

London Advertiser

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The London Advertiser Company,
Limited.

LONDON, THURSDAY, OCTOBER 8.

THE WAR IN WINTER.

A LEADER of warfare, against whom even siege guns and Zeppelins will not prevail, takes a hand in this contest within a short time. General Winter simply has to fire his blasts of icy chill and ten million soldiers will be rendered uncomfortable, if not helpless. When the thermometer falls below 40 degrees then will begin untold misery and suffering, beside which the present horrors will seem insignificant.

Peace does not seem to be in sight for many months to come, and the terrors of a winter campaign must have already come home to the doughtiest leaders. They have only to recall the experience of Napoleon. In the memorable winter of 1812 the Corsican invaded Russia with 400,000 picked men. He was caught in the snow, and not more than 20,000 survivors straggled into Paris in the spring. The coming winter of the winter may be more dreadful in proportion to the number of men employed.

Even now comes some evidence that even the chill nights of fall can cause real suffering in the ranks. Fighting in flooded districts, or in wet trenches, can lead to epidemics of pneumonia. The advance guard of winter is already making its attacks, and in several localities in the war region snow and sleet have been reported. That is but the beginning. The dead of winter is three months away, and while the temperature in winter is higher in Europe, the winter weather is worse by far than what we encounter in Canada. Freezing fogs come out of the north and penetrate to the very marrow of men in the open, and cold rains are enough to take the stamina out of the stoutest troops.

Everything to the north of battle lines drawn through the countries has an average temperature in the winter months of 40 degrees or colder, and in some localities the mercury falls to 29 degrees below zero.

Will the armies go into winter quarters as the Americans did during the civil war, and as the Russians and Japanese did in 1904? It is hardly possible that either side will abandon its present positions unless forced to do so. The only chance is that the allies will drive the Germans into Germany, and that they will be given a rest beyond the Rhine until spring opens. But with food and money scarce, the task can hardly be laid down no matter what the cost. Let us hope that before our Canadian boys, better able than others to stand the cold, though they may be, will be before winter have aided in the dealing of a blow that will bring the great war to a sudden termination.

POLITICAL TRICKERY.

WHEN Sir Robert Borden was asked as to the truth of the rumors that there would be a Dominion election soon, he only replied: "The subject is one I cannot discuss." His favorite organ, the Toronto News, referring to the same matter, while it does not come out plainly for an election, intimates pretty clearly its opinion that the weight of argument is in favor of such a course by the Government. Thus the stories that first came to us from New York, grow in strength. While not definitely endorsed by the Conservative press and papers, they are not repudiated. A failure to deny is not necessarily an acknowledgment, but if the Government was prepared to carry out its agreement with the Opposition in good faith, there would be no reason for this reticence.

The argument for an election now is solely political. If any benefits may be expected, they are expected by the Conservatives who hope to snatch a victory that will give them power for another term. The argument of The News that if, in the opinion of the Liberals, there should have been an election after the defeat of the Government's naval measure, there ought to be one now to secure the verdict of the public on the Government's line of action since was commenced, is unsound. When the Liberals were calling for an election there was a grave difference of opinion in regard to a matter on which the people had never given a decision. Today, all parties are united in the prosecution of the war. On that subject, both in parliament and out of it, there is practical unanimity—the only notable exception being Sir Robert Borden's friend and supporter, Mr. Bourassa. The old naval policy of the Government is no longer a live question. No one now suggests the present action to the British admiralty of \$55,000,000 for building ships. At present we are doing our best to help the army with men and money. If there should be any naval policy it would doubtless be on the line of the old Liberal policy—providing cruisers to aid in the Atlantic and Pacific, and relieving Britain from the necessity of sending its navy there.

It was agreed by Liberals and Conservatives, when war began, to drop party politics. That has been done by the Liberals most effectively. There has been no criticism of the Government; it has received our most loyal support. What is to take place if there is an election? Do the Conservatives suppose that Liberals will all drop their weapons, and allow the Government to sweep the country without opposition? That would be most unlikely. There will be a bitter political fight. The unanimity of Canada will disappear. So far as active support of Britain is concerned, there will be no difference of opinion. But on matters of domestic administration; and on many details of its Imperial policy, the Government will have to fight on the defensive, for it will be warmly attacked.

It is quite possible that under present circumstances the Government would be able to snatch a victory at the polls. But it will be at the expense of a complete rupture between the two parties, and a renewal of the old-time political rancor. Liberals are not desirous of a conflict because they believe the present political mood vivendi to be in the best interests of the empire in this critical time. If that is to be destroyed, and partial hostilities resumed, the fault will not be theirs.

THE PATRIOTIC MEETING.

AN address on the present war by Hon. George P. Graham, former minister of railways in the Laurier cabinet, will be given in Hyman Hall on Friday evening. The address will be entirely removed from politics, it being the intention of those who bring Mr. Graham to put Canada's interest in the present war squarely before the public. Some phases of the case that have not been made public are likely to be dealt with, and those who attend the meeting both from the city and vicinity will have the situation epitomized for them by a splendid speaker and a splendid Canadian.

It is believed that Mr. Graham holds the view that Canada should do even more than she has done, and that at once, but he does not advance this view in any contentious spirit. He speaks as a Canadian to Canadians and it is more than probable that the hall will be crowded to hear him.

Mr. Graham is one of Canada's best orators and finest types. He has given this country great service in her national programs, and by many has been regarded as the logical successor of Sir Wilfrid Laurier. He has been always logical and fair in debate, and a power in any gathering when clear-cut common sense was the need.

Apart from their political affiliations Londoners are urged to attend the meeting. It will be the first patriotic gathering of its kind to be held in the city, and those who are interested, which means all citizens, should avail themselves of the chance to hear Mr. Graham.

"IMPORTED."

THE word that has held the greatest magic for the Canadian buyer in days past is the one at the head of this article. If the gods are "imported," that stamps them as being a trifle better, at least, than anything that can be produced at home.

While Canada has been doing this, other countries have been taking an exactly opposite position. "Made in Germany" has indicated in that country the stamp of excellence. Canadians have allowed themselves to be carried away with the same spirit, only along the wrong line. Canada has agreed that "Made in Germany," "Made in England," or made anywhere else than at home, means superior quality. "Imported" may mean simply shipping in from the next county, but the gullible Canadian buyer accepts it as proof of excellence. The goods so labelled may have been made by workmen he himself discharged for lack of efficiency, but that little word makes up for all faults so long as he knows nothing beyond the word.

This is as things have been in the past. Any honest Canadian will admit it. But it is not as things will be in the future. If the present war teaches Canada nothing more it will have been a great deal gained. There is no reason to suppose that Canadian workmen are inferior to those of other countries, or to believe that Canadian manufacturing skill is of a lower order. It is not, or if it is, steps should be taken by everyone concerned to remedy the situation.

"Made in Canada" should mean to every Canadian that the goods so labelled are the products of the highest efficiency. "Made in Canada" should sell every piece of goods so labelled; it should be regarded in Canada as the merit trademark of the world. When Canadians come to believe that, they will not only produce greater prosperity in home industries by increasing the demand, but they will develop a desire on the part of the manufacturer and workman to live up to the reputation given their goods, and will also give Canadian-made goods a reputation and sale in other countries.

EDITORIAL NOTES.

Hon. Mr. Hearst has issued his first promises as Premier.

War Note.—The line of communication with The Hague peace palace has been temporarily cut off.

Canada's emigration department seems to be busier than its immigration department at present.

Why not send Villa to the Azores? Perhaps he would get enough fighting there to last him for a while.

The address of Hon. George P. Graham in Hyman Hall on Friday night will be patriotic, not political.

With Teddy Roosevelt on one side of the line and Sam Hughes on the other

An Appeal to Sir Robt. Borden The First of The War Letters of Civilis

Canada has been two months at war. Those who would serve their country must run the risks of breaking the silence which patriotism imposed at the outbreak of hostilities. Proffer of support for high leadership may come from any citizen, but those who strove to secure you in the premiership are peculiarly concerned in what you now do, and what you may lead Canada to do. May I recite a few facts, and indicate the construction which must inevitably be placed upon them by those, who caring nothing about party politics, desire intensely that the Dominion Government shall, within its great sphere, rise as magnificently as the Imperial Government has done, to the emergencies of these fearful times, and who fear that this may not be the case?

It was believed, on the word of men who were understood to reflect the firm will of the Government, that a second contingent would be immediately prepared for the front. The public had come to think that at least a hundred thousand men would be forthcoming in the first year of the war, which a great meeting in Winnipeg demanded during August. British newspapers have contained Ottawa dispatches reporting the determination of the Government to bring the Canadian fighting line up to 50,000 men during October, and the assurance of the militia department, on its behalf, that 150,000 would be forwarded, according to the need.

It was noted that in backing the demand for a war strength of more than a million and a half soldiers from the British Islands, the Prime Ministers, the leaders of the Opposition, the Irish Nationalists, and political opponents in every corner of the Kingdom united together, and in the hearing of assemblies of the people, sounded the call to arms which Mr. Asquith declared was of "imperial urgency," and meant that we "must multiply many times our effective fighting forces."

In that campaign widespread use has been made of the cabled program of your Government, and especially of the statement of the Minister of Militia, in the House of Commons, that in August already 100,000 volunteers for the front had come forward—a total of which was increased by him, publicly here, in early September, to 200,000. These claims have not been followed by announcements that the second contingent would be prepared forthwith, to answer the Imperial emergency. Volunteers who desired, in their own persons, to justify their country before the world, have been told they were not wanted, and have been repelled from further patriotic action.

It is now accepted harmoniously by a pronouncement issued after your first visit to Valcartier, that instead of a second contingent, there are to be reinforcements, and the French-Canadian brigade, which owes its being to private initiative. Of the 32,000 men reported to have gone to Europe your statement limited that about 10,000 will be reinforcements to repair wastage. It was excusable for the public to suppose that, as the undertaking to send a first contingent of 22,000 was given before the

what a pretty mess might have come of it.

An election in Canada at the present time would be like commencing a fight between two brothers when the home was being attacked from the outside.

When Count Zeppelin returns from England, on which he is preparing to make a raid, he will be appointed by the Kaiser commander-in-chief of the air. Then, of a certainty, we shall all have to hold our breath.

There is just a possibility that the Canadian troops may be landed somewhere in the south of France. This would, perhaps, be the best thing. They would be able to get acclimatized before entering the fighting, and if necessary could be drawn on at any time.

President Poincaré took a look at the "miserable little army" of General French defending France, and immediately it was announced that the Government of France was to return to Paris. Meantime the Government of Austria is wondering whence to flee.

A Toronto policeman wandered into a churchyard in the centre of the city and killed a skunk. Two men came along, found the animal and sold the hide for a dollar. Perhaps the constable is entitled to the dollar, but on the other hand he may consider himself lucky if he escapes being called before the chief for nosing around off his beat.

If the principle of a well-known naval policy had been followed out in the army branch of Canada's aid to the Motherland, there would be no troops aboard those transports going across the Atlantic. There would be only rifles, cannon, and other equipment. Happily, the day has past when Canada would have offered only inanimate things to the empire.

ENNISKILLN TEACHERS MEETING AT PETROLEA

[Special to The Advertiser.]

PETROLEA, Oct. 7.—The teachers' convention will be held here on Thursday and Friday, and those in charge have prepared a bright and extensive program. It is planned to have the children of the various town schools take a considerable part in the program.

The North Enniskillen school fair will be held on Saturday and the teachers who attend the convention will be able to see the exhibits, and many will help in the work involved in the undertaking.

The fair was such a success last year that those in charge expect a still better attendance this year. The exhibits will consist of cattle, poultry, needlework, flowers and vegetables. A fine prize list has been prepared, and competent judges, including Messrs. Bramhill and McDougall, have been engaged.

Germans had broken into France, the number of men gathered at Valcartier would have been regarded as the first contingent, reinforcements to be furnished them, instead of being taken from among them. Such a course would have been in keeping with the declaration of the Leader of the Opposition that Canada will devote the last man and the last dollar to the fight for democracy and British honor.

The failure of the Government to spread irresistibly the glorious contagion of the pledge of immediate and effective aid, and to engage every force in the country to produce the men in the places where the sons of the Empire are fighting for its life, is causing grave disquiet among those who understand that speedy action, and still more action, is the only worthy exposition of our patriotism.

The seeming reversal of what was thought to be irrevocable, in face of the Imperial appeal: in view of official declarations as to the number of men who desired to go; and in presence of our views as to the extremities we would undertake to preserve the fabric and honor of the Empire, surely, means that men who care for the sacredness of the present relation of Canada to her motherland will refuse to rest until our deeds match our professions, and the pace of our action outstrips the celerity with which our beasts have travelled round the earth.

There is a miserable alternative to accepting the statements of the Minister of Militia; and their implication that the Government is retarding thousands of native-born Canadians from joining the fighting line. Is it that they lamentably misrepresent our views, and that different measures are imperatively necessary, all over the country, if our good name is to be kept on its rightful pinnacle. One cannot move about without learning that more and more citizens think it is incumbent on the first servant of the nation to tell it exactly where it stands; and show it the sacrificial road to the height it would fain achieve. The innumerable bragging of a minister whose name is becoming more provocative of shoulder-shrugging, particularly among those who are subject to his command, cannot be indefinitely dissociated from the fame of the Prime Minister who made him what he is.

Your attention has been called to a statement of the editor of the Canadian Courier, who is an old militia officer, that the minister's assurance to Parliament about recruiting was untrue, and that it had been difficult to get the necessary officers and men. The Toronto Globe has also declared that the story of 100,000 volunteering came from "irresponsible hoaxsters." Those replies to your minister are specimens of what is said where men gather who should know of what they speak. If the country has been misled into a false complacency, it is high time it knew the truth; for this matter of enlistment is the imperative urgency for Canada as well as for the United Kingdom.

CIVILIS.

Pray! Pray! Pray!

More things are wrought by prayer than this world dreams of. Wherefore let thy voice rise like a fountain for me night and day.
For what are men better than sheep and goats,
That nourish a blind life within the brain,
If, knowing God, they lift not hands of prayer,
Both for themselves, and those who call them friend?
For so, the whole round world is every way
Bound by gold chains about the feet of God.
TENNYSON.

FINE FAIR AT TIVERTON.
[Special to The Advertiser.]

KINCARDINE, Oct. 7.—Tiverton annual fair and horse races yesterday drew a fine crowd from all parts of the district. The exhibits were never better, and the horses, cattle, grain, fruit, roots and poultry were all of the highest quality. The races were greatly enjoyed.

WILL REPAIR STREETS.
[Special to The Advertiser.]

BRANTFORD, Oct. 7.—The Westminster Paving Company, with head quarters in this city, is to be bought by W. Gloag, an engineer of New York city. The new firm will see that the streets of this city, which are in bad shape, will be repaired.

Mrs. Newlywed Says:
"I CAN'T IMAGINE HOW YOU MANAGE TO BE DRESSED BY THE TIME YOUR HUSBAND COMES HOME ON A WASHDAY."

Mrs. Wiseneighbor Says:
"I USE AN EDDY GLOBE WASHBOARD AND AN EDDY INSURATED FIBREWARE TUB, WHICH KEEPS THE WATER HOT A LONG TIME. NO FEAR OF RUST."

BUT BE SURE THEY'RE
EDDY'S

J. P. Morgan said:

"A man might earn fifty dollars a day, yet if he spent fifty dollars daily, he would be practically a poor man. How much you are worth means, Not what you earn, but what you save."
No man's earning capacity is so small that he cannot save a little every week. This amount placed in our savings department will earn you 3 1/4% compound interest and will quickly grow into a respectable sum. Start it with a dollar this week.

The Ontario Loan & Debenture Co.
A. M. SMART, Manager
Cor. Dundas Street and Market Lane, London, Canada

No more home-made Chutney or Tomato Catsup for me—

that's what everybody says when they have tried H.P.—the new sauce from England.

It's so easy to obtain H.P.—all the stores are selling it freely.

Wouldn't it be worth your while to try a bottle of the One and Only

H.P. SAUCE

TAKE ADVANTAGE OF TIMELY OFFER

Splendid Book of War Issued in Parts and Presented to Readers on Coupon Plan.

As previously announced in these columns, the advertiser has arranged to supply its readers with an accurate and complete book of the world's great war on an attractive plan which will appeal to every reader. A large illustrated section consisting of forty pages printed on enamel paper will be issued every two weeks, and part one is now ready for distribution.

Every man, woman and child will want every one of these parts as they are issued, for the true story of this mighty conflict must now become a part of one's education. To show that you are a reader of this paper, clip a coupon and get the first section of the great war story.

No such timely offer was ever made before. The war was barely started and there was just time to untangle the true story from the mass of conflicting reports, when this first part was brought fresh from the press to supply the wants of our readers.

The entire work will consist of a running narrative of the war itself, an account of the military and naval operations by which the fighting nations of Europe undertake to balance their long accounts, and all will be illustrated in a sumptuous manner such as has never before been done with a work of this character.

Save your coupons and present them as soon as possible. The War Book Coupon is printed daily in another column.

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NEW Idea Fashion Patterns at 10c the uniform price

CHAPMAN'S Embroideries at 10c yard—Special Today

COATS FOR THANKSGIVING

Before the Holiday Many Will Want a New Coat—COME TO CHAPMAN'S

Fur Fabric Coats at \$24.00

Fur Fabric, Broadtail, Novelty Plush and Imitation Persian Lamb.—These are the fashionable materials, made on loose, voluminous lines, with deep roll collar, fastened with handsome frogs. Lined throughout with satin. Sizes 38 and 40 inches. Price...\$24.00

New Brocade Coats

In 47-inch length, with slight flare at bottom of skirt, two-way collar which can be worn either buttoned up or with lapels turned back. Material is good weight and comes in rich shades of brown and royal-navy. Price...\$7.25

English Curl Coats

For misses, made in kimono style, with deep collar, belt in the back and deep cuffs. In tan, copen and black. Sizes 16, 18 and 20 years. Special price...\$7.00

Dressing Sacques

Made of figured flannelette, shirred at the back, bound with saten. Ordinary and stout women's sizes. Bust sizes 34 to 44. Price...50c



Redingote Suits

Fine Broadcloth Suits. The coat is in the popular Redingote style, with velvet collar and cuffs; satin lined skirt is cut in the new yoke effect, with stitched pleats. In blue or black. Price...\$30.00

Girls' Stylish Heavy Diagonal Cheviot Cloth Coats—Edged around cape, collar and cuffs; red flannel, fancy bone buttons match. Full loose cape coming point at back. Navy blue only. Ages 6 to 14 years. Price \$5.75

Women's Raincoats

Made of rubberized poplinette, with seams carefully sewn and cemented, buttoned cuff strap and guard under collar, deep pockets. Bust sizes 32 to 42. In fawn and black. Price...\$6.50

Girls' and Misses' Raincoats

of rubberized paramatta, full length, strapped cuff and collar. Fawn; shade only.

8-Year size. Price...\$3.00

10-Year size. Price...\$3.50

12-Year size. Price...\$4.00

14-Year size. Price...\$4.50

16 and 18-Year size. Price...\$5.00

LINEN SALE Tablecloths, Fancy Toweling, Kitchen Toweling, etc.

These reduced prices should command the attention of housekeepers, boarding-houses, restaurants and hotels. The wise will "stock up" now, as there's no knowing when linens will be sold again at these prices.

Table Linen—Full bleached, pure linen damask tabling, assorted patterns, 69 inches wide. Regular price 75c. Sale price, per yard...69c

Table Linen—Full bleached pure linen damask, extra good quality assorted patterns, 70 inches wide. Regular \$1.00. Reduced sale price per yard...89c

Finest Satin Damask Table Linen, extra fine quality, warranted pure linen, in very attractive patterns, Regular \$1.25. Reduced sale price, per yard...98c

Bath Towels—Full bleached White Turkish Bath Towels, firmly woven, with red stripe border. Note the extremely large size of these (24x52 inches). Sale price, each...23c

Kitchen Toweling, unbleached pure linen crash, with colored border, 17 inches wide. Sale price, 11 yards for...\$1.00

Tablecloths, 2x3-yard size, finest quality satin damask, in shamrock pattern, with rose border, and shamrock with fern and violet border. Very handsome. Sale price...\$3.50

Tablecloths, 12 only, beautiful satin damask tablecloths, "seconds," which are only slightly imperfect. Sizes 24x36, 24x48, 24x60, 24x72, 24x84, 24x96, 24x108, 24x120, 24x132, 24x144, 24x156, 24x168, 24x180, 24x192, 24x204, 24x216, 24x228, 24x240, 24x252, 24x264, 24x276, 24x288, 24x300, 24x312, 24x324, 24x336, 24x348, 24x360, 24x372, 24x384, 24x396, 24x408, 24x420, 24x432, 24x444, 24x456, 24x468, 24x480, 24x492, 24x504, 24x516, 24x528, 24x540, 24x552, 24x564, 24x576, 24x588, 24x600, 24x612, 24x624, 24x636, 24x648, 24x660, 24x672, 24x684, 24x696, 24x708, 24x720, 24x732, 24x744, 24x756, 24x768, 24x780, 24x792, 24x804, 24x816, 24x828, 24x840, 24x852, 24x864, 24x876, 24x888, 24x900, 24x912, 24x924, 24x936, 24x948, 24x960, 24x972, 24x984, 24x996, 24x1008, 24x1020, 24x1032, 24x1044, 24x1056, 24x1068, 24x1080, 24x1092, 24x1104, 24x1116, 24x1128, 24x1140, 24x1152, 24x1164, 24x1176, 24x1188, 24x1200, 24x1212, 24x1224, 24x1236, 24x1248, 24x1260, 24x1272, 24x1284, 24x1296, 24x1308, 24x1320, 24x1332, 24x1344, 24x1356, 24x1368, 24x1380, 24x1392, 24x1404, 24x1416, 24x1428, 24x1440, 24x1452, 24x1464, 24x1476, 24x1488, 24x1500, 24x1512, 24x1524, 24x1536, 24x1548, 24x1560, 24x1572, 24x1584, 24x1596, 24x1608, 24x1620, 24x1632, 24x1644, 24x1656, 24x1668, 24x1680, 24x1692, 24x1704, 24x1716, 24x1728, 24x1740, 24x1752, 24x1764, 24x1776, 24x1788, 24x1800, 24x1812, 24x1824, 24x1836, 24x1848, 24x1860, 24x1872, 24x1884, 24x1896, 24x1908, 24x1920, 24x1932, 24x1944, 24x1956, 24x1968, 24x1980, 24x1992, 24x2004, 24x2016, 24x2028, 24x2040, 24x2052, 24x2064, 24x2076, 24x2088, 24x2100, 24x2112, 24x2124, 24x2136, 24x2148, 24x2160, 24x2172, 24x2184, 24x2196, 24x2208, 24x2220, 24x2232, 24x2244, 24x2256, 24x2268, 24x2280, 24x2292, 24x2304, 24x2316, 24x2328, 24x2340, 24x2352, 24x2364, 24x