perseverance and not offered her the same advantages, but Elsa was no dullard and her quick with perseverance and not offered her the same advantages, but Elsa was no dullard and her quick with pers

South African armies over Gersy's former colonial territory in that
the slow but sure advances of doing their part, it would seem moral suasion has little effect, and more days, he had remembered the childish ship, the more ardently that she perspecial the slow but sure advances of doing their part, it would seem moral ings whenever, during his college days, he had remembered the childish ship, the more ardently that she perspecial the slow but sure advances of doing their part, it would seem moral ings whenever, during his college days, he had remembered the childish ship, the more ardently that she per-

ng Germany, each stick and stone, by roads all pointing from every corner of the map towards Berlin. We shall then view. Practicing judicial silence?

Men who have recently visited GerMen who have recently visited GerMany say there is no sign of a rebellious seem to be popular in Mexico.

Mexican border is caught and hanged.
Cruelly, but Elsa managed to assume an admirable pretense of indifference.

One day, while dusting the library of the library many say there is no sign of a rebellious seem to be popular in Mexico. The kaiser is reported to have given she came across a marked copy of a have been fed on lies about their army's all the royal call plate and across a marked copy of a have given weekly journal in whose columns readand navy's achievements, and have been all the royal gold plate and part of the ers were invited to discuss matters of and whispered "Dante" in his ear. To them, every reverse suffered by the chance to use them again, anyway.

In raul's nandwriting and folded inside was a half sheet which she saw at a glance was his written opinion in such other because we believe out to use them again, anyway. To them, every reverse suffered by the Teutons has been minimized, if not turned into a victory, and real successes have been exaggerated to create greater joy and enthusiasm. The masses it would be impossible to get men as it would be impossible to get men as onic affection."

Two thousand Canadians wanted to man new British battleships! But Sir Robert Borden has assured Canada that it would be impossible to get men as onic affection."

Two thousand Canadians wanted to man new British battleships! But Sir Robert Borden has assured Canada that it would be impossible to get men as onic affection."

Two thousand Canadians wanted to man new British battleships! But Sir Robert Borden has assured Canada that it would be impossible to get men as onic affection."

STUMI Of what information is Sir Sam possessed which gives greater weight to his theories about the German situa-tion than those of other men far from the scarce of hostilities? He has not the scene of hostilities? He has not man, "unless it's a reformer who can been in Germany, and has not had half see two sides of a question.

with them almost daily.

It appears to the majority of people that when the Teutons find out how they have been deceived, and that they are due to receive a crushing defeat, they will turn on the militarist clique which drove them into war. It is a logical conclusion to reach. But there is no way of determining how long it will be before they realize the truth. They have been blindfolded for many months, and may be kept in the same condition for many months to come. It must also be remembered that the

idea of an uprising against the military caste is so foreign to the Germans that it will only take root in the direct extremity. Even with the desire to rise will come fear of the results. The cople know that no mercy will be shown; that the machine-like soldiery may be expected to shoot them down as methodically and unfeelingly as if hey were Britishers. Probably, however, the revolution will come if the war's end is long enough delayed. It would have been more interesting o Canadians if Sir Sam had gone into

details about the reforms he had brought about in the caring for and training of Canadian soldiers, and the outcome of his consultations with British authorities. The people of the Dominion can do their own guessing about Germany's future actions.

### THEY CAN'T LOSE HIM.

If Henri Bourassa flourishes in Quebec Mr. Bourassa flourishes be-cause a French-Canadian pro-Laurier Provincial Government permits Mr. Bourassa to flourish. The attorney-general of Quebec The attorney-general of Quebec has ample power to isolate the French-Canadian people and the Laurier party from sympathy with or responsibility for the utterances of Henri Bourassa.-Toronto

W HEN THERE was trouble in the Canadian city formerly called Berlin the Toronto Telegram did not cry out with a loud voice to the atwar, when we had a lantern show in out the pro-German articles and utter-

The German rush passed on into case for Dominion action, just as the France. Lillie was still a landmark of case of Editor Smith of the Sault Ex

### AN AMERICAN QUESTION

German raiders and rejoicing at a distance in the successes of the Australian be taken by the Government to bring dislands are, within an inch or two on the map, and finally we have admired.

Ing reproach on their country and tied that he in his condescending the old Elsa, and was immensely becoming. A sudden unreasonable pans them out of their selfish shell and put them out of their selfish shell and put them in khaki. If the magnificent conduct of the French-Canadian hattalians are weather and the changes around town her mouth that recalled old tender map. and finally we have admired duct of the French-Canadian battalions weather and the changes around town her mouth that recalled old tender mem slow but sure advances of at the front does not shame them into entitle intelligently with him.

It takes some space simply to review to him and his fellow-countrymen who is sweet lovableness, and now, would never meet her equal as a com-

Premier Hearst declines an inter-

as good an opportunity of forming an opinion based on the statements of It Isn't Often That a Golfer Is Really Glad To Be Put Up Against the Side in a Sand-Trap.



# The Advertiser's Daily Short Story A Modern Dante

Paul had had uncomfortable misgiv- rate, from that time on he found him- was not tossing rocks herself. Wise us eye on the Verdun forts and the life be all honor. Humanity owes much life be all honor which life

> He did not mean to be a snob. He was alluring, unattainable Elsa whom he had finding this out. He did not mean to be a snob. He was just trying to be honest with himself. Love would not be enough for him now with his broadened outlook. He felt the followed her into the garden, where he followed her into the garden, where he had caught climpses of her white dress. Can "Mother Jones" not be brought with his broadened outlook. He left the followed her into the garden, where he had caught glimpses of her white dress

SIRSAM GUESSING.

Considerable prominence has been given to the opinion voiced by Sir Sam Hughes on his return from Editain that a rebellion must break out in Germany before many months and extend over the whole land. It has been seized on with avidity, because it accords so well with the desires of the Allies; but is there ground for such and the sunder on the brought to Quebec as a recruiter? She seems well, he told himself.

Appreciating something of all this less well, he told himself.

Appreciating something of all this possible, too hurt and proud to try to hold her own. She was an orphan and broughout eternity.

If the Turks are going to fight till the Hold himself.

Appreciating something of all this possible, too hurt and proud to try to hold her own. She was an orphan and tracked a dark red rose, she looked a dark red ro Allies; but is there ground for such An American straying across the hading to their former relations. It had never since mentioned?

She had never since mentioned? Then unexpectedly, she reached up

she came across a marked copy of a he said gloomily. ssured that London was pretty well in crown jewels to help war funds. Prob-ruins as the result of zeppelin attacks. ably believed he would never have a part of the control of the control of the control of the crown jewels to help war funds. Prob-est. Along one margin were pencilings in Paul's handwriting and folded in-"Yes, I am Beatrice," s in each other because we believe only in

> She saw, too, with a quick little stab she saw, too, with a quick little stab of miserable jealousy that his correspondent was a girl calling herself Judith. Suddenly her face flushed and a defiant gleam came into

"Why, man, we can play the most a defiant gleam came into her brown intricate airs at sight," he was say-"All's fair in love and war," she told herself, and deliberately, in spite of a guilty shrinking, she read both the the airs the drum-major puts on."

AIT A MINUTE An Indiana man boasts that he has Testament sixty times

> "The history of fashion is the history of a war between the women who can dress and the women who cannot," says an expert. We don't know much about it, but most women don't dress

> The trouble with the women who dress to show their charms is that they have few charms to It will be a grand thing for the Allies

when the Swiss navy joins forces with will go to 75 cents or \$1 a dozen.

That's one way of getting your Good going and returning Monday,

Billy Sunday's picture of Detroit

Between all stations in Canada east of Port Arthur and to Detroit and Port Huron, Mich., Buffalo, Black Rock, will probably attract some youths who did not know there was so much in N. Y.

have heard the call and willingly answered.

Elsa's sweet iovableness, and now, would never meet her equal as a companion and congenial mate. But as the than ever that he had outgrown his "puppy love," as he called it to him-It is rumored that there is R. E. RUSE, C. P. and T. A., "Clock" Corner, Phone 80. "puppy love," as he called it to him-self a sureness that filled him with miser-able despair that it was Elsa he wanted, rumored that some folks dance

some little attention to "Love's . . . We hope that the Sportsmen's Pa-

"You have never told me his name,"

Paul grasped her shoulders, staring

"Oh-do we!" he chuckled, taking

STUMPED.

He was a member of a regimenta

triotic Association will not go into bankruptcy over those stolen cigars. Some expert says the little old red

school house is a hotbed of infection. it seems remarkable that any of us old chaps ever survived our lessons, or got a bit of knowledge. It looks as if some folks are breaking all the known and unknown laws to be healthy and

Hon. "Bob" Rogers warned the Manitoba judiciary against taking extra work. It looks as "Indeed!" said the unbelieving lis- might learn something. if Bob were afraid the judges

We are informed that the Govern-

ment in Manitoba is trying to degrade Conservatism. However, the present Government did not steal a few millions. This does not seem to be

It was not exactly a chilly reception the Germans got at Chilly.

Embroidery is the name of race horse. She skirts the field, we presume.

A western bishop advises young min-isters to tell the truth. Some of them will have a tough time holding their charges if they do.

Two Chicago waiters shot each other in a quarrel over tips. Some day a holdup gent will pick on the

A physician says that there is no such thing as an ideal husband. This is a palpable attempt to enlist the sympathies of the women folks.

Canada is perfectly safe now. Sin Sum Hughes is back.

It is perfectly awful to think that those Manitoba judges would investi-gate graft when Bob Rogers told them not to.

The street flusher is all right provided that the dirt is in a moving humor.

### Traction Company Thanksgiving Day Fares

### LONDON AND PORT STANLEY RAILWAY Reduced Rates

Account Thanksgiving Day

Sicilian.....Oct. 6 London Scandinavian Oct. 12 Liverpool Pretorian..., Oct. 20 Glasgow Corinthian... Oct. 25 London scandinavian Nov. 11 Liverpoo cotian..... Nov. 11 Glasgow For full information apply local agents or

ALLAN LINE 95 King St. West, Toront

# Summer of the same of the same

CANADIAN SERVICE, MONTRFAL TO LONDON From London. From Montreal.

CABIN AND THIRD-CLASS.

(Avonmouth Dock.) From Bristol. CABIN PASSENGERS ONLY. For information apply Local Ticket Agent, or The Robert Reford Company,

SINGLE FARE

New York. It will be seen that Mother Good going Oct. 7, 8, 9. Return limit FARE AND ONE-THIRD



Return Monday, Oct. 9th Fare and One-Third Going October 7, 8 and 9

Return October 10



MONTREAL - QUEBEC - LIVERPOOL PASSENGER FREIGHT (†Av Southland Oct. 28 Cornishman Oct. 20 Canada Nov. 4! Weishman Oct. 28 Rairs etc. at local Ky, and S.S. agents or company's agree 41 King Street E. King Ed. Hotel TORONTO, ONT.

# The TRANSCONTINENTAL

ROUTE WESTERN

Ly. TORONTO 10:45 P.M. Ar. WINNIPEG 4:30 P.M.

CONNECTING AT WINNIPEG FOR ALL WESTERN CANADA AND PACIFIC COAST POINTS. CANADA AND PACIFIC CO.

Time Table and all information from any Grand Trunk
Canadian Government Railways, or T. & N. O. Railwa
Agent.

Agent.

# FIRST and PRIZE

AWARDED TO BANDS EQUIPPED WITH

"Imperial" Band Instruments

# Borden Camp **Band Concert**

# Eleven Crack Military Bands Competing

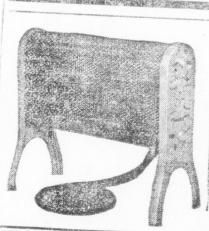
166TH BATTALION BAND-FIRST 170TH BATTALION BAND\_THIRD

THIS IS THE SECOND TIME WITHIN A FEW MONTHS THAT "IMPERIAL" BAND INSTRUMENTS HAVE WON OUT AGAINST THE WORLD

Superior Features Place the "Imperials" Above All Oth CANADIAN-MADE BY

Whaley, Royce & Co. ities. Excellent Action Quali Making 'Imperials' Since 1888 Master Workmanshi BRANCH AT WINNIPEG.

and General Durability FACTORY AT TORONTO. TWENTY YEARS' GUARANTEE.



of all Parts.

VOU feel the cold MORE when the first chill days of Autumn come than you do in the middle of winter.

THEN is the time you need a

# Electric Eater

-Because it's too soon to start the coal fire, yet you really feel the need of a little heat in the house.

Try one. You'll find it the handiest little heater you ever saw. The turn of a switch gives you heat instantly and there's no fuss or bother.

PRICE

# \$4.50 and Up

ONLY COSTS A CENT AN HOUR TO RUN. PHONE 3180.

The Hydro Shop