# London Advertiser

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LONDON, FRIDAY, SEPT. 4.

#### KIPLING.

K PLING'S poem, printed day beman, of his country, and of the crists. The official laureate had spoken, now unsealed his lips the laureate of the We had thought you, Kipling, an extinct or moribund volcanoe; you are alive again and easily the master

if Kipling weeps, the expression of blood. What a wild toosin in that line. "The Hun is at the gate!" This is the Comfort, content, delight, They shrivelled in a night." Here is expressed swinging, anapaestic lilt that Kipling delivers his message, but in quick, gasping lines that bespeak amazement,

This poem alone will place Kipling among the greatest poets of our nation. Other living poets are lisping children, must be given on our public you will have to remember. It is not, to an explicit declaration looking tolike "Lest we Forget," a song. "No wards, a conference on peace. harp more, no song more," the prophet speaks to an imperial, but threatened

#### THE PEACE MONGER.

gnad." the men who are building up agreement and honor to protect. What armies and preparing for war, who start a disgraceful baptism. Forty years in The pacifist is in the vanguard time, billions in money, and hundreds of civilization. He is trying to abolish of millions of men had been consumed this horrid relic of barbarism that is in the making of this great army, and the Sutherlands had been in the thick today slaughtering its thousands on its baptism was wholesale murder of the of it again, and with the same national European fields. If in all countries, most innocent neighboring nation, a naduring apparent peace, political, indus- tion guilty of no crime or wrong, and trial and social life was subordinated to unfortunate only because it was a neighmilitary preparations and military glory, hor of the great German nation. History voices are drowned in Germany by the to maintain peace and to make sure that roll of the drum, that is no reason why

The argument that no nation can af- the whole world and threatens to deford to lag behind its neighbors in pre- stroy it. paring for war is superficial. No nation can afford to be altogether defence. less, and there are few, if any, who

dvocate such a condition for Britain. Viends of peace have always recogthe necessity for policemen.

such that despotic rulers consider necessary. Even if taken unawares, we have confidence in the ability of such possible, and its preparations for war in

just its people will defend its rights Hitherto the wrong has been mostly to without the need of conscription laws. Germany, but the boundary over which The two great English-speaking nations he has extended his withering arm of MORNING. NOON. EVENING. are the greatest advocates of peace, and subscription RATES.

The two great English-speaking nations he has extended his witnering arm of war is not confined by land or sea. It they are the two nations least prepared is not confined to friend or fee. It is for war. Yet no one of the militant na- a general world-wide strike against the tions would desire to enter a contest peace and happiness and the life of the with them. We do not believe the world. Kaiser, with all his presumption, had The future will reveal the dreadful any desire to fight Great Britain; he did | consequence of the past and present. It

troubles would demand all her energies, years of preparation and education in and that he was safe from her inter- the arts of war. Germany itself, even ference; and he found his mistake. The if it won, would pay an awful price. country of the "peace-mongers," It will not win and it will consequently anxious for peace, and but little prepared for war, opposes him with a force. Belgium and Russia have already suffar less in numbers, but firm in pur- fered untold agony in the loss of life holds his vast military machine in army, every man of it, is doing noble check for weeks.

#### BERNSTORFF'S STATE-

sugge tion that the Kaiser is courting favor of democracy and freedom. War mediation may seem to be a ridiculous is seldom justifiable, but the Kaiser has one. Yet that is the hint dropped by involved the world, without the slightest the German ambassador at Washing- reason, in the greatest war the world one of the great things this awful war ton. Count Bernstorff, after declaring has ever known. Germany, in common has called forth. It is worthy of the that Germany was not responsible for with the rest of the world, must bear the war, stated that Germany was the consequence. It has been comready for peace at any moment. Coming | pelled to stand the consequences of the from a diplomat of the standing of past. It is in the present taking its Bernstorff, the statement carries ex- share, and in the future it must be ceptional import. It is too weighty to have come from any source but Berlin. words do not mean that Germany is

#### THE BAPTISM.

millions and millions of dollars and in-It is a sincere and mighty production, juriously affecting the lives of millions

Britain would have been unable to play not be too late, he was informed it could in the face of all negotiations for peace.

It is the "military ing a friendly country it was bound by evangel of peace are the all the nations of the world to join with

war as that which now rages throughout

### THE WITHERING ARM OF

is claimed that it has embittered

likely to get into a war without a just Germany's home life.

not expect it, and would have avoided will let the world know how much harm But he felt Britain's domestic can be done by a great army after forty pay a much greater price. France. pose and undaunted in courage, and and property. Great Britain's little work. Great Britain's big navy, "every ain's loss will be great. It is well that the battles are not likely to be fought WTH his armies slowly but surely on British soil, for British help in this crushing their way to Paris, the war is to be the deciding factor in

Does it mean that the Kaiser realizes It is a great pity that one man should the certainty of his being crushed if have the power to do the world so much the struggle is prolonged? Bernstorff's injury. The Kaiser's own withered at the end of her resources. There is him as the withering arm of war which

> The Kaiser has crucifled his country. Where are you steaming for, Kaiser?

> Oh. Hell-I-go-land! If the war should last all winter Canadians will have no trouble keeping cool,

There must be some reason for every war, but the reason in this case

The Kaiser continues to give iron crosses away. He gave the King of is not surprising then if the Germans the Belgians a cross of lead.

It looks as if Russia and Servia were to be the hammer and anvil between which Austria will be broken.

needed after the whole story of individual British bravery has been told. must have been cooked up to provide

the dying Emperor with pleasant read-

The Kaiser frequently witnesses the parade of his guards from the palace windows at Berlin. Wonder if the Czar

The German press continues to cry 'Don't blame Bill." It would have been vell to have made Bill blameless be-

Hamilton mon says that Buffalo Germans are preparing to invade Can ada. We presume their marching cry

Alaskan dispatches say that Lord Percy, a noted English naturalist, rawled five miles in order to get a shot at an odd species of duck. Queer

gallantry that has always marked them

breath, what does it know of death?" abroad, and thus help to provide em-Belgium, Germany, France and Britain who will be wondering why her

That a cow kicked over a lamp in Chicago and set the city on fire, has frequently been used to prove how great consequences flow from small beginnings. Assassinate a man in Bosnia and the whole world is at war.

The German Chancellor's sneering was the Magna Charta, which contains

As a new figure takes the chair of

# --- and the Worst Is Yet to Come



### **Exercise Your Patriotism** By Helping Along Business

WE CAN HAVE PIE. [Brantford Courier.]

couldn't make pies, but had two kind ply those things. neighbors who kept her supplied with that article of food. One day her two neighbors got to folded at such a time.

fighting, and so badly injured one another that neither of them was able to of her best sons to help settle things in make pies for some considerable time. Europe, Canada will not entirely over-What did the pie-less one do? Go look her other sons who remain at home. UP A COOK BOOK AND FOUND OUT out the recipe book and learn how HOW TO BAKE PIES HERSELF. the-lady-who-couldn't-make-pies.

make at home, because she has been have the support of the financial intergetting them so easily from Continental ests and the people of Canada. army the world has ever known to ada, and what Canada cannot supply

introduce inhuman warfare against a country he had agreed to protect. Find the smallest nation you can and treat them with unspeakable cruelty. Could anything more detestable be imagined. Great Britain, and thus employed anything more detestable be imagined.

may be relied upon that the frag- Her cheek is free from rouge and chalk, read it through he found that the bits he had read before told most of the climax would be provided every day. Today's battling is mostly a matter of

The British army is magnificient! On if the Germans could be prevented such a refusal to be beaten? Is Gibraltar more impregnable than this far- Long, slim and phantom-like, their pierc mean that the Germans will give up, This way and that, they turn unceas And they will come to suffer the most severe check of all within a short time.

[Hamilton Herald.]

An excellent way for Canadians to exercise patriotism at this time is to give effect to the "made-in-Canada" ovement. Let us buy Canadian-made "A little child that lightly draws its products in preference to those made ployment for Canadian workers.

Eleanor Robbins Wilson in Nautilus.] may can your grouches and

worries. Set away in a cool, dark room. And when you are hank'ring for such

Just tap them alone in the gloom-But sunshine and laughter and singing-The fruits of your honest good cheer. Just pass these on fresh to your neigh-

At any old time of the year. f you've raised some jokes by your Just pull them and pass them along. If happiness tickles your heart-strings, Then hand out the joy in a song; f sunshine falls warm on your garden, Don't wall is and shut it apart, But throw the gates wide to your

neighbor And give him the fill of his heart. world is never too busy To tender a welcome worth while To one who is thoughtful of others. Who brightens the day with a smile

The person who strives to can troubles And closets them where we can't see, Who trots out the laughter of living And divvies with you and with me. BEGIN AT HOME. [Regina Leader.]

town then find them if possible in your home town them if possible in your home province. In this way widen your field of purchasing to include all Can
"Weel, I ken that when I dee I'll had good druggists in London and vicinity as fine funeral, and I want you to ride as fine funeral, and I want you to ride sell them subject to an absolute guarantee of weight increase or money will be ack.—Advt.

"Weel," sadly responded Sandy. "I've first, those articles that are manufac-

Europe. But now her neighbors in Europe are at war with one another and There was once a good weman who so—for some time to come—cannot sup-Canada is too thrifty and serious and

sensible a housewife to sit with hands While loyally contributing a number without pie? Not much. SHE HUNTED The manufacturers of Canada will get MAKE many of the things that Europe Canada today is in the position of can no longer send us because of the war. And in the making of those things There are many things she does not the manufacturers of Canada should

assassinate all the Belgians it can, to secure from some other portion of [Toronto News.] Buy goods made in Canada or Great Britain, and thus employ Cana

> ANNETTE [Cleveland Plain Dealer.] Her form knows no duress She wastes no time on idle talk Of man and food and dress.

think she's fond of me. She knows no tricks, no shams, no guile-Because she's only three

TROUBLE WITH HIS ENGLISH. [Boston Transcript.] Master-Alphonse, tell the chauffeur Valet (to chauffeur)-Monsleur de sire zat ze limousine be omitted.

Mand Muller on a summer's day Made up a batch of fudge. She fed it to her guests, they say, And nearly killed a judge. TREND OF EVENTS.

[Baltimore American. 'What on earth is the meaning of all that racket back there?" "I guess the neighborhood cats are

off the Dogger, and the heavy swel olls in impatient wrath, yet impoten To halt the low, lean greyhounds of the

From their incessant watch. Through the dank mist That clings around them and about they

light. striving to penetrate the swirling gloon That wraps them in its close and chill

Throughout the watches of the night they ride The heaving swell-alive, alert, f ladies' tailors, first on earth e'er their guard relax-for with

The fate of Briton's millions wrapt sleep. WARLIKE.

the experiences of light housekeepers if the war should put the delicatessen stores out of business. WAR NEWS. (Washington Post.)

[Chicago News.] One would have to draw a veil over

It may be questionable statesmanship out the easiest way to stop a little war is to start a big one. SAFETY FIRST.

[Cincinnati Enquirer.] Said a friend to a Russian named "Go back home and fight and don't quibble. The Czar needs a lot

Of men to stop shot." But the Russian replied: "Ish ka hibble. LONG JOB.

[Pittsburg Dispatch.] If Europeans begin forgiving their enemies now, the list is so full that it may take them some years to get them all forgiven. SPOILING HIS DAY.

[London Opinion.] The young Scot never liked his mother-in-law, and this weighed neavily on the mind of his wife, who was ill. Calling her husband to her bedside she said to him: "Sandy, lad, I'm verra ill, and I think I'm about to dee, and be fore I dee I want you to gie me a

"I'll promise," replied Sandy. "What The proper way is to begin by buying, promise."

# -CHAPMAN'S-

#### Sale of Wen's and Women's Knitted Wool Coats Also Children's

Sale continued today and Saturday. See the big display in our west window. The values offered are sensational. Men's and Women's Coats at \$1.98 and \$1.25, worth from 25 to 50 per cent more. Children's Coats, ages 5 to 10 years, at 75¢ and 98¢, worth \$1.25 to \$1.75. These prices cannot be

# Our Fall Catalogue Is Now Ready

For Out-of-Town Customers.

Send us a postal card with your name and address, and we will mail you a copy of our new Fall Catalogue by return mail. It is a style book of Women's, Misses' and Children's Garments, and represents the newest style for the fall and winter season. You are welcome to a copy. Send

#### duplicated anywhere. New Garments in Ready-to-Wear New New New New Waists Skirts Dresses Coats

Suits Visitors in the city for Labor Day, and town people going away for the holiday, will find our new displays in Women's and Misses' Ready-to-Wear Apparel represents the latest demands of fashion. In this early showing prices have not been affected by the war, as the manufacturers had the materials before the tariff changed. The woman who buys early this season will save a goodly sum, as shipments coming in from now on are all at advanced prices.

### Fine Blue Serge Suits

The material is the same as used in men's suits. Very fine quality indigo blue serge, made up in a strictly tailored style, Russian tunic skirt, 4-button coat, long in the back with silk buckle ornament, satin lined. Sizes 36 to 40 for women, and 16 and 18-year sizes for misses. Price \$20

### For Stout Women

New fall and winter suits, specially made for stout women. Blue and Black Serges, tailored in an extremely becoming, wellproportioned style.

Suits the same as shown in our Fall and 

Raincoats \$3.95 to \$9.00 In women's and misses' sizes. Rubberized Poplinette, Comes at \$3.95 and \$6.50.

#### An extra heavy Paramatta at \$9.00. Don't you need a raincoat before the fall rains set in?

HOSIERY Women's Cashmere Hose, fine pure Llama Cashmere, with re-inforced feet. Black, Sizes 81/2 to 10. Special value 35¢ pair, 3 pairs for \$1 Women's Silk Ankle Hose, dainty quality, good to wear and fit, no seams. Black

Women's Silk Lisle Hose. strongly re-inforced for hard wear. Black only. Usual 25c quality, but some are slightly imperfect. A bargain, per

only. Sizes 81/2 to 10. Per

#### **GLOVES**

Long Silk and Lisle Gloves, in black and tan, a few pairs only in white. Nearly every size. Were 50c and 75c. Clearance, per pair ... 39¢

glove for early fall, All sizes Per pair ..... 50¢

# COTTON SOCKS

sale Saturday. Per pair 5¢ Sale price ....... 39¢

A really charming silk dress, made in fine quality Pailette Silk, with collar and cuffs of white organdy. Waist is in the popular kimono style, with long sleeves. Skirt is in the new tunic style. Colors navy, alice, and black. All sizes. Moderately priced 

New Silk Dresses

Messaline Silk Dress, with vest of white moire and brocade silk, lace chemisette and lily collect. Long sleeves, Russian tunic skirt. Colors are brown, navy, alice and black. All sizes. Price ......\$11.50

### Many New Fall Coats

Balmacaans, Raglans, Blenheims and Cape Coats, made of golfines, sport coatings, zibelines and curl cloths. It is a fine display for this early in the season. Prices \$8.50, \$12.50, \$15, \$16.50 Ready-to-Wear Department-Second Floor.

Kayser Chamoisette Gloves natural, white and black also white with black points A very popular washable

Ten dozen Men's Grey Cotton Socks, good weight. On tached. Sizes 141/2 to 16.

## CHEVIOT SKIRTS

Blue and black, diagonal Cheviot Skirts, six gores, solid stitched hem. A splendid work skirt. Were \$2.50. Saturday ..... \$1.69

### MEN'S SHIRTS

hams, some with soft collar. Sizes 14 to 161/2. Regular \$1.00 value. Our special Men's Black Sateen Shirts,

made of good quality twilled. full size body, collar at-

# J. H. Chapman & Co., 239, 241, 243 Dundas

ang back on that, but I'll tell ye one hing, ye've spoilt the day for me,

OTHER POINT OF VIEW. [Judge.] "So you are taking summer boarders "Yep; we didn't have to, but my wife ves to hear 'em talk that city dialect.'

HIS STATUS. [Baltimore American.] The man you see over yonder is ookmaker.' 'Not a gambler?

"No; a popular publisher." APPROPRIATE. [London Sketch.] Gleaming in tenuous shafts of silve "I want a paraffin-gray hat with ame-colored trimmings." Yes, Madam. For a garden party?

"No. For a church-burning party." GREATEST EVER. [Kansas City Journal.] ome talk of Dedfern or of Worth, But when you call the roll

> Is capable Old Sol. he feats he tries, you must allow, Would stagger any man. He's busy turning out right now A million coats of tan.

#### A Real Flesh Builder For Thin People

A NEW DISCOVERY. Thin men and women-that big, filling dinner you ate last night. What became of all the fat-producing nourishment it contained? You haven't gained in weight one ounce. passed from your body like unburned oal through an open grate. terial was there, but your food doesn't work and stick, and the plain truth is ou hardly get enough nourishment from meals to pay for the cost of cool ing. This is true of thin folks the world Your nutritive organs, your funcions of assimilation, are sadly out of gear and need reconstruction. Cut out the foolish foods and funny sawdust diets. Omit the flesh cream rub-ons. Cut out everything but the

neals you are eating now and eat with every one of those a single Sargol tab-In two weeks note the difference Five to eight good solid pounds healthy, "stay there" fat should be the healthy, stay there have your weak, net result. Sargol charges your weak, stagnant blood with millions of fresh new red blood corpuscles—gives the head the carrying power to deliver blood the carrying power every ounce of fat-making material in your food to every part of your Sargol, too, mixes with your food and prepares it for the blood in easily assimilated form. Thin people gain all the west from 10 to 25 pounds a month similated form. Thin people the way from 10 to 25 pounds a while taking Sargol, and the new flesi stays put. Sargol tablets are a scientific combination of six of the best fleshproducing elements known to chemistry

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Sausages ... Try our celebrated Shortening 121/20 Ge our prices on contracts for the

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has been used for over SIXTY YEARS by MILLIONS OF MOTHERS for their CHILDREN WHILE TEETHING, with THE CHILD, SOFTENS THE GUMS.
ALLAYS ALL PAIN, CURES WIND COLIC, and is the best remedy for the strength of t