

FOUR

London Advertiser

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Chas. H. Eddy Co., Old South Bldg.
The London Advertiser Company, Limited.

LONDON, WEDNESDAY, MARCH 10.

If the Conservatives bring on the election they have been holding over the heads of their opponents, the Liberal party may well nail the British Preference Flag to the mast, and keep it flying there. Sir Wilfrid Laurier raised this flag. The country knows who pulled it down!

There is something in this boot scandal. Unfortunately, it is a soldier's foot. And no contractor would have been bold enough to use shoddy unless he thought THE DEAL WAS GOING THROUGH.

The public lives in the expectation of an attempt at Ottawa to fasten the army boot scandal upon Gen. Sam Hughes. The Government thought the country was laughing at Sam, and was ready to make him the scapegoat for anything.

HITTING BRITISH GOODS.

The scuttling of the good ship British Preference by the tariff "boosters" appears more and more serious as an offense against the Motherland as the conviction forces home that the present tariff has little, if anything, to do with the war.

When the tariff was raised against British goods it was to secure revenue to meet expenditures such as the C. N. R. guarantee, and for the tremendous increase in the internal financing of the country.

Not one dollar in a thousand collected under the new tariff will be used for purposes of war or because of the war. It will be used to cover the most tremendous extravagance ever known in Canada and for the adequate protection of the Government's pet private corporations. It is, therefore, the rankest kind of hypocrisy to claim that it was necessary to put another tariff on the foot that keeps British goods out of Canada.

The Toronto News may talk itself black in the face, but a tariff of 20 per cent will keep more British goods out of Canada than a tariff of 25 per cent, if, as the Conservatives claim, this was necessary because of the war, then it is a greater sin, because it is fighting the Mother Country commercially while making a loud noise about aiding her in her struggle.

History is repeating itself. It seems to be a case of "so much worse for British connection."

THE VICTORIA CROSS.

FEW have been the Victoria Crosses awarded in the present war, although there has been no lack of heroic deeds. How different is the case with the Iron Crosses of the Germans, which have been handed out by the thousands. The Kaiser's famous decoration has been cheapened. Already he has given it to no less than 35,000 sailors and soldiers. But the Victoria Cross is given to comparatively few, and is an honor greatly coveted in consequence.

The Victoria Cross was instituted by Queen Victoria during the Crimean War. It is made from cannon captured from the enemy and is in the form of a Maltese cross. On a scroll are inscribed the words: "For Valor," and above them the royal crest. To the man who bears the Victoria Cross there is a pension of £10 per year, and if he wins it a second time another bar is added to his decoration, and he becomes entitled to an additional £5.

Midshipman Lucas, of the steamship Hecia was the first to win the Victoria Cross. A live Russian shell fell on the deck of the Hecia as she was taking part in the bombardment of a fort, and Lucas, picking it up threw it overboard, the shell exploding as it touched the water.

On her brave sailors and soldiers France pins the ribbon of the Legion of Honor; Russia the Cross of St. Vladimir, and Austria the Ancient Order of Marie Therese, but no decoration occupies a higher place in history than the Victoria Cross.

THE RADIAL PROGRAM.

THE Advertiser was the first paper in Western Ontario to conduct a campaign for an extensive system of radial railways. At the same time, no immediate credit for the discovery of the conditions existing is claimed. The people who brought to the attention of radial railways to the attention of this paper were those who lived many miles from railway connection, such as those in the rich Arkona district.

The district within a radius of sixty miles of London is crying for radial lines. The public ownership principle should be brought into their construction wherever that is possible. When the people of a certain district are willing to invest their money in an enterprise and believe it to be a feasible

proposition, they should back up that faith by building the line. Private capital may often be willing to "take a chance" where the merits of the scheme are more doubtful. The promoter has visions that the average man does not have.

Now that Sir Adam Beck is seeking a subsidy for radial lines in Ontario it may be opportune to wish him success. It is to be hoped that the Dominion Government will give every possible assistance to the far-flung network of lines that are inevitably to bring more people in closer touch with one another, and when the amount that has been handed to private railways is considered it would not be a great charity for the Government to make a grant of \$5,000 a mile. It would greatly aid the scheme, and while other provinces might object, Ontario has the right and the will to fight for its own.

The Advertiser is a firm believer in public ownership. It believes that a public utility or a private monopoly should be taken up by the people and carried through by the people. It believes in hydro-radial lines for this district. Moreover, it believes that a system of hydro-aided telephones could be locally advanced at this time. The telephone in Ontario is a monopoly. The province has a system of towers that would carry telephone wires to many districts. It might be commenced as an inter-city line.

Radials and phones might link up well together. Public ownership is coming for many utilities. It may prove a good thing that private ownership does not fail to stay in the field. Monopoly is not always the best thing even for public ownership.

And another point is that public ownership does not mean ownership of the public by any individual. Those who themselves control monopolies, for instance, may have their good faith called in doubt. But for general benefit and for sound practice, there will be unanimity of opinion on the part of press and public.

WHEN ROUMANIA WARS.

WHETHER or no Italy or Greece enters the conflict, it is almost certain that Roumania will line up with the Allies. A cable dispatch saying Roumania will move in April is credited to King Ferdinand's minister of the interior, and as Great Britain has just granted the Roumanian Government a large loan, the report is probably correct.

It may be that this intention accounts for the rushing of operations at the Dardanelles. Once Constantinople is in the hands of the Allies, Roumania is freed of the menace of an attack by the Turks by way of the Black Sea. What is of still more importance is that Bulgaria, all along a doubtful quantity, encircled by a hostile ring, dare not join Germany or Austria.

The entrance of Roumania should tend to shorten the duration of the war, as Austria-Hungary, already showing signs of exhaustion, could never withstand the hammering of the fresh and enthusiastic armies of Ferdinand. Roumania has a standing army of 600,000 men, equipped after the most modern standards, and the moment hostilities opened the Austrian left wing which has been battling desperately for months to keep the Russians out of Galicia, would be threatened. With the pressure removed from Serbia, the three armies—Russian, Roumanian, and Serbian—would doubtless advance simultaneously, and the Austrians would find them irresistible.

With Budapest and Vienna taken there would then begin a great drive to Berlin, and Germany could not possibly cope with the tremendous pressure on all sides. Roumania's entrance into the conflict will be almost as important to the Allies as the running of the Dardanelles.

MR. ROSS' GOOD SERVICE.

MR. DUNCAN C. ROSS, M.P. for West Middlesex, performed a service of great importance to the farmers as well as the consumers of this country when, in the House of Commons a few days ago, he brought to the attention of the Government the necessity for taking action to prevent the encroachment of the foot and mouth disease in Canada.

This disease has affected cattle throughout the middle and New England states and has appeared in Detroit. Its ravages are so rapid and serious that when it shows itself in a herd the only remedy is the immediate slaughter of the cattle. No amount of precaution or care on the part of the farmer can head it off. On this week a prize herd of cattle in the United States, valued at \$49,000, had to be killed because of the infection—a collection of stock that the owner would have saved at almost any cost if it were possible.

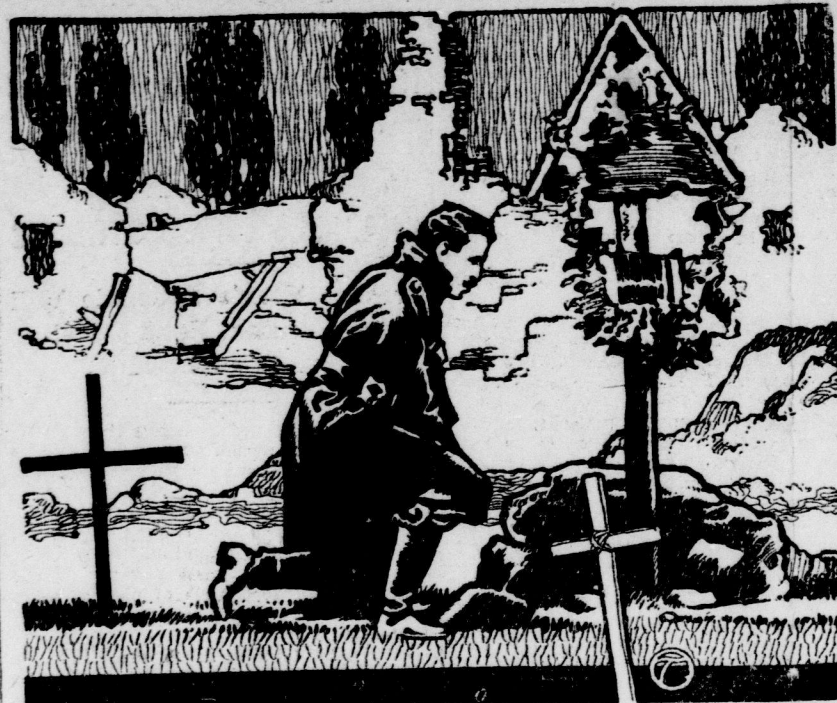
Especially at a time like the present, when production to the fullest extent is being urged upon the farmers of Canada, the question of preserving the stock now on hand is of utmost importance. Mr. Ross was the first to point out to the Ottawa Government this necessity. He asked that every thing possible be done to keep the disease out of Canada, and from the reply received from the Minister of Customs in the absence of the Minister of Agriculture, it appeared that the question had not received serious attention.

The member for West Middlesex asked if every precaution were being taken to prevent this disaster from reaching Canada and also whether it was the intention of the Government to amend the act to provide compensation for farmers and graziers whose cattle have to be slaughtered in the public interest.

The Minister of Customs had no information as to the latter part of the inquiry, and when Mr. Ross insisted that prompt and very serious action was necessary, Premier Borden admitted that the act, as it now stands on the statute books, had been in force for many years. The Minister of Agriculture had not brought to his attention any proposal to amend it, but he promised to ask for a report on the matter.

In the interests of the whole country, it is to be hoped that Mr. Ross' insistent

DAILY WAR PUZZLE



Graves on the battlefield. Find a non-combatant and a soldier.

ANSWER TO YESTERDAY'S PUZZLE.—Upside down between two soldiers.

Music and Musicians

"O Music! Sphere-descended maid,
Friend of Pleasure, Wisdom's aid!"
—William Collins.

Singing in the Original.

Certain of our singers have been of late putting the stamp of their disapproval on the time-honored custom, established by our greatest artists, of singing foreign songs in the original tongue. If this idea of singing every song—whether Italian, French or German—in the English language ever gained ground, it would be a fact to be greatly deplored.

There is no sign of it, however; singers of the first rank, with one or two exceptions, still realize the immense artistic advantage of a song sung in the original, over one sung in a translation, no matter how good the translation may be.

There are two vital reasons for rendering songs in the language in which they were composed. Even supposing the singer to be as perfect as the original, the phrasing must of necessity be different. The composer has written his music to words phrased in a certain way, and it being impossible to change the music to suit the translation, it must be damaging in the extreme to be obliged to adapt it to words phrased in an entirely different way. Many of the finest musical effects are lost in this way, and to hear a fine song robbed of many of its beauties, because listeners want to hear it in their own language, is simply heart-breaking.

Then, again—a composer worthy of the name, in writing music to words, is influenced to a great extent in forming his melody, by the position of the vowel sounds. He realizes that certain color effects can be produced in this way. He also knows that he must avoid using certain words in extremes high or low tones. He calculates the effect of his climax with the utmost care, knowing that a strong emotional passage can be rendered utterly feeble by the injudicious use of a vowel. These points are lost when a translation, no matter how good, is used by the singer in preference to the language in which the song was originally composed.

A song, although an art production, in which words are used, is first and foremost a musical composition, and the creative artist should always give first place to considerations of a musical nature. The singing of all vocal works in the vernacular would only result in the destruction of the numerous musical beauties which all great songs possess.

Try to imagine some of our lovely folk-songs translated. Think of Robin Adair sung in French.

Instrumental Battles.

About eighty years ago a curious fad took possession of the European composers. It consisted of instrumenting the "Battle of Navarino," "The Battle of Fragar," "The Battle of Waterloo," and many others were the out-cries of the music. A musical composition of the same nature has been discovered in China. The Chinese certainly have been demand will result in immediate action being taken.

EDITORIAL NOTES.

Greece wants to be in on the picking of Turkey.

Italy, Roumania and Greece are engaged in a thrilling balancing act.

A German professor has discovered a method of making food out of straw. Too late. Germany has about reached the last straw.

Nietzsche's Germanic dream of a "blond giant avidly rampant" appears to have had about as much substance as most other dreams.

If they can keep up their present rate of smashing the Dardanelles forts, the Allies will not find it such a long, long way to Constantinople.

Henty's most thrilling tales would make tame reading for that 14-year-old Belgian Boy Scout who killed two Germans, was taken prisoner, joined his escape, acted a running fight with the guards, for his bravery was decorated by King Albert, and appointed to the general staff.

FINANCIAL ITEM.
[Philadelphia Ledger.]
First She—My husband says that owing to the war, capital is tight.
Second She—Yes, when mine has my grove pale every time I kiss him.

BACK TO EARTH.
[Judge.]
Rankin—Have you never been to Niagara Falls?
Phyle—Yes, but I want to go again. The same day and see the scenery. The first time I went I was on my honeymoon.

DEAR GIRL.
[Kansas City Journal.]
"Vanessa is doing so much to help the poor soldiers."
"What is she doing?"
"Writing lovely notes to put in the socks the other girls knit."

SPRING STYLES FOR MEN.
[Brooklyn Eagle.]
Crisis neckties will not be worn this

ter instruments than we had, where-with to represent the ray of comfort that would take a composer of wonderful parts to depict the present carnage in instrumental form.

First Man to Come Back From the Infernal Regions.

Louis Elson tells us that at the first representation of Meyerbeer's famous opera, "Robert le Diable," an accident occurred which nearly resulted in disaster. In the last act, Bertram, the tempter, has to descend to the infernal regions, alone, Levasseur, who performed the character, leaped down the trap, and Robert, represented by the tenor Nourrit, who should have remained on earth, saved by the prayers of Alice, leaped after him.

There was consternation on the stage. In the audience they thought the opera had a rather immoral ending, since Bertram, the tempter, had triumphed over the prayers of Alice.

When Bertram, on landing at the bottom of the trap, saw Robert coming after him, he was vastly astonished to find that he had bagged his victim after all. He asked him in amazement, "Has the plot been changed? Would you like to recollecting his mistake, hastened back to the stage, where the audience were astonished to see him reappear. But soon grasping the situation, burst into loud applause.

Answers to Correspondents.
Questions to this department should be addressed, "Musical Editor, London Advertiser," and must be brief and to the point. They must also be of general musical interest. Several teachers of music in this part of the country seem to be especially delighted to have the "Professor" attached to their names. Would they like to hear from you in your musical column about the "Professor" in music.

INTERESTED.
The musical men in your part of the country seem to be differently constituted to the men in London. As a general thing, a musician greatly dislikes being called "Professor," as a mere complimentary title. In the states to the south of us it is quite common to attach the title of "Professor" to the names of nearly all music teachers and musicians. The title is rightly given to men engaged as teachers in a university. It has no special significance, however, and implies no superior qualifications on the part of the man who uses it.

MUSICAL AMATEURS.
Instrumental, because it is absolute music, and depends on no other medium of expression. Vocal music, on the other hand, is a combination of two arts, each depending on the other.

Do you consider vocal or instrumental music the higher form of art?
Instrumental, because it is absolute music, and depends on no other medium of expression. Vocal music, on the other hand, is a combination of two arts, each depending on the other.

Pyjamas will fasten about the waist with a puckering string.
Flannel nightgowns will generally be discarded during the warm weather for those of lighter material.
Socks will have the pet-a-boo effect about the feet, particularly at the toes and heels.
Shirtbands will have a collar button behind and one in front and dress shirts will be fastened in front with white studs.
Laced shoes will be popular this season. Trousers will contain quaint pockets behind.

PRETTY GOOD WORLD.
[London Tit-Bits.]
This world's a pretty good sort of world.
Taking altogether,
In spite of the grief and sorrow we meet,
There are friends to love and hopes to cheer,
And plenty of compensation,
For every ache for which we make
The most of the situation.

There are quiet nooks for lovers of books,
With nature in happy union;
There are retreats from the noon-day heats,
Where souls may have sweet communion;
And if there's a spot where the sun shines not,
There's always a lamp to light it,
And if there's a wrong, we know 'ere
That heaven above will right it.

So it's not for us to make a fuss
Because life's a bit of a mess;
Nor to wear ourselves out to bring
About
A change in our circumstances,
For this world's a pretty good sort of world.
And he to whom we are debtor,
Appoints our place and supplies the
To help us make it better.

PHILOSOPHY AND THE GRIP.
[Detroit Free Press.]
Philosophy instructs us how
To bear our cares and sorrows,
To suffer all the ills of Now
And wait for glad tomorrows.
It bids us to be Spartan brave,
Nor whimper in our grieving,
To tread, from cradle to the grave

9c Each Sale Lasts NINE Minutes Only

The figure NINE will be the lucky figure at Chapman's all day Thursday. Look through the list and see what wonders can be done with the modest sum of nine cents, and pay special attention to the hourly sales of nine-cent articles, which will be on sale for nine minutes only after the hour strikes. The clocks tell the hour of each sale. One lot only to each customer.



9-MINUTE SPECIAL.

At 9 o'clock Thursday morning, for nine minutes only. Women's and Children's Hemstitched Lawn Handkerchiefs, good size, 1/4 and 1/2-inch hems, on sale

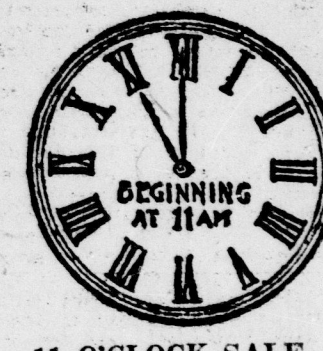
9 for 9c



10 O'CLOCK SPECIAL.

When the clock strikes 10 we will place on sale for 9 minutes only, Unbleached Turkish Bath Towels, with embroidery insertion and edging on neck and sleeves. Regular 15c, at

9c



11 O'CLOCK SALE.

Women's Black Cotton Hose, regular 15c. Also Silk Ankle Hose (these are imperfectly made). Regular 15c. On sale Thursday morning at 11 o'clock, for 9 minutes only,

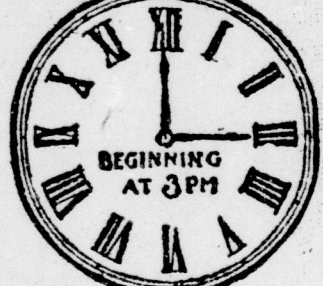
9c



SPECIAL FOR MEN.

Just for 9 minutes, starting at 2 o'clock Thursday afternoon, Men's Fine Black Cashmere Socks, the kind you know with red heel and toe. Always 25c, at

9c Pair



Corset Covers

When the clock strikes 3 Thursday afternoon we will place on sale for 9 minutes only, Women's Corset Covers, of fine white cambric, with embroidery insertion and edging on neck and sleeves. Regular 29c. 9-Minute sale price, each,

9c



One Piece to a Customer

Stamped Linen Centrepieces (18-inch size), also Pin Cushions, new designs on finest linen. Regular 25c. On sale Thursday afternoon at 4 o'clock for 9 minutes only, at each,

9c

Bargains On Sale All Day Thursday

The following bargains will be on sale all day Thursday, Friday and Saturday, as you will notice, each one ends in the figure nine. The attractiveness of these items will appeal to many hundreds of women in the city and out-of-town as well. Many other bargains crowded out of this list will be shown.

CAMBRIC NIGHTGOWNS.

Women's Nightgowns, made of good quality white cambric, yoke effect and high neck, frills of white cambric. Regular 49c. Thursday only .29c

LINEN TABLE CLOTHS.

10 x 4 size, Full Bleached Linen Table Cloths. On sale \$1.79

REMNANTS FOR THURSDAY.

At 9c per yard, Wash Goods and White Flannelette remnant ends. Sale continued all week.

Dress Goods

Thursday, Friday and Saturday. 9 pieces Dress Goods, including Checks for children's dresses, Whipcords in fawn, tan and white, also blue lustre. Regular 25c. On sale at 19c per yard.

9 pieces Dress Goods, including Black and White Checks, Silk Stripes, Delaines and two pieces Fawn and Blue Mixed Novelty. Regular 35c and 50c. On sale at 29c per yard

9 pieces Colored Dress Goods, stripe and spot lustrous and Honeycomb Checked Suiting. Very handsome for girls' and misses' suits.

Khaki Handkerchiefs. Soldiers' Khaki Handkerchiefs, large size, hemstitched. On sale Thursday, Friday and Saturday . . . 4 for 49c

WHITE LACE COLLARS. Assorted styles. Were 20c and 25c. Thursday and following days 9c each

FANCY COLORED RIBBONS. 10 pieces Fancy Colored Ribbons, in Dresden, Moire and Stripe effects. Regular 65c and 75c. On sale, at, per yard 49c

Get Your Share of the Bargains

CHAPMAN'S

239, 241, DUNDAS

UNBLEACHED SHEETING.

Half Bleached Plain English Sheet- ing, 2 yards wide. Easily bleached. Thursday 5 yards for 99c

STRIPED FLANNELETTE.

Neat Striped Flannelette, good English make, on sale Thursday and following days. . . . 12 yards for 99c

COTTON-FILLED COMFORTERS.

Silkline Comforters, good size, filled with white cotton batting. Regular \$2.25. Thursday, each . . . \$1.99

BIBLES

With index, yep edges. Just 25 well bound, leather covered Bibles, with index, yep edges, red under gold edges. Regular 50c. Thursday, each 19c

EMBROIDERIES

Corset Cover Embroideries, several patterns to choose from. At, per yard 19c

Embroidery Edges, of lawn and cambric, up to 12 inches wide, 15c and 18c qualities. At, per yard 9c

Baby Flouncings, hemstitched edge, all new designs. On sale, per yard, 19c

Embroidery Edges and Insertions, up to 4 1/2 inches wide. On sale Thursday, Friday and Saturday . . . 2 yards for 9c

Real Linen Lace Edges and Insertions, linen shade, 2 1/2 to 4 1/2 inches wide. Regular 18c, 20c and 23c. On sale Thursday, Friday and Saturday, per yard 9c

CASHMERE HOSE.

Penman's Fine Black Cashmere Hose, full fashioned, seamless feet. Sizes 8 1/2 to 10, at 3 pairs for 99c

For Men and Women

Two sizes in Silk and Wool Umbrellas, Women's. Come with straight handles, and mounted with sterling silver. Men's are natural crook and fancy handles of boxwood. Regular values \$1.50, \$2 and \$2.25. On sale Thursday. Your choice, e

HOUSE DRESSES.

Two dozen Women's House Dresses made of flannelette, made navy, cadet and red. Sizes 34 to Regular \$1.00. On sale Thursday

BLACK PETTICOATS.

Two dozen Black Levantine coats, new for spring. On sale,

COLORED PETTICOATS.

English Satin Petticoats, in cerise, paddy green, sand, mu and peach shades. Regular \$ Thursday \$

WAIST SPECIALS.

10 only, Silk Waists, . . . 99c
6 only Chiffon Waists at \$1.99
White Lawn Waists . . . 49c
These are clearing lines.

KNIT UNDERWEAR.

Women's Knit Summer Vests, sleeves and sleeveless. Regular At, each
Women's Knit Summer Dress knee length, lace trimmed, 25c. Thursday and following Per pair

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S.S. Northland - Apr. 10 Apr. 11

S.S. Southland - Apr. 24 Apr. 25

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239-Mar 11

TRACTION COM

Week-day service: 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 1