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THE LONDON ADVERTISER
COMPANY, LIMITED.

London, Ont., Wednesday, Sept. 27.

THE NEW STEAM ROLLER.

SOME time ago the Russian war machine was popularly referred to as the "roller" which was to use its tremendous bulk to steadily crush down all opposition, moving forward with irresistible strength. But now conditions have changed, and it is the allied armies in the west which may more correctly be called the "roller." There is none of the wild dash, first in one direction and then in another, that has characterized the German movements, but a steady, almost mechanical progress along lines determined long in advance towards a goal which is never lost to view.

Combes village has for weeks been recognized as the object of the British and French movement in that particular theatre of war, with Peronne to follow. Fearful opposition has been experienced, but the most desperate efforts of the Germans have failed to stay the advance. Combes has been taken. Peronne is next, and its fate is certain. There is a deadly insistence in the allied program, backed up by force, which overcomes all obstacles.

The Hun armies and their strongly fortified positions are the boulders which stand in the way of the allied steam roller. They may at times be crushed as are the small mounds and obstacles without even temporarily blocking the path, but at other times they must be blasted to pieces to give passage. When this is necessary, explosive is provided in the shape of a hurricane of high-powered shells, poured onto the boulder in an unceasing stream until it melts away and the march can be resumed.

The capture of Combes does not give the Allies any great strategic advantage; its value to the commanders can best be measured by the severity of its loss to the defenders. To the Huns it was invaluable as a spoke in the wheel of the steam roller, but the spoke is of little value to the Allies for use against the foe.

First one point and then another have the Germans been commanded to hold at any cost, but even the orders of Wilhelm avail nothing. He may stay behind the lines and rave, he may remove generals and substitute others, but he lacks the force and the cause, and his defeat is coming.

Whether it be the defenses in France and Belgium, the forts of the Rhine or the internal strongholds of Germany that have to be subdued, the results will continue. The Germans themselves illustrated in their invasion of Belgium how powerless were fortresses to stand against modern artillery. The lesson gives the Allies faith, and they will move against Germany's best with the satisfying assurance that they have the men and the guns to batter their way to Berlin.

WHAT MIGHT HAVE BEEN.

A CONSERVATIVE paper having been suggesting that Sir Wilfrid Laurier should have his London address on "What I have done to help win the war," has been answered by a Liberal paper with the words: "Quite as much as Sir Robert Borden or any of his ministers."

The reply was too true to be in accord with the first paper's wishes, so it immediately switches from individual acts and proceeded to talk of what a magnificent work the Government as a whole has accomplished, and once more rings in that old story that it would have done even more had the Senate allowed it to give three super-readings to Britain.

It is quite unnecessary to point out again how ridiculous is the attempt to blame Liberals for the failure of Canada to possess a navy; everyone who knows the facts realizes the imbecility of such a story.

But the remarkable part that these three super-readings would have played in the struggle, according to the imagination of the Conservative paper, is worth noting. This inventive genius would have had the three Canadian, or rather Canadian-bought, warships with Admiral Coadoc in his disastrous battle off the Brazilian coast, and there they would have turned the tide and changed defeat into victory.

Steaming proudly away, uninjured, of course, as all dream-ships should be in spite of shot and shell, the three vessels would have then taken a short cut to the Falkland Islands, and there waited around until that sharp engagement which ended in a British squadron sinking several of the German warships and winning a signal and glorious victory. What part would the Canadian-bought craft have played? Why, of course, they would have listened the end and prevented the escape of the Dresden, while still remaining intact.

Then, in the interval between other exploits, they would have taken a run over to the transatlantic lanes and safely conveyed the Lusitania into port, sinking the submarine which lay there to attack her.

Lastly, this Conservative paper inti-

mates they would have brought about the end of the German fleet. It asks: "Had Canada's three super-readings been present at Skagerak, who shall say that the German fleet would have escaped annihilation, and the war thus brought much nearer to a close?" By some provision of Providence, and acting contrary to all expectations, these super-readings would have attached themselves to Admiral Beattie's squadron of light cruisers and would thus have beaten the British grand fleet to the scene of action, utterly destroying the enemy naval force, and again returning, without a scratch, to be re-coaled and prepared for the next adventure.

By an oversight, the part of the three ships would have played in forcing the Dardanelles has not been recounted, but can be imagined along with the vessels. Does not the Senate now see what it has done?

TREATING GUESTS.

IN STRATFORD police court a farmer is fined \$50 for having given of beer on tap for those who assisted him in raising his barn, and the crown attorney is reported to have said that had the liquor been purchased before the raising was contemplated the farmer would have been within the law.

Apparently, in this official's opinion, intent to treat the guests was the offense, not the actual treating. Had the refreshment been served without preliminary planning on the part of the owner all would have been well. If this is so, defence in the future in any similar case may be expected to take this line; while the beer was bought after the raising, or whatever the occasion may be, was contemplated, it was not bought on purpose for that time, but the idea of serving it to the guests just occurred to the owner later as a happy inspiration.

It will be very hard to disprove such statements, even when or if they are untrue, it would be better if the law were amended to make clear what is permissible and what is not, so that the magistrate would not have to assume the character of a thought reader.

PTE. SIMMONS' ESCAPE.

THE escape of Pte. M. C. Simmons from an internment camp in Germany and his safe arrival in London, England, are incidents which Germany has every reason to regret and adventures over which the British army may well rejoice. He is one of that type which is so dreaded by the enemy: full of courage, initiative and enterprise, and possessing an exceptionally high degree of intelligence.

How many young men could succeed in finding their way out of a strange country, full of hostile people with only the aid of a compass and map? Very few, but to Simmons the task presented no insuperable difficulties. Failure in the first attempt only made him more determined, and what he learned then doubtless proved of great use to him in the next effort.

Even in writing his request for the map, compass and sugar he showed cleverness. The letter his brother in Oxford County received was clear and legible, yet at the same time so written on the inside of the envelope as to escape observation unless the envelope were cut open on more than one side.

While fate has been kind to the gallant soldier in allowing him to regain his freedom, the luck was not all with him. His first flight was from Gessen camp, in Southern Germany, and he almost reached the Swiss border. Had he been able to make his second trial from the same point, he would have known his way pretty well. But the Germans did not permit that. They removed him to a camp in Hanover, in the north, thus making it necessary for him to again make his venture in country of which he knew nothing.

The wonder is that he was not caught within a few hours of breaking out of camp. What information of military value Pte. Simmons managed to learn and to take to London is not known, but we may be sure that such a man did not fail to remember every scrap of knowledge gained and reveal it to the proper authorities.

The world has too few of this kind of man, and it is hoped he will live to come back to Canada and employ his ability in a more peaceful line. His friends have every reason to be proud of his record.

EDITORIAL NOTES.

How can military officers be expected not to talk while they have Sir Sam Hughes as their pattern?

Germany's alleged mastery of the air is as much a myth as Britain's mastery of the sea is a reality.

A recruiting speech in between the boxing bouts on Monday night should have proved productive.

It appears that Boston tug will have to go a long way to escort the Bremen into harbor. Never mind, she's quite safe.

Von Jagow is now reported about to resign because of ill-health. Being a cabinet minister in Germany seems to be an unhealthy job.

The Kreuzzimts is worrying as to whether the British can copy the zeppelin brought down on Saturday. What makes it think they want to copy it?

Hon. Robert Rogers ridicules the statement that he feared to remain in Manitoba. He can use his railway pass and return to prove his fearlessness. He might be welcome.

It is a wonder Mr. Justice Galt did not send Hon. Robert Rogers down for life—Toronto News.

The Hon. Robert showed too much speed in "getting under."

Frederick Palmer likens the feeding of ammunition to the Allies' guns to the feeding of grain to a threshing machine, but the guns are a gigantic sowing machine, scattering the seeds which will bring forth a harvest of benefits to humanity.

The Toonerville Trolley That Meets All the Trains

BY FONTAINE FOX.



THE SKIPPER REFUSES
TO INVITE DISASTER BY
TRYING TO RUN THE
TROLLEY WITHOUT THE
AID OF HIS SPECTACLES.

WAIT A MINUTE!

—By J. H. F.

It looks as if the Serbians will soon put some stir in Monastir.

President Wilson and Judge Hughes are so gentlemanly that the campaign is as lifeless and as uninteresting as possible. The Yanks are used to the rough and tumble style, and do not relish this new line.

Those newspapermen are going to sue the judge for sending them to jail. This is an attempt to prove to the universe that newspapermen have feelings.

An Illinois man wants a divorce because his wife gave him only onions to eat. It's a fearful tale.

Crete has seceded from the Grecian throne, and Constantine had better make arrangements for a hasty exit to that dear Germany of his, as his regal days are about numbered.

Hon. Robert Rogers will clean up the judiciary, at the point where it seemed that the judiciary was about to put the cleaners on Hon. Bob.

However, Villa seems to have convinced everybody that he is alive, and doing some fighting, except the United States Government. The dead he left behind know something of it.

Riding zepps over England seems to be rather a dangerous pastime now, and it will be more so in the future. Dead crews will stop this stuff.

The Big Shove is getting big results every day, and the kaiser will soon meet his two big fronts close at home. It will save him travelling so much.

Life is just one snafu after the other, for the Allies these days.

Two thousand seven hundred and twenty-one people have been injured in Detroit by automobiles in eight months. And yet some of the American papers talk themselves sick over the slaughter in the war.

It would seem that Villa will have to blow up Washington, D. C., to convince the secretary of war for the United States that he is still able to do some fighting.

Billy Sunday has had more converts in Detroit than anywhere else. A change of life is certainly needed for a large portion of Detroit's population.

Some border cities in the U. S. A. know something about the great Canadian invasion, since prohibition came into force.

The attempt of "Bob" Rogers to belch the main issue has been quite a success to date. Some birds forget the graft on the agricultural buildings, but Bob will not let them forget him.

In a letter to his wife, an officer of a Canadian battalion, planned these lines on a pair of socks, to illustrate the need of hose for the men:

Hosier.
The time I've spent on these here socks is like a thousand years to me. Dear lad, how do they look to thee? Thy Hosier! Thy Hosier!

Oh, maddening stitches, plain and puri. How oft they've made my poor head whirr.

For men must fight—but I'm a girl, And so I'm knitting socks for thee.

My mother taught me how to knit. I hope with all my heart they fit—If not as socks—well, as a mitt. Or pass them on—thy Hosier.

A motorist who playfully killed a person is undergoing a jail sentence. This seems such a hard penalty on a person who wanted to travel only about 50 miles an hour.

It looks as if the softest job in the world is being a police magistrate. Nothing to do until tomorrow.

Eleven soldiers remained loyal to Carranza garrison.

Reporting War For Canadians Like Most Everything Else Is Being Stupidly Bungled

Sir Max Aitken, Official "Eye Witness," Spends Most of His Time "Tagging After" Sir Sam Hughes and Writing Books.

[Toronto Star.]

It is not the fault of the Canadian press that more complete and satisfying reports are not given of the battles in which the Canadian army takes part. Nor is it entirely the fault of the system of censoring. The press of Canada would and could secure for itself, if permitted, reports of battles that would satisfy the censor, and go far towards satisfying Canadian public interest in the war. But the press is not permitted to send its experienced writers to do this work, and it is being bungled, or not done at all, by amateurs, while Canadian correspondents are unable to get nearer the front than London.

Sir Max Aitken has been appointed Canadian official correspondent, but his idea seems to be to restrain the energies of the Canadian press, and practically limit them to the publication of the daily list of casualties. Is there no statesmanship in Canada or Great Britain capable of perceiving the folly of such a policy in connection with an overseas dominion distant from the war, yet with a hundred thousand of her sons engaged in it?

Could anything be more entirely stupid in the conduct of such a war as this as to restrain the energies of the Canadian press, and practically limit them to the publication of the daily list of casualties? Is there no statesmanship in Canada or Great Britain capable of perceiving the folly of such a policy in connection with an overseas dominion distant from the war, yet with a hundred thousand of her sons engaged in it?

King Constantine in one town. He seems to be a most popular person.

Secretary Daniels, the American navy, paid a tribute to the work of Billy Sunday. Billy cannot reciprocate, and keep within the truth.

Mme. Thebes says that there will always be war so long as there are men. It does seem a pity that men clutter the scenery.

LET DISCIPLINE BE MAINTAINED.

My heart swelled when I read of the martinet.

Who felt he must act like a pat: And when one of the boys "on the carpet" was set.

Took into his own hand the law.

Says he to the soldier, "You've been here before."

"Fifteen times, before me, you've been yanked."

"So I'll act as good fathers did, in days of yore."

"And I'll see you're not flogged, but well spanked."

I imagine the good man then bowing in prayer.

Let us treat our boys right—not be mean: I move, if the colonel goes back, he may tell.

We have bought him a spanking machine.

THE OLD UN.

MORE SELF-SACRIFICING.

Holiness—I like you very much, Mr. Ardup, but I cannot marry you.

Ardup (picking up his hat)—I will be equally frank with you, Miss Buhlon, I don't like you at all, but I would marry you in a minute, I am more self-sacrificing than you are. Good evening.

APPROPRIATE.

"Clifton is having the interior of his new house decorated with a rather ornate frieze."

"That's appropriate; he made his money in the ice business, you know."

POTASH STORY A MYTH.

WASHINGTON, Sept. 25.—The American consul general at Havana cabled the state department today that there was no information in Havana regarding a reported discovery of large potash deposits at Metemba, Cuba.

"Best information obtainable here," the message said, "indicates report as to potash deposit discovered not well founded. Will investigate further."

LATEST IN VILLA'S VICTORY.

WASHINGTON, Sept. 25.—Confidential official advice, it was announced today at the state department, show that Villa was not present during the Hidalgo day fighting at Chihuahua City, that no arms or ammunition were captured by the bandits, and that there were no desertions from the Carranza garrison.

Your Banker Says—

The General Manager of one of the Canadian Chartered Banks writes: "In our forms for application for credit, the amount of Life Assurance carried has to be specifically cited When the bank feels that one individual's life is essential to the best interests and conduct of the business, the bank urges . . . the carrying of a substantial amount of Life Assurance."

One quotation reads: "The protection is one which is regarded most highly by bankers in considering applications for credit."

Another writes: "It (Life Assurance) is sometimes the subject of special enquiry on our part."

And we quote another who says: "We very often ask business men to protect us, as well as themselves, by taking out new, or increasing the Life Assurance they hold."

These excerpts from a wonderful series of letters show the favor with which Business Life Assurance is regarded by Bankers in connection with credit accommodation to their customers.

The letters have been reproduced in fac-simile in a booklet entitled "Your Banker Says," published by the Life Underwriters' Association of Canada.

We will gladly send you a copy if you will write for it on your business letterhead.

THE IMPERIAL LIFE ASSURANCE

Company of Canada

HEAD OFFICE TORONTO, CANADA

Israel Taylor, Branch Manager London, Ont.

Who Answers Your Telephone?

It is of prime importance to your business that the person answering your telephone be pleasant-voiced, polite, intelligent. A curt, snappy answer results in loss of trade.

It is important, too, that your telephone be answered by an employee who is thoroughly posted on the details of your business. It is annoying to call and be answered by someone who will let you tell him everything you have to say and then inform you that you will have to tell the whole story to someone else.

We suggest that you give this matter of incoming telephone calls your careful attention. Many merchants insist on their most experienced employees answering the telephone.

The Bell Telephone Co. OF CANADA.

ARE SAFE IN ENGLAND

Five Battalions and Artillery Batteries Cross Atlantic.

OTTAWA, Sept. 26.—It is officially announced through the chief press censor's office that the following troops have arrived safely in England: The 6th Battery, siege artillery; a field artillery brigade, comprising the 50th, 51st, 52nd and 53rd Batteries and ammunition column.

The 10th, 107th, 108th and 14th Manitoba Battalions.

FATHER COFFEE DIES

Former Guelph Lawyer Became Great Church Financier.

Winnipeg, Sept. 26.—Rev. John C. Coffee, formerly parish priest of St. Ignace Church, Winnipeg, who died this morning at Hotel Dieu, Montreal of bright's disease, aged 60 years, was one of the best-known of the Catholic clergy in Canada and was engaged in financing many big church undertakings, including a million and a half for Loyola College, Montreal. He was educated in the Guelph separate and public schools and Dordrecht College, New York. He was a practicing lawyer in Guelph before joining the priesthood.

Well-Known Ontario Woman Speaks.

Welland, Ont.—"I am most pleased to say that Dr. Pierce's Favorite Prescription has proved itself a first-class remedy. It was running weak and played-out, and I needed a woman's tonic. I have just finished using one bottle. I feel much stronger and better. Can eat better and am less nervous. You may say that 'Favorite Prescription' is just the medicine for tired-out, worn-out women. It does wonders for them." Mrs. George Flanagan, 25, Main and State streets, Welland, Ont.

THIS PRESCRIPTION IS FOR YOU.

If you suffer from hot flashes or dizziness, fainting spells, hysteria, headache, or nervousness you are not beyond relief.

Dr. Pierce's Favorite Prescription is directed to the real cause and promptly removes the disease, and thereby brings comfort in the place of prolonged misery.

It has been sold by druggists for nearly 50 years, in fluid form, at \$1.00 per bottle, giving general satisfaction. It can now be had in sugar-coated tablet form. Sold by all medicine dealers or trial box by mail on receipt of 50 cents in stamps.

Every sick woman may consult us by letter, absolutely without charge.

Write without fear as without fee, to Faculty of the Invalids' Hotel, Dr. W. M. Pierce, President, 663 Main street, Buffalo, N. Y.

CUNARD LINE

CANADIAN SERVICE.

MONTREAL TO LONDON

(Via Falmouth.)

From London. From Montreal.

SEPT. 23 . . . AUSONIA . . . OCT. 12

CABIN AND THIRD-CLASS.

MONTREAL TO BRISTOL

(Avonmouth Dock.)

From Bristol. From Montreal.

SEPT. 26 . . . FELTRIA . . . OCT. 12

OCT. 3 . . . FOLIA . . . OCT. 24

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For information apply Local Ticket Agent, or The Robert Reford Company, Limited, General Agents, 50 King street east, Toronto.

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Lv. London. Lv. Montreal.

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Sept. 29 Metagata Oct. 14

For rates, reservations, etc., apply local agents, or

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I. E. SUEKLING

1 King St. East, Toronto.

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Passports — Application forms furnished on request.

Traction Company

Change of Time September 17

To St. Thomas and Port Stanley—7:30 a.m., 9:30, 11:30, 1:30 p.m., 3:30, 5:30, 7:30, 9:15 p.m.

To Toronto, 4:30. To St. Thomas, 6:15 p.m. and 11:15 p.m.

Sunday cars marked with a star.

LONDON AND PORT STANLEY RAILWAY

Summer commutation books between London and Port Stanley. Time limit extended till October 10, 1916.

Daily 40c fare extended to Oct. 10.

London and Port Stanley Railway

New Time Table Effective May 17, 1916.

TO ST. THOMAS AND PORT STANLEY

5:20 a.m. and hourly thereafter at 20 minutes after the hour until 10:20 p.m.

Then 11:20 p.m. to St. Thomas only. Cars leaving after odd hours stop only at St. Thomas.

Sunday service commences at 6:20 a.m., commencing June 19, 1916.