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Shopping Days

Mondon Advertiser

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Noon Edition.

\$2.00 per year by mall.

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TORONTO REPRESENTATIVE: The London Advertiser Company,

LONDON, FRIDAY, DEC. 18.

FRANCE NOT DECADENT.

le were rapidly dropping back to second or third row amongst the neration, was the general impression. onflict to dispel this idea, and when sian people (good). to battle of the Marne was concluded a time it seemed as if France would st moment, came the dramatic turn-

et to do with the fine showing France made in the war up to date. It was all of 1870. France entered that coned thas these soldierly qualities could utilized to advantage. With but it's results that count of the campaign falls to show has been in error to any seriplete confidence of his men was shown by their splendid steadiness during the trying period when they were in re-

supreme test of a nation's strength and virility. If this be true, then France is anything but decadent.

AND IT IS CHEAP.

In spending \$1,000,000 every three days for war, Canada is paying dearly for her indulgence in "entangling European alliances," but doubtless the Canadians of the next generation who will stagger under THE above is from the Detroit that load of debt will think it cheap.

Journal, which has been consistently pro-German since the outbreak, of the war. That seems the simplest way to account for he jibe, as it is not conceivable that the people of Detroit, who are in such close touch with Canadians socially and commercially, have so mistaken our motives. "Paying dearly for her indulgence in entangling European alliances," suggests that we could, if we would, stand aside and let the Mother Country fight it out without any assistance from us. It is true that Britain has never asked for, much less demanded, our aid. It has always been voluntary, and it is that spirit that has made the Empire the mighty influence that it is today. But Canadians would no more desire to stay out of a war in which England was involved, than would the people of Michigan were the United States Government to declare war on some other power. We are in this war to help Great Britain in the sense that it includes Australia, India, New Zealand and all other sections of the Empire,

THE BALLY CENSORS.

simply never occurs unless the human civilized world to either forget or for- say to the bombardment of sleepy, machine breaks down, or the printing give it. machine breaks down. Christmas, New Year's or any of the other days on which the public in general rests are days on which news is made as on who set up for such oracles of other days, and there is no rest for those who have chosen the handling of this news as their calling. Yet the ewspaperman would be the last to onsider himself a martyr to his work. the firing line. His editorial rooms are destroy Germany is to get the coast his second home, if not his first, He loves his work, or be would not be engaged in it, because only those who love newspaper work do not regard long hours and unbroken years as a burden remain at it. This year, since the war broke out during the holiday season, few men of the newspaper staffs have had vacations. Even if world's history were ticking over the

censors, so to speak-are not news- plodder, who works ahead systemati-

not be at the office to transmit news to the bally newspapers after it has been submitted to them for the space before Christmas until 9 o'clock of Christmas night. It is a fine old British tradition that Christmas should be observed fittingly, especially by those who are accustomed to much leisure. But the British public will be slow to appreciate the cutting off of official news for more than a whole day, at a time when the world is on the tiptoe of expectation for word of the result of the daily fighting. It may be impertinent to criticize the censors, but the newspaper publishers of the country will regard such an unnecessary action as more stupid than brilliant. The men in the trenches have their work to do on Christmas. And the people of the British Empire also serve in many ways, although they seem to stand and wait. Women in this city are giving up their Christmas Day to make the soldiers more comfortable. Millions of dollars have been sent by the readers of newspapers, in many instances through the direct appeal of the newspapers. But the censors must throw down an important duty because

THE NEW RUSSIA.

That her virility, vigor and I today is that a land seething with lor were being sapped by galety, revolution and disruption a year ago revergnce, unbelief and physical de- has been united by the war. It may took just about three weeks of the Russian Government (bad), and a Rus. rance stood out strong and stable, united, sober and terribly strong. Nihilinners of a fight that called for the ist, Cossack and old-fashioned pietist ighest manhood. Caught unawares by fight without a jar or a hitch, as one Prussian drive at Paris, great organism. And, almost more with greater ease than are one with the Russ in hatred of the in 1870. The Government, Teuton assailant, and determination ed away to Bordeaux, and the nation Orthodox, Catholic and Jew against as buried in gloom. Then, at the dark- the butchers of humanity that has begotten a nation

MR. RIDDER'S PLEA.

TERMANN RIDDER, editor of New hope Mr. Ridder has had his eyes opened to the folly of defending Prus-

iman beings in Europe were marching shoulder steadily and surely, along the road to a better and nobler day. Happiness, like a cloth of gold, was being spun to stretch from the North Sea to the Mediterranean and from the Atlantic to the crests of the Ural Mountains. The cause of freedom and of social betterment was progressing, if not fast enough to satisfy the most impatient socialists, at least advancing within the steady bounds of liberalism. Some of us had even perceived broad rifts in the clouds of militarism and autocratic feudalism that have blanketed the international development of peace and good will among

How doomed to disappointment have we been! The majority praying for peace have been powerless in the hands of the minority cursing

us with war. We have cast aside the burden of mankind. For each step we have been stumbling forward, each step won with such infinite pains and sacrifice, we are now hurrying backward at a pace that numbs the heart. How we shall have to fight to regain this lost ground! Our sons and our sons' sons will be forced to stagger under the burden that a few in an insane moment

have placed upon them all. Christmas is approaching, but the carols of that sacred day will be muffled with the ache of a million broken hearts. The terror of it is with us all the day and all the night. There is a day of reckoning come, when the books will be balanced and then God pity those whom humanity shall hold responsible for this sacrifice.

JETTISON. TETTISON is throwing goods over-

board, in order to save the ship. The London Times commenting on the missed the Conservative press' slam conduct of the Germans in bombarding at Sam. unfortified coast towns in England. says: "We shall not discuss the prescriptions of international law, because and succeeded, but the cemeteries are the Germans jettisoned alike all filled with folk who skated over thin Go smile on the highways and byways. principles of international law and all ice once too often. dictates of society."

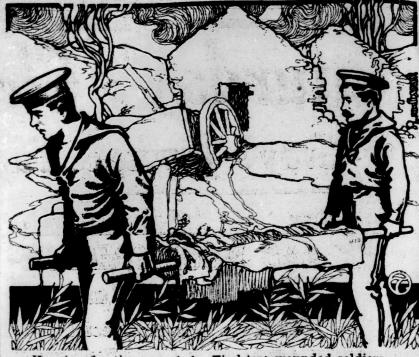
Long before the Germans bombarded big or little. And as to the price, we principles of any kind to throw over- Evidently the only way to be rid of him can't imagine any debt too heavy to board. Their first and greatest act of is for the United States to enter the neur if it has helped destroy forever atrocious murder, the invasion of Bel- war and send him to the front. any chance of Prussian "Kultur" being gium, has been condemned by the whole world. That act proved that they had no principles that they could jettison or with quietly using his influences, to throw overboard. It will take Ger- good effect against the gentle Ger-PUBLIC HOLIDAY to a news- many many years to atone for its con- man practice of dropping bombs on A paperman is a misnomer. It duct towards Belgium or cause the women and children. What will he

GERMAN SCIENCE.

THE ignorance of these Germans modern wisdom and culture is something impressive. In his later work, "Our Future," which has had an enormous circulation in Germany, Berhardi makes the astonishing assertion that our true reporter is never far from England's grand object in attempting to States. American war is immeasurably great he says. "The differences between the two countries are so great that Eng. | get. land must constantly calculate on the

possibility of an Anglo-American war." This is as funny as the pipe dreams sary as a Christmas decoration, they could have had them there was of Indian uprising. Canadian civil war, not any desire to take them when the and the eagerness of Britain's overmost important happenings in the seas self-governing dominions to secede nobody to spend it on. from the Empire. All these things were prophesied by the Kaiser's diplomatic experts. The truth about Gertleman who select the news-the bally man culture is that the German is a

DAILY WAR PUZZLE



Hunting for the wounded. Find two wounded soldiers. ANSWER TO YESTERDAY'S PUZZLE-Upside down in front of

OUR POETS OF WESTERN ONTARIO

BELGIUM.

FRANK BROWNE.

Thou battlefield of Europe, one needs still Think much of the old fields, the fought, the lost Since Caesar turned from Gaul, or impetuous hos Of Marlborough swept red ruin from a hill At Ramillies and Oudenarde: or shrill That closed the hundred days-thou battle tossed Aye heroes all! in this thy stricken hour, Our hearts do yearn towards thee, queenly great As France when snapped she Bourbon tyrannles; As Switzerland and the Venetian State, As Poland in her final agonies; Bayard of nations, great art thou as these

THE SPRING.

Merrily, merrily, lilts the spring; Blush of a rose the summer time. Late, ah late, the ripening

What are the tares that beset the field? Is the strength of youth as the strength of morn, Are the strongest they who the latest yield?

Ouf autumn fruit brings winter rhyme.

The length of its course the stream must flow. And often the tales of the years are told. Tis a footworn path that the pilgrims go As the years grow old.

Blush of a peach is the cheek of a girl, Withered and wan the cheek of a crone-The many who chase the wind-blown curl Leave the grey alone!

far-reaching views, the very test of orange and purple one. true culture, he is a child. He can invent a cannon to batter down steel and concrete, but his report on foreign politics is material for an appendix to new edition of Grimm's Tales.

EDITORIAL NOTES. Tipperary' seems a little bit nearer.

The Berlin version of that raid will be as surprising as the raid itself,

When it keeps hanging around zero, it's the meanest of mean tempera tures.

These snappy mornings the prosaic pancake and the simple sausage are positively idyllic.

It has been said of the Kaiser that he imagines himself a modern Caesar. vell, the majority of that breed were We have robbed you of joy and of sunmadmen.

Premier Borden says that he has no read a paper for weeks. Wonder if he

That German squadron took a chance,

Harry Thaw looms up again, his case the English coast towns they had no having reached the Supreme Court.

> President Wilson has been credited old English coast towns, that never did anybody harm?

Christmas Chimes

Take a lesson from the submarine, and explode some Christmas cheen where it is least expected.

Maud, we hardly think "The nd of Modern Crachetting" would be a suitable gift or a boy of 15. We sugclear for an attack on the United gest "Bertha, the Beautiful Boiler-

> He is a poor guesser who doesn't know by this time what he is going to

front, mistletoe will become unneces-The saddest sight we know of is bachelor in Toytown with a roll, and

Christmas giving is simply the overflowing of Christmas living.

night.

papermen. Even though the world gets cally in some special groove, but when We caught them looking at a window

In this struggle for national life, we return to basic conditions. The nation is all of us. The strength and life of each is the strength and life of all. The treasure of call the strength and life of all. The treasure of call the strength and life of all. The treasure of call the strength and life of all. The treasure of call the strength and life of all the strength and life of all the strength and life of each is the treasure of call the strength and life of each is the strength and life of each is the strength and life of each that was useful, there a longer reach that was useful, there are alonger reach that was useful, there are not make and neight gave a longer reach that was useful, there are not make and the strength and life of each is the

it comes to large generalizations and full of ties, and we hope it is not the

[Pittsburg Dispatch.]

The gaps in the British line in Belgium and France have been filled, according to the authority of Kitchener. But it will take a greater power than hener's to fill the gaps made in British homes

AN IMPOSSIBLE TASK.

FORRIDDEN TO MOURN. [Detroit Free Press.] Public mourning for the dead in the

war is forbidden in some of the countries engaged in the conflict. We have taken your sons and your fathers.

We have widowed the mothers of men We have sent to the fray All your loved ones and they May never embrace you again. We have come to your homes with our soldiers And taken the babies you've borne,

Our trenches are filled With the numberless killed, And now we forbid you to mourn.

And given you grief and despair, We have shackled your lives With unmerciful gyves

And now we forbid you to care.

We have left you in homes that are cheerless With hearts that are bleeding and torn, But it weakens the line To have women repine, And so we forbid you to mourn.

And laugh o'er your beautiful dead, Let none of you cry, But stifle the sigh That hurts worse than bullets of lead.

When women are wailing and weeping And children distressed and forlorn, It is harder to find Men for work of this kind, And so we forbid you to mourn.

Brave you have been, but still brave Your king now commands you to be. In your breasts you must keep All your sufferings deep, Nor weep where a stranger may This is the will of your monarch, In silence your griefs must be borne; You must give us your men For our trenches, and then Make never a sign that you mourn.

POOR GEORGE. [Grand Rapids Press.]

He came down the garden path, a sad, sorrowful figure. She watched him with anxious eyes. "How did father take it?" she asked.

"Oh, I am so glad, George!" she cried.
"Are you?" he replied, flopping forlornly by her side. "Well, I can't say
that I am, dear. At first your father wouldn't listen to me."
"Why didn't you tell him that you had two thousand five hundred dollars in the bank, as I told you to?" she ex-

"I did, after all else had failed," answered George dejectedly.
"And what did he do then?" "Do!" echoed the young man, passing

If many more men are called to the his hand wearfly through his hair. "He borrowed it!"

SERVICE IN LIFE AND WEALTH. [London Clarion.]
In this great adventure we are equal.

To an intimate friend, or relative, a gift of a handsome Down Comforter is truly a delight. A large shipment of Arctic Down Comforters has just been received in time for Christmas. We can satisfy every taste and purse. Prices are extra special at \$3.50, \$4.50, \$5.75, \$6.75, \$8.75, \$10.00, \$14.00.

enemy's shrapnel is generou ance for their wives, children and de pendents; lifelong maintenance for thos who in the country's service lose limbs or the means of livelihood; and such little consolation as security of sub-sistence can afford to the bereaved widows and orphans of our heroes fallen

in battle. If we are the great and magnanimous nation we claim and believe ourselves to be, these compensations will be granted without discussion. If our ruling classes demur to these vital conditions of national greatness, our defeat will show that we deserve it.

A TRAMP'S PHILOSOPHY.

[Buffalo News.] I've been 'round this country from Texas to Maine. And mostly with nary a red;

I've walked it for miles in the wettest And slept on a board for a bed. But I've learnt a few comfortin' facts by the way, While livin' this queer life of mine,

And the principal one of the lot, let me Is "It's better to whistle than whine." know that the winter's a-comin' on

I'm aware that a home I ain't got; see that the clothes I'm a-wearin' won't last Till I reach a more torrider spot.

But nobody has yet discovered in me anxiety's tiniest sign; And it's jest 'cause I learnt in my youth, don't you see, That "It's better to whistle than

It strikes me somehow that it's mighty blame queer That fellers much wiser than me Keep kickin' because this terrestrial Ain't jest what they want it to be.

Their parents have filled them with Latin and Greek, But their logic ain't equal to mine, or else they would know every day in the week, That "It's better to whistle than

CHAPMAN'S

And Now For the Final Joyous Christmas Rush!

CHRISTMAS IS A WEEK FROM TO-DAY. Make this your Christmas store for the five remaining days of hurry and joyous participation in holiday shopping. The thousands of practical gift things that our stocks of seasonable merchandise afford are displayed on the main and second floors. Dolls, Gloves, Hosiery, Neckwear, Waists. Dress Goods and Silks are on the main floor. Books, please remember, are upstairs.

edorsed by librarians, Sunday School committees and those who make a study of children and their books.

BOOKS FOR BOYS THE ALGER SERIES, by Horatio Alger, Jun.,

Over fifty different titles, a fascinating series. Price, BOY SCOUT BOOKS, by Ralphson or Payson-Cloth bound, library edition. Price, 25c each. The Aviator Boys, The Motorcycle Boys, The Bungalow Boys, The Bird Boys, The Border Boys, The Motor Rangers, The Dreadnought Boys, and FRANK W. WEBSTER BOOKS FOR BOYS.

luding Two Boy Gold Miners, The Boys of the

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MESSALINE AND DUCHESS SILK-Beautiful satin finished, high-grade quality. In black, ivory and all wanted colors, 36 inches wide. Regular \$1.25. Special at, per yard98c SILK CREPE DE CHENE-Exquisité fabric for

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erticles of stamped linen. Regular 50c and 60c. At, TRAY CLOTHS-Regular 25c, 30e and 35c.

MOIRE PETTICOATS, in navy, royal and black BLACK MOIRE PETTICOATS-Extra good English make, all lengths and

TANGO SKIRTS, of silk, Jersey knit, with satin

Immense Variety of New Down Comforters, \$3.50 to \$14.00

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sky. A dainty gift, each in a box. Price\$1.00

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white and colors. Boxed, at 590

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atin lined, large size; were 750 and

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inches wide, black and colors, at per

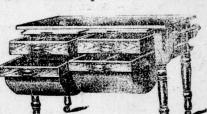
TWEED SUITING—A week-end bar-

J. H. CHAPMAN & CO., 239, 241, 243 Dundas Street

FURNITURE BUYERS! ATTENTION -

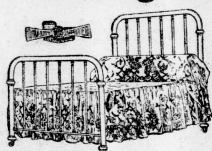
Never in the past history of this store have we had such a dainty lot of Christmas Furniture and at such reasonable prices as we now have on display.

Rockers, Easy Chairs, Roll Seats, Cobbler Seats, Leather Seats, Saddle Seats, Music Cabinets, all prices. Parlor Cabinets. China Cabinets, Quarter Oak and Mahogany Buffets and Combinations at



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Amazing Elimination of Furniture



MONTH

THERE IS A REASON.



J. FERGUSON'S SONS,

KING STREET

- NEAR RICHMOND STREET

GIRLS! GIRLS! YOU MUST TRY THIS!

Little Men as Warriors

[Manchester Guardian.]

of this are therefore exceedingly good. The

Mr. Anderson, of the National Service for the Manchester "Pals" battalions League, is one of many of the workers So, too, would probably Napoleon, in recruiting who have been put out by Nelson and Lord Roberts himself. Inthe number of men physically fit in deed, the longer one thinks over the every way who have been rejected for matter the stronger becomes one's susa service for the sole reason that they did picion that the standards of height, not reach the required standard of taken by themselves, never bore much height. The present standard is 5 feet relation to military efficiency, but were "He took it all right," replied the oung man.

"Oh, I am so glad, George!" she cried.
"Are you?" he replied flooring for.

"Are you?" he replied flooring for. 3 inches, and he proposes to begin en- set up in the days of purely professional Bobs' Own, for the diminutive was a Japanese infantry, which is among the honors that were his due in St. Paul's modern fighting lack of inches may be a cloth with a little Danderine and over the scalp. If you care for pretty, as we learn from Mr. Alfred Bigland, as we learn from Mr. Alfred Bigland, as we learn from who also writes to us today on M.P., who also writes to us today on M.P., who also writes to us today on with a powerful physical of the property of the p bject, is generally sympa- with a powerful physique, capable of or excessive oil, and in just a few mo- counter and just try it. the project, and the prospects standing very great fatigue. The battalion (or these battalions) typical Russian soldier, who is famous Tapley must have been a little man.

was not much to be said for it. Homer infrequently goes with an indolent phy-

DOUBLES BE AUTY OF YOUR HAIR For 25 cents you can make ments you have doubled the beauty of your hair lustrous, fluffy and abundant.

are therefore exceedingly good. The superstition that there is some connectation that there is some connectation. The superstition and the racial in origin or they may have superstition that the issue connection between height and valor dies very hard. Even in the old days, when men hard to hand, and height gave still the best fighters in Europe. Great may be, it is ridiculous nowadays to be racial in origin, or they may have What does Champ Clark mean by length of limb, it has been noted, not make the test of able-bodiedness one of Diomed, "a little fellow, sical habit, and shortness of stature with make the sical habit, and shortness of stature with a lively, vivacious disposition which a man is in fit physical condition to

your hair. A delightful surprise awaits those whose hair has been neglected or is scraggy, faded, dry brittle or thin. Besides beautifying the hair, Danderine dissolves every particle of dandruff; cleanses, puri-Immediate?-Yes! Certain?-that's fies and invigorates the scalp, for special battalion, which, as he suggests, military meaning, they have certainly the joy of it. Your hair becomes ever stopping itching and falling hair, might be called Roberts's Own, or even lost it now. The average height of the light wavy, fluffy, abundant and appears as soft, lustrous and beautiful be after a few week's use, when you mark of the army's affection for the best in the world, must be very con- as a young girl's after a Danderine see new hair—fine and downy at first great soldier who was buried with the great soldier who was buried with the siderably below five feet, and in most hair cleanse. Just try this — moisten —yes—but really new hair growing all modern fighting leads to the control of the best in the world, must be very con- as a young girl's after a Danderine see new hair—fine and downy at first property of the control o

in fit physical condition to We caught them looking at a window

Is the strength and life of all. The treasport and life of all. The treasport than the long-legged was a better stayer than the long-legged was

[Washington Herald.] Americans to the core"? Are we all that way

[Washington Herald.] Smart New York society is divided