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THE LONDON ADVERTISER COMPANY, LIMITED.

> London, Ont., Tuesday, Aug. 13. HENRY WATTERSON.

TTENRY WATTERSON, the virile and venerable editor of the Louisville Courier-Journal, has just disposed of his newspaper interest and hung his editorial sword on the wall-within easy reach, however, for when the head of a Hapsburg or a Hohenzollern comes within striking distance, the old warhorse of American journalism will not permit it to rest easy on any pair of shoulders. Since the war commenced he has spared no Prussian nor any of the minions of Prussia, whether they swaggered. jack-booted through Berlin, or rustled like serpents in the fields of his native land. He has given the moral force of a good many battalions to the Allied cause, for it was such fearless and faithful service as his that lit the fires of an unquenchable

ramparts of a frenzied autocracy. In newspaper circles no man has been more revered than Henry Watterson. Whenever the giants of editorial crusading are mentioned he is regarded at least as the living leader. Best of all, those who are striplings in the game as compared with Watterson, like to hear related the story of his entry into newspaperdom. He had just come through the civil war. Returned soldiers of that day, as perhaps today, did not find it an easy path to re-establish themselves in civil life. He was "down and out." His clothes hung in tatters. Journey after journey in quest of work finally brought him to the office of a Cincinnati editor. The editor looked him up and down, asked him what he could do, and received the reply of a dauntless spirit: "Write editorials!" With rather a quizzical smile, the editor directed an assistant to bring paper and quill, and said to the aspiring journalist: "Write an editorial on George C. Gibbons, K.C., appearing in the press reconstruction after the war."

Watterson wrote it. The direct result was an order for a new suit of clothes and a square meal. But the real effect was to launch a tremendous personality upon the waves of national service. In the rough, uncut diamond this Cincinnati master of his craft had seen the jewel. His part was long since played and forgotten. The man to whom he opened the door has for forty years cut the name of Watterson into the very destiny of his country.

While he leaves the active fighting ranks, giving up the command of a great newspaper, his last strokes are yet to be delivered. From the new, clear perspective they will come more powerfully than ever. A Watterson editorial will be as a great gun speaking again its thunderous message and hurling a broadside that will smash through the shams of oppression and injustice, to proclaim the victory of liberty and equality.

THE U. S. CROP OUTLOOK.

In the face of the reduction of the crop estimate, supplies of foodstuffs are sufficient for the country's needs as well as for the Allies, as we can spare 350,000,000 bushels of wheat alone and more corn, oats and barley than the Allies can furnish tonnage

THE FOREGOING is from the conclusions reached by the grain expert of the Chicago Tribune after a study of the U. S. Government's crop report for August.

The estimate of the U.S. wheat crop as stated but 241,000,000 bushels more than last year, and future course of action? 82,000,000 bushels above the five-year average of 1912-1916. It is expected that final yields of wheat will show around 900,000,000 bushels which is far above the average, and has seldom been should take notice. A dog killed one day may equalled.

Wheat, oats, rye and barley aggregate 2,615,aggregate 5,604,000,000 bushels, which compares with 5,842,000,000 bushels in 1915, the record year for the United States.

It is doubtful if the news from the western front will be more cheering to the Allied peoples than the U.S. crop reports. With rains for the next few weeks, it is possible that both Canada and our big farmer neighbor to the south will exceed all present expectatons in production.

WORDS OF SYMPATHY

THE LITTLE old woman was very much alone. She had passed her eightieth year, and in the little cabin of a parlor of the cottage lay her only daughter, her spinster daughter who had worn herself out trying to make it easy for mother, closing her eyes to life, to pretty clothes (on herself, at any rate), shutting down the visor of memory upon the vision face of a young man, cutting herself from girlhood, all to worship and support the old mother. A sacrifice to filial constancy was the frail child who lay in the dim light, yet those who knew the story felt that the chamber was hallowed by her unsung death and her fleeted soul, that life for every one who heard the story was a little more worth having to do something with, and that cynics might pass that way and come to think that there was a beauty of service that Darwin and Huxley could not dispel, deep as went their probes into the very heart of spiritual existence.

And while the little old woman, the mother, was very much alone, the next beautiful thing about her daughter's death was the people from all stations of life who came to see her. The good churchman and the unorthodox young man who entered at the same moment to say comforting things to her and to feel that they must slip their arms about her shoulder. The "fine lady" who

made her motor engine stop altogether while she spent a real sisterly half hour with her distressed old school chum. The priest who dropped in to add what human comfort he could to one not of his own creed, but of his own man's heart. They came all day long to say some sweet words of pity to her. Their sympathy was genuine, and she became almost proud of the great sacrifice her only child had made.

Can words make the burden easier? Yes, for rich and poor. We all love to have the feelings of those about us expressed for our dear ones who have gone. We become a greater living people because of our dying sisters and brothers, and reach nearer to that which lies beyond.

PICNICS AMONG TRADES.

T TAKES the good old summer time to melt away the rivalries and jealousies of business. The instinct of man is to go a-gypsying, to have a rollicking time, to indulge himself in wholesome sport, if only for a day to pass from the moil and toil of shop and office and to revive the spirit of boyland again. The summer picnic is an institution with all sorts of benefits, and they are to be counted among the unfortunate who are restrained by work or conditions from participating in one or more outings ere the world is locked again with winter's bolts and man becomes of necessity a shut-in animal.

One of the finest things to observe about the summer picnic idea is that business in certain lines is getting together to hold its outings as trade events. However keen competition may be, however hard one may work and fight against his business opponent through the year, the idea of getting the staffs of rival stores or shops or offices into a common mood of funmaking for a few hours is inspiring and broadening. Business rivalries sometimes work into warped conceptions of one's competitor. Frequently there is bitter hatred. The playing of the trade cards involves charges and counter-charges. In bidding patriotism that was to sweep from Mexico to for trade among men, as among nations, there is Maine, and, leaping an ocean, rush to the very frequently the "sore loser" or the "swelled head." The larger spirit sees the impulse that competition gives and is ready to acknowledge the right of the other man to get into the game and to win. My typewriter is in sulky The picnic forms a meeting ground and a playground. It is an antidote for small practice and The old machine is sometimes good. mean tricks, and the more of these trade social events held the better indication of the brother-

hood of man. London is fortunate in the good feeling that exists among those who operate stores and other places of business. The present has been a summer of picnics and many lines of trade have gathered together to have a general celebration, and to become better friends.

AN OUTSIDE TRIBUTE.

THE FOLLOWING from the Hamilton Times is one of a large number of sincere tributes to the worth and memory of the late Sir of Canada:

"In the death of Sir George Gibbons, barrister, London, Canada has lost a distinguished citizen, who had made his mark on the public life of the country, although he never sat in either House of Parliament. As chairman of the Canadian section of the international waterways commission he was enabled to devise a treaty between this country and the United States dealing with these international waters that solved the problems by which they were affected and blazed the way for the settlement of all such differences between the two countries. Sir George was a prominent member of the Ontario bar, a patriotic and public-spirited Canadian, who spared not himself in the public interest."

EDITORIAL NOTES.

Clemenceau is not a soldier, but he seems to get nearer the front line than Wilhelm.

It is announced that Mrs. T. W. Crothers settled a strike. She ought to tell her husband how it's done and give him a chance to make his first can always get a shot in the arm at

The Deutsche Zeitung of Berlin calls the Some useless dubs live in this land, present retreat the first real defeat of the Ger- This I am here to tell; mans. Wonder how they enjoyed that imitation The doggone fools do nothing, and defeat at the Marne.

Spain is said to be considering seriously Gerby the Government experts is 878,000,000 bushels, many's affronts. Is it not more probable that which is a loss of 43,000,000 bushels from June, she is thinking of Allied successes in deciding her

If speeding along some of the paved streets of the city is as popular as reported, the police forecast a child the next.

000,000 bushels. With corn, the five grains will friends to drink hot water in hot weather as a cooling drink and they continue to live. It says | C. much for human self-control.

LEAVE IT TO THE AD. WRITERS [New York Evening Sun.] Googley's Gum will Win the War, So chew without cessation; Eat Candied Orchids by the score

And they will save the nation Try Gazoozum's Patent Mop. And you will be Victorious.

Freedom's Pills are glorious

Shakespeare's Work will win the War The Dinners served at Goomley's Stor

Help save Democracy and use McCuckem's Feather Duster! Scour with Victory Lustre.

Use Slickem's Polish on your floor. And help to Whip the German! Jenk's Roach Paste will Win the War And keep you safe from vermin.

WHY EXPLAIN THE OBVIOUS [Christian Science Monitor.]

The first battle of the Marne, the battle of the Somme the defence of Verdun, Ypres, Amiens, Rheims, and the approaches to Compiegne simply mean one thing, that the German army's reputation as an invincible war machine i gone, never to return. "The belief in our famous training has become superfluous and false," says a German general, wisely. "I shall explain," he continues. But why explain the

STRAPPED, TOO. [Baltimore American.]
"Society finds its level in a street car, doesn't it?" "Well, it shows how many people who think them-selves in good standing are merely hangers-on." ANOTHER RAW RECRUIT.

[Yonkers Statesman.]

Colonel-Didn't you hear me give the command to fix

Private-Yes, colonel, but my bayonet is all right. There is nothing wrong about it to be fixed.

THE TOONERVILLE TROLLEY THAT MEETS ALL THE TRAINS



BY LUKE McLUKE

shoes at home and are wearing the

A man seldom thinks seriously of

notice that her husband needs a shave.

But it is seldom good enough to notice

The Advertiser's

Daily Short Story

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his curly hair, a gentle flush overspread

up his hat and swagger stick, he hailed

marriage until some him and it is too late.

a chaperon.

old door knob.

And all my skill repels;

"What's the matter with you Mrs. Gabb?" asked Mr. Nagg. "I detest that woman." replied Mrs Nagg.

"But why, I'd like ther queried Mr. N. "Why, she thinks she is as good as am," snorted Mrs. N. A Crying Need.

He-I wish Edison would invent or more thing before he quits. She-What's that? He-A silencer for player-pianos.

Keep At It. A great success brings fame But fame is fickle: And last year's great success is now Not worth a nickel.

Wise Woman. The Budding Debutante-And is wife always proud of her husband? The Chaperone-Yes-er, that is during the honeymoon.

Betchal There are some fool girls in this land But you can always bet your socks; A fellow has to have some sand. To win a girl who has some rocks. -Luke McLuke.

Well we conjecture then my land! One could implicitly assert, If this be true, this kind of sand Could certainly be called pay dirt -Newark (Ohio) Advocate.

Smoke Up! If you want a smoke you will fine A. Segar in Badin, N. C.

Policel When you are in Ironton, Ohio, you office."

As his eyes devoured it and the sense of it soaked in he could hardly hold himself together. "Why, why—five thousand is twice what I asked for. They have at last realized what I am worth to them. Ah, Percy, you handsome dog—this means—" and chuckling to himself, he ran his hand through his curly hair, a gentle flush overspread. Needles Cafe

You Know Them Don't even do that well.

Poor Old Paw. Willie-Paw?

Paw-Yes, my son. What is it? Willie-Could you say that a man bedridden when he has a nightmare? Paw-You had better not open your mouth again tonight, young man. Officer, Call a Cop.

He married her for convenience He was a careless gent, And now he finds out that a wife Is inconvenient.

Names Is Names. Carrie Purse lives in Columbus, S.

Some Difference. Before they wed he said good-bye From twelve to half-past four, But now he's wed he says good-bye, And quickly slams the door.

Cheer Up. sure am broke, and that's no joke, I've all the trouble I can tote; But I'll win out, I have no doubt, As long as no one gets my goat.

You Know Him. "There's no use talking," said the saloon orator as he pinned his audience against the bar; and to prove it he talked until midnight, when the barkeep had to put him out. Our Dally Special.

You can't travel over the road to success in a private car. Luke McLuke Says.

A woman regards a man with con-tempt, but you seldom hear of a man suing for breach of promise. I have no objection to a woman Some of the females who wear white shoes look as if the yleft the

Best Home Treatment

For All Hairy Growths (The Modern Beauty.)

Every woman should have a small package of delatone handy, for its timely use will keep the skin free from beauty-marring, hairy growths. To remove hair or fuzz, make a thick paste with some of the powdered delatone and water. Apply to bairy surwash the skin and it will be free from ment, be sure you get real delatone.

plans, which must be executed quickly so he had no time to teach the boy manners to his betters. That could be

pieasanter business on hand.

The telegram was as good as actual money. The firm was never known to go back on a pledge. He would go and bind the bargain with a little down payment on a certain bungalow that he had admired—and so had she—then he could speak of it as his; also he would have set to be the stenographer base of the stenographer bas he had admired—and so had she—then he could speak of it as his; also he would have set aside for him a certain suite of living room furniture in a down town window that he had had his eye on; then he would go and tell the girl and ask her to name the day. It is quite wonderful how smooth!

It is quite wonderful now smoothly business runs when the man who has the price sets out to buy. He was so jubilant that he was almost beside himself, but he managed either to suppress the outward signs or to grin behind his hand so as not to provide any more the outward signs or to grin behind his hand, so as not to provoke any more such coarse and unfeeling remarks as those indulged in by the elevator-hop. Millicent Beauchamp lived with a widowed mother in a little cottage at the edge of town, and helped out a small income by teaching primary music classes. She was a wholesome, modest girl, with sterling womanly qualities. So when she saw Percy coming she wisely decided that she would not run away to change her dress but would away to change her dress, but would meet him as she would any other caller meet him as she would any other caller at that hour in the morning. Very sweet and winsome she looked as she swung the door open and asked:
"And what brings Mr. Grosscup out so early? Do we owe that firm of yours anything? And were you afraid we'd move?"

Re it said to the credit of Percy that despite arrogant egotism, he appreciated her worth, and for just a minute ed her worth, and for just a minute the question almost formed itself in his mind as to whether he was really good enough for her. He answered her laughing question.

"If you do owe us anything," he returned joyously, "that pink gingham dress would just about settle it." Then him, and, glancing slyly at the stenogasking her to throw herself into the hargain.

asking her to throw herself into the bargain.

"Are—are you proposing to me?" breathlessly asked Millicent. And Percy swept her into his arms to assure her at closer range that he was.

The patter of staccato steps in the hall brought the people down to earth. Disengaging herself, Millicent in a hushed little voice half whispered. "It's mother!"

But Percy was in one of those exultant, impetuous moods that carries all

ant, impetuous moods that carries all before it, and turning hastily, he caught Millicent's rather chubby little mother Some girls are so prudish that they act as if it would be terribly improper to die and go to heaven without an ecstatic embrace, and, kissing her on the cheek with all the air happy, teasing son, repeated: mother!" Then releasing her a l ruefully, he begged pardon, ne apologized and blamed his impetuo

own face.

The world is too apt to estimate a man's character by his nose and by his clothes.

A man knows that calling another man a liar is a mighty poor argument. But he gets a heap of satisfaction out of it just the same.

There was a time when you went to a dancing school to learn the steps. But nowadays you go there to learn the holds.

One of the most wonderful things in the fact that he had not asked her consent at first, all to the pink gingham dress.

Mrs. Beauchamp, very much perturbed, and with two tears that threatened to overflow their banks in spite of much winking to force them back, smiled a little tremulous consent to everything, then hastened out to the rebellious tears and left the young people to their wonderful occupation of planning a speedy martiage.

"Well, now, that's settled, and I must get back to work or I might lose my

he holds.

One of the most wonderful things in job," said Percy apologetically, after the world is the loyal and unchanging fidelity with which a hen will nurse an to unstinted praise of his unusual busi-About the time a boy gets so big that he doesn't have to explain to his mother why he was out late he gets married and has to explain to his wife.

We never take much stock in the We never take much stock in the Christianity of the men who got re-

We never take much stock in the Christianity of the men who got religion from a traveling evangelist when the local preacher couldn't make him behave.

Something. He hated to tell Grosscup what was coming to him. Picking up the telegram, he caughed slightly and said: "Mr. Grosscup, the president thinks that we can dispense

Grosscup laughed aloud at the joke.
The chief looked at him amazed.
"Well, I am very glad that you take it that way. I was rather sorry for you, His face and manner sobered Percy

Newspaper Syndicate.

SHORN LOCKS.
By Barbara Kerr.

Percy Grosscup, the handsomest man of the whole force, came jauntily into the room, smiled patronizingly at the stenographer, and proceeded to the desk of his chief to see whether any collections had come for his department. His chief was out, but lying open and spread out on his desk was the following remarkable but self-explanatory telegram:
"Don't let Grosscup go pay five thousand worth it appearance asset of office."

As his eyes devoured it and the sense the whole lorce, came jaunity into the room, smiled patronizingly at the stenographer, and proceeded to the desk of his chief to see whether any collec-tions had come for his department. His chief was out, but lying open and spread out on his desk was the following re-markable but self-explanatory telegram: "Doy't let Gressyn so new dye thou-

Malted Milk for Infants A safe milk diet, better than

him, a nd, glancing slyly at the stenog-rapher, he hurried out.

Getting into his coat, hastily catching milk and malted grain extract.

The stenographer had slipped out; she could not hear to see his humiliation. The chief really had a kindly heart, and he fumbled his papers some more without looking at Percy.

the down elevator. Smiling at his exultant countenance in its little mirror, he threw back his head to get a refractory curl out of his eyes, straightened his hat, and half audibly chuckled to his reflection. "Appearances asset of office."

speak, but nodded his head.
"Well," said the chief more kindly, the tried to speak, then he arose as if to go.
"Sit down, son; you aren't the first man to lose his job. You've got plenty of code. We heads try to keep so well posted that few words are necessary.

of office."

of code. We heads try to keep so well of time to look around. We might posted that few words are necessary. And, taking his pencil, he punctuated the telegram, and as he read it, ran his finger over the corresponding question in a letter. "The message says:

A blush spread over Percy's face at the howl of derisive laughter from the boy. At another time he probably would have given him a good shaking, but now he was busy formulating his plans, which must be executed quickly, so he had no time to teach the boy manners to his betters. That could be must have been the original name.)

"Day five thousand" (Err house on that the very well are the figure that you can afford to pay me till my hat gets attended to letter the try."

"Jav five thousand" (Err house on the standard to letter the try."

"Pay five thousand" (Err house on the standard to letter the try."

"Pay five thousand" (Err house on the standard to letter the try."

"Pay five thousand" (Err house on the standard to letter the try."

"The message says:

"Get settled somewhere." "Get settled somewhere. Yes, in that new little bungalow!" he burst out bitterly. Then he opened his heart and made a clean breast of the whole of the morning's business. He stopped short at the maddening thought, "What will she say? How can I ever tell her?"

Then manfully he pleaded his cause:

"Just you name the figure that you can afford to pay me till my hat gets."

"Just you name the figure that you can afford to pay me till my hat gets down to normal. I'll go out and tell, the girl the whole story, then I'll marry her on the date set just the same. If she'll have me. I'll see if I can't come out ahead of this deal after all- I'd like to show you once what I can do."

"It mightn't be a bad venture," mused the chief thoughtfully, "if you really mean it."

she could not hear to see his humiliation. The chief really had a kindly heart, and he fumbled his papers some more without looking at Percy.

With a groan Grosscup sank into a chair, his hands before his face. Tears of mortification and disappointment whether I mean it or not."

The curling lock fell over nis brown and feeling the look of half contempt that came over his chief's face, he pushed the lock back savagely. "Lend me a quarter till I go out and get my hair cut," begged Percy. "Til show you whether I mean it or not."



OUTING, RUNNING. TENNIS, BOWLING AND SPORT SHOES

WILL GO WITH A RUSH ON

Wednesday Morning

At prices less than manufacturers. Every pair must be cleared in short order, as we carry no goods from one season to the other. It will pay you to buy them now for next season. The prices are cut so deep.

OUTING SHOES FOR EVERYBODY.

35 pairs Men's Low Running | Children's High White Run-Shoes will go at 49c pair

Men's Low Black Outing Shoes; \$1.50 value. Will go at 98c pair

Men's Low White Outing Shoes, with black soles. To clear at89c pair

Men's High Black Outing Shoes; \$1.75 value. Marked to clear at......\$1.29 Men's and Boys' High White

Outing Shoes, black soles. To clear at\$1.19 Boys' High Black Running Shoes. Marked to clear at ...

.....\$1.23 Misses' High White Yacht ing Shoes; \$1.50 value. To Shoes, with black soles. To clear at 89c Children's White Sandals, To

ning Shoes; \$1.35 value. For

Youths', Misses' and Chil-

dren's High White Running

Youths' Black Running Shoes. To clear at .. 98c pair

Women's High White Outing Shoes, with full rubber heels; \$2.25 value. To clear

Many other lines too numerous to list here at smash-

GET YOUR OUTING SHOES HERE FOR IRISH PICNIC AND SAVE MONEY.

The Peoples Shoe Store

131 DUNDAS STREET.

12 MARKET SQUARE.



CHAPMAN'S

SPECIALS FOR WEDNESDAY

BRIGHTEST SHOPPING PLACE IN LONDON. EVERY MONTH DEMONSTRATES THAT CHAPMAN MADE NO MISTAKE IN MOVING AWAY FROM THE CONGESTED WEST OF HIGH RENTS TO

-WEDNESDAY WE CLOSE AT 1 O'CLOCK -LADIES' VOILE WAISTS.

LADIES' HATS. About ten dozen all Colored Straw and Outing Hats, about one-half ready-to-wear, fine goods, and worth up to \$4.00 (See them in our showrooms.)

LADIES' WARM WEATHER SKIRTS In plain white and sport effects, all sizes, with gathered

backs, all-round belts, front and side fasteners, worth \$2.50, \$3.00 and \$4.00. On sale Wednesday\$1.98 LADIES' AND MISSES' GINGHAM DRESSES.

Latest styles, assorted colors, in large checks; regular prices, \$7.50 and \$7.75. On sale Wednesday\$5.95 LADIES' WHITE VOILE DRESSES. Six only, somewhat soiled, color trimmed, sizes 36 and 38

regular price, \$9.00. On sale Wednesday\$2.95 LADIES' RAW SILK OR SHANTUNG DRESSES. Empire style, trimmed with rose or navy silk, sizes 16 to 40:

regular price, \$12.75. On sale Wednesday\$9.95 LADIES' HOSE, Black and White Lisle, double heel and toe, full fashioned

LADIES' HOSE. Black and white lisle, double heels and toes, sizes 81/2 to 10. On sale 35c, 3 pairs for \$1.00

LADIES' BLACK SILK-ANKLE HOSE. Very special, double heels and toes, deep hem at top, very

sheer. On sale 50c - Bargains in Every Department. Terms Cash-

Six dozen Colored Voile Waists, in stripes, large collars, upto-date in every way; sizes 36 to 44; worth \$1.25 each. On

LADIES' PULLOVER MIDDIES.

White with colored trimmed collars, sizes 38, 40 and 42, worth \$1.50 and \$2.00; only three dozen to sell. Sale price ····· 98c COTTON SHEETS.

Twilled and plain, 72x90, English make, heavy twist cotton, wear guaranteed. On sale \$2.38 and \$2.50 each LADIES' PORCH DRESSES.

Light striped and figured percale, short sleeves, low neck, buttoned on side. On sale\$1.19

LADIES' CORSETS. Five dozen, white antipon belt, double steels, medium bust. all sizes. On sale only\$2.50

LADIES' WHITE PETTICOATS Six dozen to sell, good cambric, embroidery trimmed, tucks and insertions, worth \$1.50. On sale\$1.00

CHILDREN'S WHITE DRESSES. Girls 6, 8 and 10 years, worth \$1.50. On sale..........98c CHILDREN'S HOSE

Black cotton, 1-1 rib, sizes 5 to 91/2. Prices ... 15c, 20c, 25c A splendid line for boys and girls.

H. CHAPMAN & CO., LONDON