

**SIX.**

**London Advertiser**

MORNING. NOON. EVENING.

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The London Advertiser Company.

LONDON, FRIDAY, JULY 31.

**AUSTRIA'S DIFFICULTIES.**

IN ATTACKING Serbia, the Austrian government may argue, plausibly, that the agitation for a "greater Serbia" through the incorporation of Austro-Hungarian provinces, peopled by Serbs, will be thus choked off by a severe lesson. It may also be urged that the nipping of the Serbian intrigue will prevent the rise of a Pan-Slavic movement at the expense of Bukovina and Transylvania in eastern Hungary. Under his breath the Austrian politician may even hint that his Italian ally will think less long of the "Italia Irredenta" if he sees the national 25c others will be and Roumania, crush Serbia now. Serbia might way would be for Austro-Hungary to give the "South-Slav" and the Slavs generally within borders, something like a square deal. They would then be unlikely to join the outsider. As it is, the Germans and Magyars have a compact to hold down the various Slavic divisions of the Dual Empire; it is a dual supremacy of Teuton and Hungarian. Germany, naturally, backs this compact. The stronger Slav peoples of Austria, the Czechs in Bohemia, and the Poles in Galicia, have managed to force their political recognition for the most part, but the weaker Slav divisions, especially the Slovenes and Serbs of the South, lead political "Heads-I-lose, tails-you-win" existence.

No wonder, the Germans and German-Austrians complain of a Slav peril. With Russia as a natural champion of the enemy, the peril would be even greater than it is, if she did not herself oppress the Poles, and so incline the Austrian and German Poles and Czechs, rather to hear those ill-tempered than fly to Russia's side. Germany and Austria largely make the Slav peril for themselves by the Prussian tyranny in Posen and the Austro-Hungarian over the South Slavs in Croatia and Slavonia.

**TELL THE OLD BOYS.**

LONDON has done well in decorating its city hall for the gathering of Old Boys next week. It has distributed bunting up and down the building at the corner of Dundas street and Wellington street, and given it altogether a holiday appearance.

The Advertiser would respectfully suggest that the city take one step more. Londoners know that it never was intended for anything more than a makeshift, but many of next week's visitors may think of it as merely the city hall.

So it is hoped that the city officials will cause to be erected a suitable sign showing the strangers within our gates that we are heartily ashamed of what we call our city hall, and that we intend before long to have a building and federal square that will be a credit to this progressive city.

**A STORMY PETREL.**

IT is reported that Mr. Jos. Martin, M. P. for St. Pancras in the British Parliament, has resigned his seat, and is returning to his native land. What part of his native land will be honored with his presence is not stated. Nor have we any information as to what Parliament he will try to enter. For that he will be a candidate for some one of them, either provincial or Dominion, may be taken for granted. So far he has only had a seat in four parliaments. He has been a member of the Dominion House of Commons; he has been a member of the Manitoba Legislature; he has been a member of the British Columbia Legislature. There are still several legislative halls this side of the Atlantic where his voice has not been heard.

Wherever he has been he has not been a silent member, nor an inactive one. He has tried his powers in governments and in opposition. He was in Premier Greenway's cabinet in Manitoba for several years. In British Columbia, he was premier himself for a few weeks. But he has always been a destructive rather than a constructive politician. He is a good fighter, anywhere; they used to call him "Fighting Joe Martin." And a fighter always shows to better advantage in opposition. He has little responsibility there. All he has to do is to attack. And there is where Mr. Martin excels.

As a member or supporter of a government a fighting politician like Mr. Martin is always an uncertain quantity. His friends are never sure whom he is going to hit, or when he is going to strike. And he will have to find a place somewhere in which to utilize his talents. There will be trouble in whatever chamber he sits. But there will be fun for spectators. He has never been in the Ontario Assembly. There would be ample scope for him there. He could bully Sir James, and give the Premier a dose of his own medicine. He could make two or three of the smaller fry of

the cabinet and shake them up together. We doubt if he would be of any direct help to the Liberals, for the probability is that he would not agree with them. But as a free lance, striking out from the shoulder, and hitting wherever a head was visible, he might be of general service, and make things interesting.

These erratic, uncontrollable men have their uses in parliament. Their statesmanship is not of the highest type. As a rule there is a notable absence of statesmanship in their performances. But they stir up things; they criticize; they break down obsolete customs; they loosen red tape knots; they get light into dark places; and they give leaders of parties abundant opportunity to cultivate patient endurance when we have too much hide-bound partisanship—a little revolutionary independence is not a bad thing.

**APPLE MARY'S ROMANCE.**

MARY KENNEDY, commonly known as Apple Mary, who for forty years has sold fruit and candies from a little stand on Wall street, New York, is about to retire. Mary is close to eighty, and alterations necessitating her moving, she feels she is too old to start afresh, so presently Wall street will know her no more.

Many of the world's greatest and clearest have stopped to buy. She has exchanged a word with ear after year, and seen them come and go of riches and now on the waning to ruin. And in power, no drama and tragedy, Mary the old woman's own romance, although it is nothing about her weather-beaten face, and bent form to suggest it. But sixty years ago, Mary, in the first, fresh vigor of youth, lithe of limb and rosy of cheek, with sweet smiling Irish eyes and golden hair, fell in love with a sailor lad. They plighted their troth, and it was arranged that when he came back from his voyage they should wed. So he sailed away, and that was the last ever heard of him, and his ship was one of the many craft that have never reached port. And Mary all these years has been waiting for him to come back to her. Many an offer of marriage has she had, but she has remained faithful to her sailor lover. Mary's eyes are fast dimming now, the once graceful figure has become crooked, and the golden hair has turned to white, but Mary's heart is still as young as the day her sweetheart sailed away, because she treasures the memory of him, as he was when they were boy and girl together. With Apple Mary's story before us, who will dare say that romance is dead, and sentiment superficial. It should rout a lot of cynicism.

The "Blue Danube" will soon be running red.

The Grim Reaper confidently predicts another record crop in the Balkans.

If it has been tight money heretofore, with this war it will be simply crushed money hereafter.

The Kaiser seems to have missed an opportunity of going down to posterity as "William the Peacemaker."

If Huerta makes Toronto his headquarters, he will furnish class for the New Year Eve revels of the champagne set.

Even the streets have a sort of wartime appearance with the white-boated and baggy-skirted Zouaves who flock there.

The military council at Ottawa considers the situation grave! And the little boys in the backyard will be making wooden guns, too.

While Europe is calling out the reserves, all Canada is putting up the preserves, and that's the difference between the old and new worlds.

A British premier, who compromised to such an extent to keep internal strife out of his country, will not allow his country to plunge in, no matter what Sam Hughes may advise.

Canada and the United States are just about to celebrate the centenary of the hundred years of peace. And if the political military agitators have their way, Canada's share in the festivities will end very suddenly, and she will be called upon to send a large army to Europe in the event that Great Britain takes a hand.

There is an agitation for a law restricting the age at which cattle shall be sold, and the Dominion government is likely to take some action. The farmer will have something to say about this. He gets his best price, when his animal is under two or three years. The proposal is to put a barrier in front of the American market, and all the hide, leather and meat interests are in favor of it.

It is patent to the average Canadian that this quarrel is not one in which Great Britain is directly concerned. There is an understanding with Russia and France, it is true, but if these extend to a participation in the petty quarrels of two nations, not members of the alliance, it is surely time that Great Britain rid itself of the encumbrance. Sentiment in Canada is not for war; certainly, the Dominion could have no interest in such a glorified, or horridified, squabble, and those at Ottawa, who are already seeing an army of 30,000 men depart from our shores, had better to resort to the vernacular, "turn over."

**SEAT OF THE MIGHTY.**

[Sharp Co. (Ark.) Record.]

Those who owe back subscriptions should not laugh because the seat missing from the editor's pants. Remember that—and the day of judgment.

**A DELAYED AFTERMATH.**

[Ottawa Free Press.]

The Charlotte Harbor depression in Canada is an "aftermath" of the Laurier regime, not the result of the misadministration of the present Government.

It is curious that the "aftermath" should have taken fifteen years to make its appearance. The Laurier Government seems to have been very successful in handling the aftermath, where as his successors have allowed it to develop into a disastrous situation.

**CONSOLATION.**

My sweetheart is a charming girl. In fact, a perfect queen. Her heart is fond, her eyes are bright. Her lips are red, her teeth are white. But, oh, her hair is green!

Her splendid springtime gift of hair Effects my summer cure. Mint juleps, foliage, swimming pools. And every thought that soothes and cools. Vibrate from her coiffure.

And so, though many people shrink At colored wigs, though Grundy raves, With Tutsi and Booboi and Fies! The surging of these Marcel waves, In deep-sea peace my spirit laves; And how it rests the eyes!

**HATS AND THE SEXES.**

[Louisville Courier-Journal.]

A woman can take a shop and a liver counter of the big than a man strike a better "B" man can wear a could make; but it turns green, while two dollar he wear a twenty-five dollar woman's till her friends know it by far on

**A FAVOR SHE WON'T ASK.**

[Chicago News.]

"Aunt Clara," said four-year-old Floasie, "I want to ask a favor of you."

"Well, what is it, dear?" asked her aunt.

"When I grow up," continued the little miss, "will you lend me one of your long skirts until I can have mine let down."

**LOOKING THEM OVER.**

[TH-Bits.]

"Is your client going to plead insanity?"

"I haven't decided," replied the lawyer. "He wants to look the ground over and see which is the easiest to escape from, the prison or the asylum."

**TOO TIRED TO TRUST.**

Said one, as the overtaxed strength gave way:

"The one conscious thought by my mind possessed

Is, Oh, could I just drop it all and rest. Will God forgive me, do you suppose, If I go right to sleep, as a baby goes, Without ever asking if I may."

Without ever trying to trust and pray?"

Will God forgive you? Why, think, dear heart,

When language to you was an unknown Did your mother deny you needed rest, Or refuse to pillow you on her breast? Did she let you want, when you could not ask?

Did she set her child an unequal task? Or did she cradle you in her arms, And then guard your slumber against not ask?

Ah! how quick was her mother-love to see The unconscious yearning of infancy.

When you've grown too tired to trust and pray,

When overwrought nature has quite given way,

Then just drop it all, and give up the rest. As you used to on your mother's breast. He knows all about it—the dear Lord knows.

So just go to sleep, as a baby goes, Without even asking if you may. God will guard when his child is too tired to pray.

He judges not solely by uttered prayer: He knows when the yearnings of love are there.

He knows when you do pray. He knows when you trust, And he knows, too, the limits of poor weak dust.

Oh, the wonderful sympathy of Christ! For His chosen ones in the midnight tryst.

When He bade them "Sleep on and take your rest,"

While on Him the guilt of the whole world pressed,

You've given your life to Him to keep, Then don't be afraid to go to sleep.

**A DIFFERENCE.**

[Portland Courier.]

Those army worms are just about as persistent as the militant suffragettes. The only difference is that they distinctly refuse to go on a hunger strike.

**HOMEWARD BOUND.**

[By John Kendrick Bangs.]

Getting older? No, not if Letting the days go running by As they will—there'll never be White nor whither out of me. For old age I have no mind. I'm not of the aging kind. Just a traveler, and I roam Drawing daily nearer home.

**ULSTER'S PROBLEM.**

[Chicago Herald.]

The question of Ulster's exclusion seems to be in a sort of Kildare-Ma-voucher shape. "It may be for years and it may be forever."

**WOBBLING.**

[Edward S. Martin.]

"I will not go," he said, "for well I know her eyes' insidious spell. And now unspeakable he feels Who takes no pleasure in his meals. I know a one-idea man Should undergo the social ban; And if she once my purpose melts, I know I'll think of nothing else."

**SKY EFFECTS.**

[Pittsburg Post.]

"This scenery isn't what it was," complained the artist. "I can't see no difference," declared the old farmer. "What do you miss?"

"I'm looking for a cloud like the one I painted last year."

**PAW DIDN'T KNOW.**

[Cincinnati Inquirer.]

Willie—Paw, are a man and his wife one? Paw—Yes, my son. Willie—Then how many was Solomon? Paw—You go to bed, young man!

**ONE GOOD POINT.**

[Washington Star.]

"My motor car set fire to the garage and then went out and struck a man," said Mr. Chuggins. "Arson and assault!" exclaimed the lawyer.

**AIMED AT GAMEY.**

[Toronto News.]

Conservatives should get rid of the notion that they owe loyalty to Conservative members of Parliament who may engage in questionable public transactions. The worst enemies of a government or a party are its supporters who engage in dubious enterprises and bring party and government into disre-

# --and the Worst Is Yet to Come



## IMPENDING WAR WILL BE BLOODIEST IN HISTORY

General Miles, Old American Fighter Predicts European Fighting Will Be the Last of All Great Conflicts

BOSTON, July 30.—"If Russia comes to the aid of Serbia in the present war," said Gen. Nelson A. Miles at the Hotel Somerset this afternoon, "it is the most serious mistake that has been made since the beginning of the world. The result will be a conflict that will be the bloodiest in history."

Gen. Miles is in Boston on his way to the opening of the Cape Cod Canal tomorrow.

"It is a terrible thing to contemplate," he continued, "for if Europe is involved it means that there will be nearly 200,000,000 men in the field, and Russia alone can put 6,000,000 to 7,000,000 men in the field, and Russia would make a far different showing than she did in the war with Japan."

"Then she had to take her soldiers to the aid of Greece, which was a fearful thing in poorer condition than any one of our own six transcontinental states. The Russian army is now in good condition and very powerful."

"Germany can put 5,000,000 men in the field; Austria can show 2,000,000; France 2,000,000; Italy 1,000,000; and Russia alone can put 6,000,000 to 7,000,000 men in the field. The Russian army is now in good condition and very powerful."

"The expense of keeping 200,000,000 men in the field, the cost of their equipment, which in these modern days is a very high expense, the cost of their maintenance, the cost of their transportation, make a terrible total."

"The war debts simply cannot be borne by the people of the Continent at this rate for long, and I hope and expect that the day will come when we shall see established a congress of nations for arbitration, to which all nations will be obliged to submit their differences."

"The Hague, of course, was meant to do this work in a rudimentary fashion. But in the present instance Austria refuses to submit to The Hague until Serbia has complied with some very stringent conditions, including not only reparations for the murders, but payment of a huge sum to cover the cost of Austria's mobilization."

"This country and South America will have a certain business interest in the war. For these two countries must provide most of the food for all the contestants and also a large amount of war material."

**From Western Ontario Papers**

**COST OF KISSING.**

[Guelph Mercury.]

A tourist in Switzerland was fined \$10 for kissing a woman. If this practice becomes common, the married men will have to limit their osculatory performances to their own wives.

**LIBELLING THE GIRLS.**

[St. Thomas Journal.]

Leather knee pads are suggested to make it easier for the young man to propose. We fail to see the need of them, however. Seeing that no woman is ever known to refuse, prayers are somewhat of a superfluity.

**HARD ON BRITISH AUDIENCE.**

[Brantford Expositor.]

Mr. Martin Harvey, in an interview given on his return to London, stated that in Canada "the audience pay more attention to the National Anthem at the close of theatrical performances than we do here." How they could pay less attention than in this country passes understanding. The orchestra has to cut the air short to secure even a semblance of respect, in this part of the Dominion at least.

**GROWING BETTER ALL THE TIME.**

[Stratford Beacon.]

To become intelligent citizens, capable of exercising good judgment, a wider course of reading is required than the newspapers afford, although if these were always carefully read by everybody the general standard of intelligence would be raised. Many only read one particular department in which they may be interested, they glance at the rest. This, perhaps, is rather too pessimistic a view, and encouragement may be taken from the fact that the newspapers of Canada, generally speaking, are attaining a higher standard all the time.

**NOT WHAT IT USED TO BE.**

[Woodstock Sentinel-Review.]

Sir James Whitney is making a mistake if he thinks he can dispose of this matter (the Elizabeth gold case) as he pleases. His own strength of reputation for frankness, honesty and uprightness, and the fact that he is being straightforwards, rather than on a gross injustice which is being straightforwards, is not to be taken for granted. He cannot allow his education department to be trifled with this reputation, for he by a case in point: A graduate of our high schools attended a school, from which she graduated with a commendation from the principal. She applied for and obtained a school, and made good in her work, giving complete satisfaction to both parents, trustees and inspector. But, strange to relate, at the end of the term she was not able to continue to teach the school at which she had done so well, because of a law that a normal-trained teacher must always have the right-of-way over the head of model graduates. Now, my point is this: Why should not a model-trained teacher, if she has proved her efficiency to teach, have the same chance as any other teacher?

**MIND OVER MATTER.**

[Washington Star.]

"Do you believe in the supremacy of mind over matter?"

"To a certain extent," replied Mr. Chuggins. "But I must admit that there's nothing you can say to a motor that will have the slightest influence."

**NATURAL WAYS.**

[Baltimore American.]

"Susie is a duck of a girl."

"And she is setting on with the fellows."

"Swimmingly."

### THE PONY CONTEST ENDS IN TWO WEEKS

August 15 is the closing day. Every contesting girl and boy should be working hard. The Pony and outfit goes to the most enterprising child.

## RED TAG SALE

### Ushering Out the Red Tag Sale

These bargains are fitting for the closing day of the July Red Tag Sale.

#### Long Gloves

Just What We Wanted.

Women's Long White Lisle Gloves, 20-inch length, open wrist and perfect fitting. White only. An extra special bargain.

Women's Long Lisle Gloves in Kayser, and other makes, good quality lisle, 20-inch length open wrist. Regular 5 and 59c. Special bargain, pair

**35c**

**47c**

#### White Skirts

A New Shipment.

Just received two popular styles in white wash skirts for women and misses. White pique with two frills and white repp with a long tunic. See these styles if you want a white skirt for old boys' week. Special price.

**\$1.75**

### Summer Prices in Ladies' Tailoring Dept.

Until Aug. 15 our Ladies' Tailoring Department will take orders for making man-tailored suits at the special price of \$10.75 for making. Goods must be selected and style shown before this date to receive advantage of this special offer. Full particulars in our dress goods department.

#### Remnants of Was! Goods

A Pre-Inventory Clearance of all remnants of Was! Goods, including raincoats, crepes, etc., many extra special bargains. ONE-THIRD reduction.

**Water Muslin**

A tale of White Muslin in stripes, etc., embroidered spots and her farcical 27 inches wide the choices 20c muslins. Sale at, per yard . . . . . 3c

#### Flannelette Remnants

Over 1,000 yards of Striped Flannelette, in lengths of 2 to 10 yards. Good quality flannelette, in light and dark stripes. Useful for many purposes. Regular 10c value Remnant price, per yard . . . . . 6 1/2c

**Circular Pillow Cotton 23c yard**

Will not be sold at this price after Saturday.

#### Men's 58c Shirts

This second lot of Shirts at 58c is just as good, if not better, than the first lot, which sold out in a few days. All sizes, and every shirt worth \$1.00. Soft and stiff cuffs; some with soft collars. Don't forget we are selling Big B. Brand Overalls at 79c per pair. This offer will be withdrawn in a few days' time.

### DECORATICS AND SOUVENIRS FOR "OLD BOYS"

Bunting, in tri-color red, white and blue, at, per yard . . . . . 7 1/2c

**Bunting** red, white or blue, at, per yard . . . . . 5c

Cape and Pennant Banners, Hat Bands, Etc. Each . . . . . 10c

**BLACK SILK, 35c. beautiful quality pure Silk. Per yard . . . . . 89c**

**239, 241, 243 Dundas St.**

## LOO BARGAINS FOR OLD BOYS

Everyone comes to see these bargains for Friday and Saturday Only.

127 King St. E. OLD BOYS' and "Give something for nothing" with it.

**\$9.95**

Solid Brass Bed, for \$15.00

**\$9.95**

Exactly like illustration, for \$6.00 Iron Bed

**\$3.95**

On Sale Regular \$10, for **\$5.95** EACH.

**Saturday Only**

We will sell \$20.00 Sets of Solid Quarter-Cut Oak **Diners** leather seats, hand-polished frames, —for— **\$14.95**

## KEENE BROTHERS

123-5-7 KING STREET

AWAY FROM THE HIGH PRICE DISTRICT.

for Less Money than Elsewhere Agents for Ostermoor Mattresses

of the People