

# London Advertiser

## THE SINKING OF THE AMPHION.

The sinking of the British cruiser Amphion puts the German Emperor in the blood debt of every British subject. We have been waiting for something appalling to happen; we have almost prayed for that North Sea engagement, because it would be the most mighty sea struggle that the world has known. But the sinking of the Amphion, with the loss of 131 men, indicates that Germany has drawn first blood in the struggle. The blast of a hidden mine will resound through British possessions the world over. The Germans have taken British lives and have shown the offensive as early as possible. Until that news arrived and was confirmed, the Anglo-Saxon was buoyant with hope and thrilled with eagerness for the punishment of a defiant man of slaughter. The Amphion sank. More than one hundred homes were robbed of loved members. The strain toughened into something more than mere nervousness, something grim and terrible. A grievous blow has been dealt, a desperate nation is to be faced, greedy for victory and single-handed power. Each of these men of the Amphion's lives must be avenged. It is not time for grandiloquence. The British nation has its back to the wall. It has its heroes of this war to honor with the last breath of all its subjects. No more thought of the picturesque of it, no more mere pleasing of the sense for sensational events. The nation has been slapped in the face with the Mailed Fist. It is not for peace that we fight now. It is for a great cause—the cause of British blood spilled!

## THE MEN OF PEACE.

WHILE the great majority of people throughout the British Empire are enthusiastic in their readiness for war, believing that Britain could take no other course, yet it must not be forgotten that a minority, respectable in numbers and in character, are opposed to it. They realize so thoroughly the horrors of war; the disasters that follow in its train; the setback to civilization that will result from it; that nothing short of an actual invasion of England seems to them sufficient to justify it. There are prominent men in Britain who hold this view. Three members of the cabinet, Viscount Morley, and Messrs. Burns and Masterman have resigned. Their resignation is not to be taken as any approval of Germany's aggressive measures. They do not think Germany is justified in the course it has taken. But they do not believe there was sufficient cause for Britain being involved in the contest, and they are not prepared to assume any of the responsibility.

And it is characteristic of the British spirit of tolerance that with all the national enthusiasm aroused, these men are not made the recipients of abuse for the course they have taken. Even their political opponents have nothing to say beyond the expression of regret. There is no attempt to brand them as traitors or German sympathizers, or to make political capital. It is felt that every man is entitled to follow his conscience, and take the course he believes to be right.

The same condition of tolerant acceptance of adverse views should prevail throughout the dominions. In every part of the Empire—in Canada as elsewhere—there are men who think Britain should have remained neutral; that her treaty obligations to other nations should have been subordinated to the safety and welfare of her own people. They are in a decided minority; but they are as much entitled to their opinions as the majority. Their lukewarmness will not dampen the ardor of their neighbors; their protests will fall unheeded. But they should receive credit for conscientious motives; they are as true lovers of their country as the most fiery militant. It is simply a matter of opinion as to which course is best for the people; and they have as much right to hold their opinions without being subject to abuse or virulent censure as have the rest of us.

In this critical period we can profitably follow the example of the motherland, and be both tolerant and calm. We have made up our minds to fight, and we are going to do it. But there is no sense in vilifying people who may not think as we do, but who are just as anxious for the welfare of the country as we are. Equally foolish and unworthy a self-respecting people, is it to insult those of other nationalities who are living peacefully in our midst, even though they belong to the nations with which we are at war. The effervescence of rowdiness whether in mob rioting, or newspaper bullying, is a very poor substitute for patriotism, which says little, but stands ready to suffer and to do.

## OFFICIAL NEWS.

THE proposal of Right Hon. Winston Churchill, First Lord of the Admiralty, to establish a Government news bureau, through which will be issued authentic statements of the British engagements on land and sea, will be approved by the newspapers and the public.

The British nation is slow to muzzle its press in any manner, and the official news bureau will not apparently be a bureau of censorship. The newspapers may print what they like in addition to the official dispatches, but for the sake of reliability few newspapers will take for gospel, tidings of British battles, save what comes through with the official sanction of the British office on it.

Yesterday was a trying day for both the public and the press. In the early morning a succession of dispatches reached the Associated Press newspapers, recounting a great fight in the North Sea. The editor who scanned the dispatches was convinced against his greatest caution. Introducing several of the dispatches were the magic words "the admiralty reports"; these dispatches proceeded to give details of the contact of the two fleets, and not until Mr. Churchill had officially denied the reports was the public undeceived. There had been reports of the fight from many coast towns. Someone had at least thought he heard firing. Requests of towns as to how many wounded they could care for were taken as meaning that a fight had occurred. It

was most likely simply British preparedness and the one loss of a British cruiser that caused the excitement. Hereafter, it is hoped, there will be less of doubt and more real news of victory.

## TRADITION HELPS.

IT is a far cry from the days of the boarding-spike, grappling-iron and cutlass to the modern fighting monsters of the British navy, but the spirit that drove the rough tars of Nelson to their splendid victories will be found today on the decks of the English ships whenever they meet the pride of the Kaiser's squadrons. Tradition alone will not win battles. Staunch armor-plate, speed, accuracy, with the supplementary services of the aeroplane and the submarine, will decide the issue. Nevertheless, the inspiration of a glorious past means high courage and supreme effort. Before the war is over there will be deeds of heroic self-sacrifice to be added to the many which stud the records of the British navy. This is likely to be the case more especially where the smaller craft are concerned. If the Kaiser's fleets are cornered, destroyer, torpedo boat and submarine will have to search out the enemy. Back of all is the English aptitude for seamanship. This is of supreme importance, whether it applies to a battleship or a sloop-of-war. The German ships are splendidly manned, but if equal in organization, training and equipment to their British rivals, they still lack that instinct for the sea which is bred in the bone of an island race.

## LIEGE.

LIEGE is a city of 225,000 and has a long, lively history, like other Belgian towns. In population it ranks third after Brussels and Antwerp. The chief industry is the manufacture of cannons and firearms, very useful there for the moment. The history of Liege in the Middle Ages was a wrangle between bishops inclined to be despotic and the free burghers. Scott, in his "Quentin Durward," recounts some exciting episodes of the 15th century. There is a very pretty picture of Liege in the five or six London Public Library copies of this novel (Black's Centenary edition), showing the River Meuse, the palace, the factories and the old castle.

Said the Prior, in "Quentin Durward," to the hero of that name: "The people of Liege are privily instigated to their frequent mutinies (against the bishop) by men of Belial." The long struggles of the Liege men against their reverend liege lord are suggestive of Belgian affairs today. Only last year the general strike was called into play to wrest a democratic constitution from the clerical powers in that country.

The nineteenth chapter of Scott's romantic story is entitled "The City." It is worth re-reading for its description of Liege in olden days, when St. Lambert's Church still stood there and the big, modern university had not yet appeared. It was in 1888 that the Belgian Government began the adequate fortification of Liege. The Germans find the twelve forts troublesome enough.

## GERMANY ON THE OFFENSIVE.

THE efforts of the Kaiser's Government to make out to Italy and others that Germany is waging a defensive war are worthy of G. K. Chesterton. Or rather they are quite unworthy, as that artist would be ashamed to do such clumsy work. The most patent proof that Germany is taking the offensive is the move through Belgium. If Germany had been on the defensive, she would not have violated Belgian neutrality before even declaring war on France. Italy has eyes to see that much.

A country on the defensive wants as short as possible a frontier to defend and as few enemies as possible. The Franco-German frontier is about 180 miles long. A million men only six feet apart would line the whole distance six or seven deep. It would not be for purposes of defence that to this 180 miles Germany tried at the outset, or before the outset, to add the 200 miles or so of Franco-Belgian frontier. The intention was, of course, to extend the defending French armies as far as possible or to turn their flank. The thing is too plain, though, to need stating, but for Germany's assertions.

Evidently the Kaiser would like to be liege lord of Liege.

Which would you prefer, hitting a

## ---and the Worst Is Yet to Come



submarine mine or being hit by a bomb from an aeroplane?

## Bully for the Belgians.

Just now life appears to be one war extra after another.

They are off and the Entente appears to be leading by a short neck.

No doubt Wellington and Napoleon are fraternizing in the spirit world.

Either European autocracy will be crushed or European democracy wiped out as a result of the present struggle. There is no middle course.

Eastbound British liners that get a wireless telling them to go to Halifax will interpret it literally, not as a cuss.

The hoarse honk of an automobile is heard along the British coast, and a North Sea scare goes flashing around the world.

The Seventh never looked finer than when they passed The Advertiser last night, as the Union Jack flashed out above them.

If Great Britain succeeds in driving the Germans from the seas, the entire world will benefit, as international commerce will be largely restored.

Many Germans blame the Crown Prince, and not the Kaiser for this war. But it's rather an expensive game with which to please an indulged baby boy.

The plucky little Rainbow! Out on a still hunt of her own for German cruisers in the Pacific! A few more "tin pots" of her class would be just the thing now.

Fifty-two naval reserves have responded to the call in London. The navy sends its graduates to every part of the world, and they are at all times ready to respond to the call back to their iron homes.

## PRESS COMMENT ON THE WAR

### JAP CAN BE TRUSTED.

[Hamilton Times.] Japan will live up to its obligations in the Far East. This may surprise the treaty-smashing Kaiser.

### SLOW, BUT DETERMINED.

[Buffalo News.] We must admit that John Bull is slow to getting into a quarrel with a nation of equal power, but equally slow to stop until he has reached a satisfactory conclusion.

### THE INSOLENT KAISER.

[Kingston Whig.] Russia has correctly interpreted the spirit of Germany's Emperor, as insolent in the extreme. He is the latest and most representative type of the military despot, and he must come to grief. There is a limit to his excesses.

### THE REAL THING.

[Guelph Herald.] There is nothing flamboyant about Canada's loyalty. It is the sober, sensible kind that recognizes that a general war is no cure for the ailments which started it, and yet recognizes that Britain must be true to its obligations.

### INSANE OR A GENIUS.

[Toronto Star.] There was last night in Toronto an opinion very generally expressed to the effect that the Kaiser was insane. It looks like it, but, after all, we must wait until word comes as to the success of his rush on Paris. If he fails it will have been lunacy; if he succeeds it will have been genius.

### THE COMING BATTLES.

[Brandon Courier.] The war correspondent of the London Times, who is a recognized expert, calculates that the decisive battles will take place between August 16 and August 22. He considers that encounters of the next ten days will only be combats covering the troops who will constitute the main armies in the fight zone.

### THE PRICE OF GLORY.

[Chicago Herald.] The price of glory, of conquest, as it was today as great, as tragic, as it was in Alexander's day. The path of triumph through war is still strewn with the mutilated wrecks of humanity. Whatsoever the issue of the struggle, uncounted lives must pay the price. There is no other price that can be paid; inexorable at Fate, Glory will have none other.

### THE OUTCOME PROPHESED.

[Ottawa Free Press.] If the populations of Europe are not utterly destroyed in the present conflict, the people can be counted upon to act in the United States for the administration which is torturing them today.

Freedom has always been bought at a price. The toll on this occasion will be tremendous, but the reward will be great.

When this war is over the people will rule in every land and Armageddon will become an obsolete word.

### THE PRESIDENT'S OFFER.

[Brooklyn Standard.] While there is only the remotest likelihood that President Wilson's offer to act in the interest of peace will be more than courteously received by the nations at war he has let Europe know that the United States hopes for a cessation of hostilities and is willing to use its best efforts to promote a friendly understanding.

The time when one side or the other is willing to quit may arrive sooner than any one now thinks, and when the hour does come the United States will be in a position to renew its proposal. The President's note paves the way for Europe to invite our services.

### CENTRE OF PEACE AND WAR.

[Belleville Intelligencer.] There is grim humor now in recalling that the second international peace congress was to have been held in Vienna from September 15 to 19, and that it was to have been presided over by Count Berchtold, the Austrian prime minister, the very man who issued the declaration of war against Serbia. Of course, it has been called off and six months work and \$20,000 spent on preliminary preparations go to join the other war losses. It is an interesting commentary on the insincerity of the nations' protestations of peace.

### METHODS OF THE ASSASSIN.

[Detroit Free Press.] For years the Austrian Government has been seeking a plausible excuse for crushing the state across the Danube, and since the Balkan war closed the pathway to the Aegean the search has been prosecuted with an earnestness that has called forth repeated protests from other European powers, and has already once or twice brought men to the verge of war. The dual monarchy stands a good deal in the position of an assassin who goads his opponent to fight in order that he may have an excuse for shooting him through the head.

### ITALY CHOOSES WISELY.

[Victoria Times.] Italy has chosen wisely. Replying to an inquiry from Berlin as to what course she would pursue if her partners in the Triple Alliance became involved in war her government has declared that she would remain strictly neutral, that she would remain strictly neutral, that she would remain strictly neutral. The terms of the arrangement between her and her two allies do not require her intervention unless one of them is compelled to draw the sword in self-defence. In the present situation Austria is the aggressor and the conditions of the truce compact, in Italian opinion, do not call for the participation of its principals in a war of aggression.

### A NOVEL SUGGESTION.

[Detroit Journal.] Approximately 3,000 Germans have been called to the colors from Detroit. Some 3,000 British reservists have been summoned from the great lakes. About 10,000 Serbians, Hungarians and Austrians have enlisted here. A smaller number of Belgians want transportation back. Let us be reasonable about this. Transportation is a difficult, almost an insurmountable problem. Can at least until the 7,000 Germans, Austrians and Hungarians here? Does no one offer his services as mediator in an effort to "localize the conflict," as they say in the chancelleries of Europe?

### THE MONROE DOCTRINE.

[Spectator.] It is obvious that respect for the Monroe Doctrine all over the world must depend on the manner in which it works in practice. It would be a considerable irony if a pacific President of the United States destroyed a potent instrument for peace like the Monroe Doctrine because, through fear of appearing Chauvinistic, he allowed it to become blunted and useless.

### THE PRIZE RING.

[Saturday Review.] There was something to say even for the old-fashioned prize ring. It set a standard of pluck and endurance; it spread wide the tradition of fair play; it glorified the old indomitable spirit which made the refuse gathered by the net of the press gang terrible on the battlefields of Europe and on the seven seas. He is no true Englishman who cannot feel a thrill over a good description of a prize fight.

## UNITED FOR SECURITY

[From the Toronto News.]

From coast to coast the spirit of Canada is magnificent. The leader of the Liberal party has joined hands with the Prime Minister to declare the duty of the Dominion towards the Mother Country, and only a few feeble and irresponsible partisans busy themselves with dead controversy. We have learned that Canada cannot separate herself from other nations. We know now that the consequences of a great war are world-wide, and that every nation must provide for its own protection, or be protected at the cost of other people. We realize that we cannot ask Belgian shopkeepers to fall on our bayonets in real estate and build railways with British capital. If we boast of our devotion to the flag, we must put our hands into our pockets to keep it flying. If we value our British citizenship as we say we do, we must meet the charges of Empire in time of danger. If we are Empire in time of peace, this we know at last, and this we are demonstrating all across the country with an emphasis that cannot be misunderstood, and an energy of conviction that dare not be resisted.

No one doubted that the Government would guard the honor and assert the duty of Canada. Few of us thought that the Opposition would fall in zeal and loyalty. Devotion to the Empire is the common faith of Canadians and the deep-rooted conviction of a whole people public men must respect. In this crisis will perish many a good Canadian. Out of it will come closer union of the British peoples. If there was any thought at Berlin that the Empire would fall to pieces in time of crisis, the millions are undeceived. But, if danger demands unity and co-operation, we should forever assure peace is restored. If we must bear common losses and make common sacrifices, why should we not unite in an imperial federation for common advantage and common security? How much rubbish we have spoken and written! Tested by the logic of events, we accept the cost of Empire and freely pledge our resources to assure the stability of the Imperial structure.

But while there is high Imperial patriotism in the people who demand the dispatch of contingents to Europe, and in the Government which responds to the public feeling, the supreme pledge of devotion will be given by those who enroll themselves for actual service and so become the trustees of the national honor and the embodiment of the national spirit. It is not uniforms, or equipment, it is not the support of governments and peoples, it is not the "tumult and the shouting," which make war glorious, but the stuff that is in the men who lead and the heart that is in those who follow. Two hundred and fifty lives altogether we gave to the Empire in South Africa, and an example of devotion which gladdened the mother country, and had a wholesome moral effect in Europe. It was not much to give when so much has been received, but it was something, and it served. So, we dedicate ourselves anew to the Empire's service. It falls to us to have various duties, ideals and aspirations, to have our prejudices of race or creed, to have our loyalties of class and caste, but, can any higher privilege come to us, or any more splendid obligation fall upon any man than to be a servant of the British Empire, upholding the flag which, in the matchless old sentence that shines all in those who follow, has "braved a thousand years the battle and the breeze," which fills the earth with its splendor, and which means justice, freedom, and order, and security to millions of mankind. Those who go to the front will do their duty and live well or die well, as God may will. No

lesser responsibility rests upon us who will stay at home to guard the Empire's honor and maintain its unity and stability. The restless tide of feeling which now sweeps across the Dominion is nothing more than a revelation of the real heart of the Canadian people, and the outward manifestation of sentiments and convictions which are stronger than any considerations of self-interest or any device of political prudence.

May it not also be suggested that we should have consideration for those among us who do not share all our convictions and cannot wholly enter into our enthusiasm. Tolerance is the corner-stone of the Empire. The flag shelters those of every tribe and race of man. We, in Canada, have kept an open door for all races and nationalities. They will love Canada more, and more easily be fashioned into devoted subjects of the Empire, if in this hour of crisis we are sober and restrained and tolerant. There never was a more solemn time in the world's history. There will be desperate battles, and shocking carnage, and the rocking of the very foundations of states and nations. We feel that the blood will not be upon us, for the British people have not driven the nations into this desperate conflict. But to save the freedom of Europe and maintain the integrity of the Empire, we must pay an awful price in blood and treasure. Some of our own sons will come back to us, or be buried in remote lands, bearing in their breasts, as Trevelyan said of the heroes of Cawnpore, "the wounds that do not shame." So let us realize that we are under the shadow and have a truce to all manner of prejudices and partisan bitterness and vainglorious clamor.

There is no sign that despotism will triumph. Throughout the whole Empire there is high courage. There is unity in council. There is readiness for sacrifice that exalts and glorifies human nature. There are brave men on land and on the sea. We do not need to argue that these are the virtues of the British Empire. They are common to all nations, but we must think hard to escape the issue, the hand of the despot who have fallen more heavily upon her when other nations were subdued. So, in simple fidelity to her pledges and alliances, she has joined with Serbia and Russia and France and Belgium to end a perpetual menace, to establish her own security, and to restore settled conditions in Europe. It is impossible to think that the allies can be overcome and the aggressor triumph, since the war has begun it must go on to a decisive result. The world cannot breathe freely again until Germany is broken. With Germany triumphant, the prestige of the British Empire could not be restored. As God wills, so will it be.

## IT WILL.

[Montreal Mail.]

It will be an affecting scene when Sir Hugh Graham kisses Colonel Sam Hughes good-bye when the latter goes to the wars.

## NO EXCUSE NOW.

[Ottawa Free Press.]

Another collision of passenger vessels is reported. This time they come together in mid-ocean with the weather clear. Have captains all been bewitched?

## RECKLESSNESS.

[Cleveland Plain Dealer.]

Italy has decided to erect an embassy in Washington to cost a mil-

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HAVE WRITTEN LETTERS ABOUT "FRUIT-A-TIVES" AND HAVE ALLOWED THESE LETTERS TO BE PUBLISHED IN THEIR HOME NEWSPAPERS.

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Those Foremost in the Religious, Social and Political Life of the Dominion Have Permitted Their Photos to Appear, Together With Testimonials Telling How They Have Been Cured by "Fruit-a-tives."

One of the most remarkable features of the magnificent success of "Fruit-a-tives" has been the caliber of the men and women who have written to Fruit-a-tives, Limited, and sent their photos, with permission to publish these in the newspapers. These include a Former Member of the Cabinet, a Senator, a County Treasurer, two Soldiers, two Justices of the Peace, a High Constable, seven Merchants, one Postmaster, two Superintendents of Sunday School and one School Commissioner. These letters were signed by the writers and may be seen at the company's offices in Ottawa.

Those who have been cured by "Fruit-a-tives" of Stomach Trouble, Indigestion or Dyspepsia, Kidney or Bladder Disease, constant Backache, Rheumatism, Sciatica or Lumbago, chronic Headaches or Neuralgia, Biliousness, Constipation or Liver Complaint are glad to let the whole world know of the remedy that cured them. They feel that they are only doing their duty to write and tell about "Fruit-a-tives" and to urge their sick friends and neighbors to try these wonderful tablets made from fruit juices.

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"Fruit-a-tives" are sold by all dealers at 50c a box, 6 for \$2.50, trial size, 25c, or will be sent postpaid on receipt of price by Fruit-a-tives, Limited, Ottawa.

Non dollars. America will not be outdone, but will no doubt come right back by deciding to pay \$16 a month rent for the American embassy at Rome, instead of \$14, as in former years. What do we care for money when our honor is at stake.

## THE LEISURE CLASSES.

[Washington Star.]

In the country a man inclined to leisure is supposed to whittle a pine stick. In town he kills time by putting needle points on a lot of lead pencils.

## HIS EXPLANATION.

[Cleveland Plain Dealer.]

"But, Jack, you said you adored me." "Did I? Well, another girl had just rejected me and at that moment I didn't much care what I said."

## MEDICAL.

[Pittsburg Dispatch.]

Dr. Doty declares that New York breeds its own mosquitoes and that New Jersey is not to blame. This At the cold dictates of the bloodless moon, Swear an eternity of halcyon sleep.

## PEACE AND WAR.

[By William Watson.]

The sleek sea, gorged and sated, basking in the sun; The cruel creature fawns and blinks and purrs; And almost we forget what fangs are hers, And trust for once her emerald-golden eyes; Though haply on the morrow she shall rise And summon her infernal ministers, And charge her everlasting barriers, With wild white fingers snatching at the skies.

So betwixt Peace and War, man's life is cast, Yet hath he dreamed of perfect Peace at last, Shepherding all the nations ev'n as sheep, The inconsistent, moody ocean shall as soon, At the cold dictates of the bloodless moon, Swear an eternity of halcyon sleep.

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