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THE LONDON ADVERTISER COMPANY,
LIMITED.

London, Ont., Friday, Oct. 25.

WILSON MAKES IT PLAIN.

ONCE AGAIN President Wilson in clear-cut fashion has put it up to Germany whether she will sincerely negotiate for peace or continue the struggle. The President has gone himself one better. The admirable candor and explicitness of his last note, in which unconditional surrender was insisted upon, is repeated with added force in his answer to Prince Max. The reply will be entirely acceptable to the Entente world, as it permits of no loophole of escape. A ruler vocabulary than the President's would have put it thus: "Put up or shut up."

Some of the President's critics have feared he would let down a little in his determination to see Prussia stripped of her power to do evil, but with crystal clearness the enemy is told that German impotence to war must be the basis of an armistice. There is no getting over, under or around the following:

"He deems it his duty to say again, however, that the only armistice he would feel justified in submitting for consideration would be one which should leave the United States and the powers associated with her in a position to enforce any arrangements that may be entered into, and to make a renewal of hostilities on the part of Germany impossible."

Furthermore Foch, Haig and Pershing are to have the say as to what the conditions shall be. That means an iron guarantee that Germany's fangs will be drawn, her claws clipped to the point where she is helpless.

Once more the President insists upon a German government honestly, unquestionably of the people. He does not believe that the kaiser's ruling has been superseded by popular government as maintained by the German chancellor. There can be no peace negotiation so long as the warlord and the military authorities retain the slightest vestige of control over Germany's affairs. In direct, definite manner that cannot be misunderstood Germany is told that she must first kick out the Hohenzollerns, put in their place representative government and then submit to terms which will make her incapable of future mischief. That is the Entente feeling, and the President has reflected it perfectly. There is no word or syllable in the whole note from which the gang of criminals at Potsdam can get the slightest hope of pulling out of the war without being punished to the full. If they had hoped to raise differences between the Allied powers they have failed. The President shows Washington in complete accord with London, Paris and Rome. Best of all the reply rings with iron determination to see the matter through.

TOO KINDLY SOULS.

A CITIZEN who is conspicuous for his kindness and generosity thinks something should be done for Bulgaria because of the latter's dropping out. He represents an element in every community that is too ready to forget and forgive. This is a dangerous sentiment to be abroad at present and is one of the things the kaiser and his gang are building upon to escape the heavy punishment they deserve. Why should Bulgaria, the meanest, most treacherous and savage of all Germany's allies receive anything short of the most severe punishment? The Bulgars entered the war with the cold-blooded selfishness of the Teutons. Serbia was stabbed in the back, overrun, enslaved, butchered, while the alliance with Turkey permitted the wholesale slaughter of Armenians. Bulgaria did not quit through any unbelated desire to help right against wrong. Not until the Germans and Austrians were hopelessly thrashed and her own armies rolled up did she surrender. The completeness of her capitulation shows how guilty she recognized herself to be. The Entente powers should do something "to" Bulgaria, not "for."

TO THE NEW BOARD OF TRADE.

IF THE NEW board of trade, with its magnificent organization of citizens from all walks of life in the community, is to move forward without friction and dissatisfaction those pitfalls which are usually in the path of similar movements must be avoided.

There are several of these danger spots in the road ahead that all may see if they do not follow the star of enthusiasm too blindly with their heads in the clouds. First of all, and foremost, should be the realization that thought of sectional control of the organization must be banished from the minds of all. Nothing will sap the vitality of the new-born citizens' league more quickly than an attempt at control by one man or by one clique of men. We believe the leading spirits of the movement are conscious of the necessity for the most careful consideration of this phase of the situation. There are hundreds of men in London capable of taking a part in public affairs and the board of trade presents them with an ideal opportunity to express constructive ideas and to consider the problems of the city strictly on their merits. If a regime which is ready to back up the element that is ready and willing to advance itself by any means manages to secure control, the board of trade will be falling far short of the high aims and hopes of those who see in its possibilities a chance for the creation of a new civic spirit and an end to political domination of all civic affairs. It should be an organization to which the humblest or the highest of citizens may bring his problem, confident that he will be able to receive a measure of civic justice which is not always possible under

the old style "boss" methods that have largely controlled the city in the past.

Another danger to the welfare of the organization at its very inception should be pointed out at once. When the city council proposed a grant of some \$600 for the purpose of making aldermen and officials members of the board of trade at the expense of the city, it adopted a short-sighted policy, to say the least. Here was presented the spectacle of the "city fathers" who should be most concerned in the welfare of the city as a whole agreeing to accept memberships, paid for by taxpayers, in a new organization which sought the private subscriptions of all citizens. The motive may have been entirely different, and the aldermen may have thought it was simply a case of co-operation with the new organization. But the effect on public opinion was far from satisfactory, and the board of trade lost a good many members as a result of the ill-considered action.

The Advertiser understands that a number of aldermen have taken out memberships personally, and believes that other members of the council, as well as the civic officials, will be well advised to follow suit. If the aldermen are not sufficiently interested in the board of trade movement to become members of the paid-up rank and file the interest of the private citizen might be measured in proportion. Here is a twist in the situation that should be straightened out at once.

A MINISTER'S VACATION.

CANADA'S minister of labor is taking a vacation at a time when the possibility exists of the most serious labor situation in the history of the country.

The minister quotes the press to the effect that "capital and labor have got along in Canada with less friction than in any other belligerent country."

If this be true the good temper of labor has had more to do with it than the capacity of Canada's labor minister, and if it be true, was not Canada ill-advised to make striking a criminal act when we were getting along "with less friction than in any other belligerent country"? It is an awkward time for a minister to leave his desk, the general conclusion being that he has been requested to acquire "that tired feeling."

TO SPRINGBANK AGAIN?

ONE OF THE first questions that should be discussed by the new board of trade is the problem presented by the city water supply.

A local paper is authority for the statement that one element of the utilities commission is considering a proposal for the construction of a 20,000,000 gallons reservoir at Springbank, and a new pipe line to the city at a cost of some \$500,000. So that the whole question again comes to the forefront of public consideration, as well it may.

Many citizens, of course, were of the opinion that Springbank had become virtually exhausted as a supply from which any large amount of water might be drawn, especially in view of the large expenditures made on the Beck wells, the Horton street pumping station and reservoir, and latterly, the Foster wells beyond the city limits. The development has been of a patchwork character, and if Springbank now is to be developed and a large sum of money expended, citizens will wish to know just what the prospects are for securing an adequate supply for many years to come. They will not look with favor upon any proposal to spend half a million dollars simply to handle the present visible supply of water available at Springbank. When the money is to be spent ratepayers will wish to have a hand, and they will in all probability demand some solution which will involve a centralization of supply, as well as an adequacy of supply.

The board of trade should be ready to discuss such a question and to give the citizens a lead before more money has been thrown away.

EDITORIAL NOTES.

Do your Victory Bond buying early and often.

Within a few weeks the Allies will be knocking in the Hapsburg's back door.

"The fidelity of barbarians depends on fortune." What a timely quotation for Germany.

The German nation has long been in the saddle. Now it is to ride—Prince Max. But the kaiser continues to crack the whip.

The "overworked" Crothers has given himself a brief holiday. The public would extend that indefinitely if given a chance.

We are certain of one thing when we read the Toronto Telegram, and that is that we are not reading the Christian Science Monitor.

It is worth noting that so long as they were winning the German people heartily approved of the junker government which they are now trying to reform.

Theatres all over the country are suffering exceedingly heavy losses, but let it be said for the most of them that their managements play the part of "good sports."

Lone bandit boards train in Toronto suburb, ties up express messengers, takes \$20,000, leaps from flying train, commandeers automobile and escapes. Beat that, Bill Hart!

Hindenburg tells his staff he is "supporting the Government instituted by his majesty." That indicates clearly enough there has been no essential change in the rulers of Germany.

During the few days intervening between the dispatch of Germany's note and Wilson's reply 65,000 American troops landed in France. That will help to emphasize the President's demands.

WHERE LIARS GO.

(Montreal Star.)
"Where do liars go?" was the arresting title of a recently advertised sermon. Some go into parliament and some drift into men's furnishing stores, but the majority come home in the small hours and swear off next morning.

LET'S PRAY FOR THIS.

(Philadelphia Record.)
The Allies will have sufficient means to compel Germany to pay the bills and surrender at least a representative portion of the grosser criminals. German armies occupied France till the last of the indemnity was paid. Whether peace is made at the Rhine or at Potsdam, Allied troops will occupy Germany till the restoration is paid for and an example is made upon the gallows of the most brutal of the military commanders.

BITS OF BYPLAY

BY LUKE M. LUKE

(Copyright, 1918.)

Huh!
Isn't it wonderful what science can do?" said the Landlady. "I see that they have produced the seedless prune." "I don't see how," replied the Hebrew, "that," replied the Boarder. "It would interest me more if you succeeded in producing the pruneless prune."

Fact.
"Son, no matter what your station," said the wise old Mr. Blodgett; "You don't have to hunt temptation; You'll be lucky if you dodge it."

Soak 'Em, Boys!
Each Hun decease
The tribe decreases;
Well, give 'em peace
When they're put in pieces.

Ouch!
"The powers of a justice of the peace are limited, aren't they?" asked Smith. "What is the longest sentence a justice of the peace can impose?" "Marriage," replied Jones.

How to Get Rich Quick.
The department of agriculture informs us that one seed of cotton planted and replanted will produce 40,000,000,000 seeds in six years. Then all you have to do is to plant and replant 400 seeds of cotton for six years and you will have all the cotton seed in the world.

Our Joe Miller Contest.
Johnny Fay claims that the oldest joke is the one about the man who was arguing that Edison was the greatest

The Advertiser's Daily Short Story

(Copyright, 1918, by the McClure Newspaper Syndicate.)

THE DREAM DENIED.

By A. W. Peach.

In the quiet of his college room Richard Martin fought out the old battle between ambition, dreams and duty. On the desk before him lay the faithful note, written in the wavering hand of old age.

It was his last day of last evening. That afternoon the final exercises had been held and he had been told that the busy, workaday world of men. His lips tightened as he thought of the old man who had been his father's friend. His lips dropped in repose that is born of tenderness as he thought of Ruth.

He had not really known her until the senior year when the senior girls and men had gathered in the upper classes. She had appealed to him in a thousand ways—the music of her voice, the soft dark hair that made her eyes, the soft dark hair that made her eyes, the soft dark hair that made her eyes.

Then he had met his father and mother, and it had dawned upon him that he had been dreaming. He had discovered that Mr. Leighton was far from wealthy. He had discovered that in fact, as Richard told himself a bit hopelessly, Leighton was an aristocrat in the terms of the world.

He picked up the brief note from his mother, which told him that his father had suffered a shock and would be helped best by rest. He had not realized, Dick asked himself, that something might happen? All he had thought about was the fine opening in the city that had been promised him.

First he wrote a note to his mother. Then he picked up his cap, set his shoulders squarely and started down from the college hill to the cottage, where Ruth roomed. On the way he passed his old friends who bade him farewell, telling him at the same time of their own happy plans.

By the time he reached the cottage his heart was aching within him, though there was no wavering in his mind. He rang and was ushered into the reception room.

"Ruth, I am really here to say good-bye," he began quietly when Ruth came in. "If I have forced word that means my return to the old place for—well, for the best years of my life. I was wrong."

"Suppose we sit down, Dick," she broke in. "In the dusk of the room he faced her and went on, wrapped in the renunciation he was making. 'I want to tell you how much I love you, just as I have planned—but—well, Ruth, I'm going back to the old place. Father has had a shock—and somebody must help him. If he had kept well—no, I owe them everything. I am going home.'"

"I see," she said as quietly as he. She had never seemed quite as beautiful to him as then, with the dusk in her eyes, her voice and her hair. He held himself with firm grip upon his will.

"I wish things could be different, from the very bottom of my soul. My duty is plain, however, and I shall get my joy out of other's happiness, I hope."

CUT THIS OUT

OLD ENGLISH RECIPE FOR CATARRH, CATARRHAL DEAFNESS AND HEAD NOISES.

If you know of someone who is troubled with Catarrhal Deafness, head noises or ordinary catarrh, cut out this formula and hand it to them and you may have been the means of saving some poor sufferer perhaps from total deafness. In England scientists for a long time past have recognized that catarrh is a constitutional disease and necessarily requires constitutional treatment.

Sprays, inhalers and nose douches are liable to irritate the delicate air passages and drive the disease into the middle ear which frequently means total deafness, or else the disease may be driven down the air passages toward the lungs which is equally as dangerous. The following formula which is used extensively in this camp English climate is a constitutional treatment and should prove especially efficacious to sufferers here who live under more favorable climate conditions.

Secure from your druggist 1 ounce of Parmitin (Double strength). Take the home and add to it ¼ pint of hot water and a little granulated sugar; stir until dissolved. Take one tablespoonful four times a day. This will often bring quick relief from distressing head noises. Clogged nostrils should open, breathing become easy and hearing improve as the inflammation in the middle ear is reduced. Parmitin used in this way acts directly upon the blood and mucous surfaces of the system and has a tonic action that helps to obtain the desired results. The preparation is easy to make, costs little and is pleasant to take. Every person who has catarrh or head noises or is hard of hearing should give this treatment a trial.—Adv.

invented the world has ever known. He turned to a Hebrew who was standing nearby and said: "Don't you think that Edison is the greatest inventor in history?" "Well, replied the Hebrew with a smile, 'the man who invented interest wasn't such a slouch.'"

Names is Names.
Will Wrinkle lives in Independence, Ind.

Our Daily Special.
Credit Breeds Extravagance.

Luke McLuke Says:
A man never realizes what a dummy he is until one of the children asks him a question like, 'Which is latitude and which is longitude?' and then he has to stall around and pretend that he is too busy to answer such a simple question.

Some people seem to imagine that the ups and downs of life mean talking yourself up and running other people down.

At that, the questions asked by children go to go to an old country farm, the answers given by their parents. So spend your nights that when you get up in the morning you can look at yourself in the mirror without feeling ashamed of yourself.

Even though you hate a man, don't knock him. No matter how ornery he may be, he usually has enough friends to take his part and gain you a reputation as a knocker.

What has been said of the old-fashioned hog who explained his over-eating by saying that he didn't want to die in debt. And what has become of the old-fashioned eugenic marriage system that was well to make an ideal stock farm out of this nation?

He said tensely. He held out his hand. "Good-bye, little chum." "Quiet, passive, his own hand lay in his for a brief moment. "Good-bye, Dick; I hope everything will be just as you wish."

Outside in the evening dusk he looked up at the stars as men have looked for comfort through the ages. "She understood that shadow, things for the best with me; even love cannot make the sacrifice. Well, perhaps there is a destiny for me, and I shall find the best after all," he thought to himself.

The next day he took the early train for the city, purchased some gifts for his father and mother, and started homeward. The great farmhouse loomed through the trees and Dick's heart thrilled with a bit with pride. It was a splendid home of its type, keeping the stern but beautiful lines of the old architecture. Into it most of his father's money had gone through the hard years. The lights gleamed out from the windows, and always seemed so cheerful and soon the span drew up before the door.

He jumped out, rushed in, and caught his mother in his arms; then he went to his father, and the trembling pressure of the sick man's hand was a blessing and a benediction. He turned from the invalid's chair to go to the hall and stopped, starting.

In the door stood a girl's figure; her smooth, oval face, rosy under the light; that turned dark and dark-haired, she stood there. Ruth in spirit and form!

He rubbed his eyes as he stared and gasped her name. "With a laugh, half tearful, half merry, she came to him and put her arms on his shoulders, and in his eyes he saw 'Dick,' her voice said, 'aren't you glad to see me?'"

"He picked up the tightly to him. 'Ruth, what does it mean?'"

"It means just this: That if you do intend to leave me, I do not intend to be left! I thought when you said good-bye that you didn't want me—you acted so—so funny. Do you?" "Do I? Oh, little sweetheart, you don't know—you don't; but do you mean that I want to go—even to the very end?"

"It is a beautiful home. You forget that father spent his boyhood and early days at just such a beautiful place—'You bet I did! And now you youngsters put off your love-making for a little. I want to ask Dick about some of the trout brooks around here. I'm going fishing in the morning.'"

Dick had whirled about to find himself facing Mr. Leighton, whose hand was out.

As their hands met firmly Leighton's voice lost its banter and his eyes were steady, though there was a twinkle in them. "Dick, I shall be proud to have you for a son—as I would have told you if the college if you had asked me, and as regards your future wife, let me tell you that she has been brought up in the good old-fashioned way. She is of the hills, she belongs to the hills, and I'm mighty glad a man of the hills has won her. That's a thundering long speech for me to make; but I guess you see how I feel."

Week-End Footwear Bargains That Mean Great Savings To You At

THE GREAT VICTORY SHOE SALE

THE MONEY YOU SAVE HERE WILL HELP YOU TO BUY VICTORY BONDS.

Look over this list of bargains. See our windows. Then come inside and see our wonderful display of wholesome footwear bargains for every member of the family.

Right here, men, is the shoe you have been looking for, an all-leather shoe, full rounding toes, a splendid shoe for seuff work; big snap for today and Saturday. Only\$2.48

Men's Dark Brown Calfskin Shoes, with guaranteed fibre soles and rubber heels, recede toes; splendid value, at\$4.98

Men's Tan and Black Grain Leather Work Shoes, all solid. See them today and Saturday\$3.98

Men's Chrome Cowhide Work Shoes, a snap, at\$2.98

Boys' Good Serviceable School Shoes\$2.49, \$2.98 and \$3.48

Boys' Genuine Tan Elkola Leather Shoes for school or work, Williams' make. A world-beater, at\$4.23

Chapman's Drygoods and Ready-to-Wear Stores

The Central Shopping Place of London

Ladies' Waists

Habutai silk, made with convertible collars, neat pin-tucked fronts, fastened with fancy buttons, sleeve finished with buttoned cuffs; a guarantee with every one; in white or black.

Sizes 36 to 44, only\$4.75

Sizes 46 to 54, only\$5.50

LADIES' WAISTS, in black poplin, high collars or low fronts, fastened with silk buttons, fancy cuffs on sleeves; satisfaction guaranteed; sizes 36 to 46. Only\$2.25

Knitted Petticoats

Heavy, with extra close-knit yoke, and draw string, in grey. Only\$1.50

PETTICOATS, heavy knitted, all wool, a warm, neat, comfortable skirt, in grey and cardinal. Only\$2.50

Ladies' Combinations

In fine wool, cream color, unshrinkable, long and short sleeves, ankle length, Zenith brand. Per suit\$3.00

LADIES' FINE KNIT WHITE AND GREY VESTS, high neck, long and short sleeves, drawers to match. Only, each79c

INFANTS' FINE ALL-WOOL BUTTONED FRONT VESTS\$1.00

The same in wool mixture59c

Hosiery for Ladies and Children

LADIES' BLACK CASHMERE HOSE, double heel and toes and sole, wide seam at top; sizes 8½ to 10½. At, per pair60c, 75c, \$1.00 and \$1.35

LADIES' HEAVY BLACK LISLE HOSE for early fall wear, double heel and toe, perfect, seamless; sizes 8½ to 10. Only 50c pair

LADIES' CASHMERE-FINISHED HOSE, in cream and nigger brown, seamless, double heel and toe, five-inch hem; sizes 9, 9½, 10 and 10½. At, pair50c and 75c

BOYS' WEARWELL SCOUT STOCKINGS for boys or girls, heavy 1-1 rib; sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½ and 10. Prices 60c, 65c

Underwear

LADIES' FINE KNIT WOOL-MIXTURE VESTS, in natural and cream, drawers to match. Each\$1.00

CHILDREN'S GREY UNION VESTS AND DRAWERS, 2 to 12 years. Priced, according to size35c to 75c

CHILDREN'S WARM NATURAL WOOL VESTS AND DRAWERS, 2 to 14 years.\$1.00 to \$1.50

Ladies' Corsets

Self-reducing, made of English coutil, unbreakable steel filling, low bust, high hip, elastic section at back, splendid value. Only\$4.00

Dress Goods, Coatings and Silks

THREE PIECES DRESS GOODS, 36 inches wide, in light grey, dark grey and blue grey, neat heavy, but strong and serviceable, worth 50c a yard. On sale at35c yard

TWO PIECES DRESS GOODS, 36 inches wide, in blue and grey and black and grey, a splendid wearing material for dresses; present value 75c yard. On sale at50c yard

FIVE PIECES TWEED DRESS GOODS, 37 inches wide, in mixtures of brown and grey, blue and grey, red and grey, green and grey and black and grey. This is a very smart, serviceable material, well adapted for dresses or skirts; present value, \$1.00 yard. On sale at59c yard

BLACK SERGE, all pure wool and old permanent dye, 40 inches wide, worth \$2.50 a yard. On sale at\$1.75 yard

THREE PIECES HEAVY COATING, all wool, 58 inches wide, in beautiful colors of brown, Oxford grey and dark brown and burgundy; present value not less than \$7.50 a yard. On sale at\$4.75 yard

SILK POPLINS, a full yard wide, in a beautiful rich silk finish and a choice range of colors, and also in black; worth \$2.50 a yard. On sale at\$1.69 yard

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J.H. CHAPMAN & CO.

239, 241, 243 DUNDAS STREET

Men's Dark Brown Calfskin Shoes, with guaranteed fibre soles and rubber heels, recede toes; splendid value, at\$4.98

Men's Tan and Black Grain Leather Work Shoes, all solid. See them today and Saturday\$3.98

Men's Chrome Cowhide Work Shoes, a snap, at\$2.98

Boys' Good Serviceable School Shoes\$2.49, \$2.98 and \$3.48

Boys' Genuine Tan Elkola Leather Shoes for school or work, Williams' make. A world-beater, at\$4.23

Special Sale of Rubber Boots Saturday Only

Every man who requires Rubber Boots should not miss this special sale.

Men's White Rubber Hip Boots and White Rubber Trouting Boots, \$9.00 and \$10.50 values, Saturday for\$5.95

Men's Black Rubber Hip and Trouting Boots, black, red and grey soles, \$8.00 and \$9.00 values. For\$5.95

Men's Short Rubber Boots, \$6.00 and \$7.00 values. For\$4.98

Brown Rubber Military Boots, \$7.50 value. For\$4.49

All sizes of the above lines in stock.

Children's Shoes89c to \$2.48

Ladies, don't miss this big bargain; 85 pairs of fine dress shoes, black with white tops, high laced, with high heels and pointed toes, also brown kid with fawn tops. These shoes are worth \$5 and \$6 a pair. To clear Saturday, at (all sizes in stock)\$2.69

120 pairs of Ladies' Beautiful Mahogany Calf Laced Shoes, sport last. Be sure and see them. On sale Saturday at\$4.98

Ladies' Dark Brown and Tobacco Brown Laced Shoes, with Aene, Neolin and Tennis soles and rubber heels, Victory sale price\$5.95