

SIX.

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The London Advertiser Company,
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LONDON, TUESDAY, SEPT. 15, 1914.

JOFFRE'S ACHIEVEMENT.

WHATEVER the outcome of the
present week's long battle, the
magnitude and velocity of the German
invasion and the skilful conduct of the
French defensive campaign will rank
high as military feats. There has been
a tendency to criticize General Joffre
for his tactics, but now that the cam-
paign is seen as a whole, there can be
nothing but admiration for his strat-
egy. On the other hand, the invasion
of Belgium and Luxembourg commencing
on August 4, and until September 10,
when the tide turned in the Allies'
favor, there was not a moment's let-up
of the German advance. It can be seen
now how unreasonable it was to criticise
the French commander for not
checking the enemy earlier, just as it
would be unreasonable at the present
moment to call that wonderful advance
poor generalship because the Kaiser's
armies are in retreat today.

In themselves the French retreat and
German advance were both remarkable
achievements.

When the campaign opened, Ger-
many's master-plan was to crush
France as speedily as possible and then
turn to Russia before the latter could
get well under way. This was what
caused the invasion of Belgium.

Through Belgium the French frontier
could be hit at its weakest point and
the larger armies of the Kaiser could
roll up the French flank and subdue
the fortresses by sheer force of num-
bers. The fact that the Belgians proved
a stumbling block does not mean
that the German plan was not an ex-
cellent one. Now we know that it was
the gallant defence of the Belgians
which gave the English time to
take their place and stiffen the weak
point on the French line, but never-
theless the German strategy was
sound. The trouble appears to have
been that the Kaiser's strategists un-
derestimated or ignored the possibility
of a strong Belgian resistance or British
participation.

Fortunate has it been for France that
she had a cautious man at the head of
her armies. General Joffre, with a
greatly inferior force, was necessarily
obliged to fall back, but every step he
took, we now see, was the result of
cool calculation. Also, although ever
retreating, he saw to it that the Ger-
mans were given sufficient fighting to
keep them busy. This was one of the
finest bits of the French general's
strategy that has been overlooked.

By fighting in retreating he kept high the
morale of his men and added to the
exhaustion of the mercilessly driven
Germans. He repeatedly attacked with
energy yet never permitted his long line
to lose any of its stiffness. Never was
he out of touch with the enemy and
the retirement from point to point
showed the greatest skill. It must
have required considerable moral cour-
age to abandon one great fortress af-
ter another, but Joffre was playing the
careful waiting game. The end he had
in view justified what seemed like stu-
pendous sacrifices. The fast following
Germans were daily becoming more ex-
hausted while with Joffre every step in
retreat added fresh reserves to his
corps and gave time for fresh English
troops to arrive. And when he came
to Verdun, the most powerful of the
French fortresses, the doorway to the
Paris, he made his stand to the east
of the city, his line still intact and
full of fight, and a powerful re-
serve army, massed for that purpose,
menacing the Kaiser's left flank. Then
came the most terrific fighting of the
war up to date. Repeatedly the Ger-
man centre tried to drive through, and
there were times when the French line
seemed dangerously, but it held, thanks
in no small degree to the battling of
the British. Then, when the Kaiser
had been repeatedly repulsed, Joffre
played his big card, throwing half a
million comparatively fresh men at the
German flank, with the result that the
Germans were thrown back into a re-
treat that has become almost a rout.
The present situation may not prove
decisive. Possibly the Germans will
fight back with renewed vigor from a
new and strong base, but the campaign
up to date has shown clearly that at
the head of the Allies is a master
strategist, an adroit, cool, courageous
leader, who can be depended upon in
any emergency.

DISCORDANT VOICES.

DESPITE the unprecedented unani-
mity of Canadian thought and
action at the present time, it would
have been something remarkable if,
among eight million people, there was
not a single discordant voice. The
executive of a society called the "So-
cial Democrats" are out with a violent
denunciation of "the crowned ruffians
and greedy Caesars of industry," who
have brought on this war, and call on
the working men and women to keep
out and let those who made the war
do the fighting. We do not know who
the Social Democrats in Canada are, or
how many they are. We know that in

Germany there is a very strong po-
litical party of that name, and we know
that they are in the ranks fighting for
the Kaiser, and, doubtless many of
them think for their country as well.
There are many of the same society in
France, and, they too, are fighting in
the ranks just as vigorously as any
other Frenchmen. It would seem, then,
that the Social Democrats of Canada
are about the only peaceable men in
the society. Their weapons are pens
and tongues, and with these they make
a vigorous onslaught on everybody but
themselves, something like this from
their circular:

"The Hague peace conference is a
drooling, stuttering bankrupt. The
Christian church is palsied, staggering
in its poverty of influence to
stop the blood gushing from a mil-
lion wounds, while Christian cannon
are battering down the Christian
spires and altars of Europe. Cap-
italism wallows in the stifling fith
of its own greed, its jealous groups
of greedy parasites in Europe are
quarrelling fiercely, ferociously quar-
relling, to hold stolen lands, to get
more subjects, more markets, to secure
more wage slaves, to get more profits,
to get more honors, more wealth,
more power, place and plunder."

As we said, we do not know who
these men are, but we are inclined to
think that, with all their clamor, they
are like their comrades in Europe. If
a German army were invading Canada,
they would probably shoulder rifles
and march to the front as promptly as
any. In the meantime, we are so far
removed from the seat of war, and so
little liable to invasion, that they can
stay home and talk while their fellow-
citizens offer their lives to protect
these talkers from the dangers of war,
and preserve the Empire which allows
them free speech.

Another voice comes from that er-
rant gentleman, Mr. Henri Bourassa.
He publishes in his paper an article on
"The National Duty," in which he tells
the people who look to him for advice
that he is opposed to Canada taking
any part in the war. "Canada, an ir-
responsible dependency of Great Brit-
ain, has no moral or constitutional
obligation, and no immediate interest
in the present conflict," Mr. Bourassa,
in a speech in this city, as well as in
his utterances elsewhere, has declared
that he is in favor of keeping up British
connection. His policy, therefore,
would seem to be that we should, like
paupers, take all the benefits we can
get out of the Empire, and shirk all
the dangers. Frenchmen in France will
have rather a poor opinion of this de-
pendent of Frenchmen in Canada. And,
we fear, that if Canada adopted his
policy people outside of Canada would
have a very poor opinion of us.

The Social Democrats and Mr. Henri
Bourassa may be very thankful they are
citizens of the Empire which they feel
under no obligation to assist. If they
talked that way in Europe, outside of
Britain, they would be promptly lined
up against the fence and shot. Even in
some parts of the United States they
would run the risk of being mobbed, or
would run the risk of being lynched. Under
the British flag they have free speech,
and can talk as they wish. Their
voices may be heard, but their opinions
are not regarded.

PROVIDENCE?

NAPOLEON said that the Lord
fought on the side with the
greatest battalions, and it is catchy
philosophy for quotation by dull wits
so many times a day during a struggle
like this, "War of the Ages." If the
statement had been true, then tyranny
would likely have been supreme in the
world today and democracy slain.
Providence has always been with the
just cause. The truisms sticks out of
everyday life, and while Providence
takes a long road sometimes, the cause
that prevails is the good cause.

Take the facts of the present war.
Number them. Who's had "the luck"?
Number the big features of the struggle,
and ask what brought such a for-
midable battery of circumstances to
bear upon the madman of Europe.
Here they are:

1. Germany relied upon Italy to
take one corner of the struggle and
materialize the Triple Alliance into
a tremendous three-edged sword.
But Italy had been given a precedent
as to the worth of "scraps of paper,"
and an honorable nation, with an honorable king,
she rejected her partnership and threw
her moral support with humanity's
forces.

2. Germany had long boasted "the
day" when her fleet should take
issue with that of Great Britain.
But an order was forth to "cap-
ture the enemy or destroy them,"
and a Von Terpitza made a mighty
armada inanimate behind safe
walls. So Britain scored a victory
without a fraction of her guns firing
a volley.

3. Austria was to be supported by
Germany. Instead, Germany had
to beg Austria's aid in defending
Prussia from the Russians. Today
Germany is practically without an
ally. The Kaiser is left alone to
face the end.

4. Belgium's resistance was the
wonder of the war. For more than
twenty days the Germans were oc-
cupied in this country. France had
time to prepare for a blow that
would have staggered her without
that providential stay.

5. The German march on Paris
has signally failed. The strate-
gist of the great war board seem
to have been checkmated at every
turn. Their superior forces and
wonderful organizational ability
counted for nothing. French and
Joffre have accomplished the seem-
ingly impossible.

The immensity of these facts would
so to demonstrate that, ranged along
with Britain, France and Russia, there
is a fourth ally, without fleet or army,
yet the greatest of all.

EDITORIAL NOTES.

It's your move, Sam Hughes!

Invade the Western Fair grounds!

Have "Me and Gott" dissolved part-
nership?

A few Western Fair "spellers" with

the Allies should spell quick defeat for
the Germans.

The attack on the Western Fair is
on in full force.

The Kaiser's "unlicked cub" ap-
pears to have "got his."

General Pau's paw seems more ef-
fective than the Kaiser's mailed fist.

Australia has her own navy. Canada
has the Rainbow and the Niobe.

If this war is stopped before the
Canadians get over there, its good-bye,
Borden Government.

The German Crown Prince is reported
out of cigars. Perhaps that's why he
is hustling for Berlin.

There have been few Canadians who
have found it necessary to shout their
loyalty from the housetops.

The Allies are now battling 1,000, and
Germany is making a home run, which
isn't as strange as it sounds.

Austria found little Serbia tempestu-
ous, but torrential is the only word to
describe the Russian advance.

"See Paris and die." Evidently the
Germans feared they would die before
they had a chance of seeing Paris.

A new crusade of the cross, a war on
war by religion, will be one beneficent
result of the present strife in Europe.

For the small sum of a half-dollar,
ladies and gentlemen, the Western
Fair will capitulate and open its gates.

The Russian dancers at the Fair (of
Podunk, N. J.) are certain to be the
centre of many enthusiastic outbursts.

Objections to art at the Western Fair
being in order, we rise to protest
against the hanging of the Frank-
furter.

When this war is over the general
public will learn of some astonishing
transportation feats that prove Kit-
chener has lost none of his efficiency.

If one were only on the German bat-
tlefields, what a beautiful collection of
brass jardinières, with spikes for
thrusting into a veranda rail, might be
collected.

The Kaiser has heaped a stupendous
weight of woe upon the shoulders of
poor old Franz Joseph. In the pitiable
old monarch's words, "he has been
spared nothing."

An army has swooped upon London
this week, but we surrender gracefully
to them each year, and give them the
key of the city, so occupation is noth-
ing new for us.

E. Alexander Powell, an American
writer of note, who witnessed with his
own eyes many Belgian atrocities, de-
clares that the German soldier's char-
acter is as human as a meat chopper.

As a war correspondent, General
French is lacking in vivid pictures,
but his straightforward story of that
four days' terrific fighting is wonder-
fully effective, and he is a poor Brit-
isher who could not read between the
lines and catch the thrill. It's a plain,
unvarnished tale of a remarkable
achievement.

Why could not Great Britain have
effected an entente with Germany as
with France? There were really fewer
points between Great Britain and
Germany than between Great Britain
and France. The simple answer to the
question is that Germany has been all
along opposed to an entente with Great
Britain and to any concert of the
Powers. She refused various British
overtures for reduction of armaments,
even giving Lord Haldane almost a
snub, for all his conspicuous friendship
to Germany and the Germans.

THE LIONS OF TRAFALGAR.

[Written by a Chicago businessman,
Charles G. Blandin.]

The Lions of Trafalgar—they're watch-
ing on the Square.

With Nelson from his column looking
down:

They seem the might of England in
calm assurance, and they seem the
symbols of her glory and renown.
The hardy heart of England—they hear
it strongly beat.

And hearing it they know that all is
well.

The mingled roar of London to them
is passing sweet.

A music sweeter than a marriage
bell.

For 'tis Britannia's anthem within her
citadel.

The Lions of Trafalgar, they listen night
and day.

And Nelson on his column listens
there:

They hear the voice of England ten
thousand miles away.

Where'er the sons of England chance
to fare:

They watch the zeal of England, they
watch her every foe.

And in their strength they're ready
for the blast.

Whenever England needs them, when-
ever her bugles blow.

The Thin Red Line shall reap the field
at last—

And seed it down to roses when all the
storm is passed.

The Lions of Trafalgar—they're in the
Briton's blood.

And Nelson's fire in every English
breast:

When flies the flag of England, upon
the field of blood.

His love for her the Briton will at-
test—

His watchword ever Forward upon the
foaming tide.

And Forward, ever Forward, on the
land.

So long as English sailors their iron
horses ride.

Or English soldiers hear the bold com-
mand:

So long as English mothers recruit
their Spartan band.

The Lions of Trafalgar—I saw them
in a dream:

I heard the gun of Nelson jar the
deep:

The sword of Balaclava—I saw them
flash and gleam:

I heard the pipes of Lucknow in my
sleep:

And I awoke rejoicing at Freedom's
trumpet-sound.

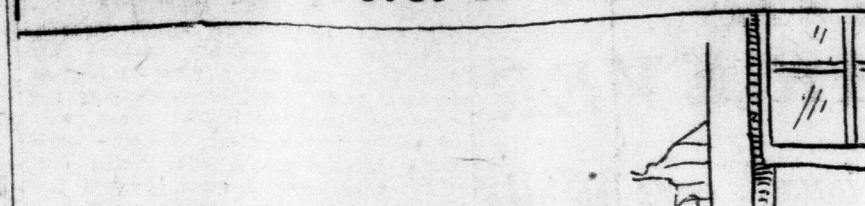
Awoke, it seemed, at thunderous
Waterloo.

To strains of martial music and banners
waved around.

And battle smoke a-drifting in the
blue:

And in that hour, O England, I loved
the soul of you.

---and the Worst Is Yet to Come



HOOT, MON! 'TIS NOT SO.

[Philadelphia Ledger.]

They are mounting machine guns on
the steps of The Hague peace palace,
and an expectant world awaits word
from Andrew Carnegie.

A LITTLE LATE.

[La Presse.]

The Kaiser says his heart bleeds
because of the Belgian acts which pro-
voked the atrocities of Louvain. It
would have been better if it had bled a
little sooner.

BOTH INTERESTING AND USEFUL.

[Hamilton Herald.]

There's just as much fun to be got out
of rifle practice as in many other pas-
times that are popular. And for men,
practice at the ranges ought to be the
most popular pastime at present.

NO CAUSE FOR WORRY.

[Evening Montreal.]

Why should anyone worry about the
proposed shipment of gold to Canada
for London account? Gold is an Ameri-
can product as much as wheat. It
produces nearly a hundred millions of
it yearly, and have nearly two billions
in the country. If high-priced wheat
goes abroad at the present rate, with
import duties sharply cut, gold must return
from Canada to pay for it.

OUR DEBT TO THE NAVY.

[The Canadian people may well say,
"Thank God and the English fleet,
if the enemy is not now on our shores."
At this moment the English fleet de-
fends the protection which

Providence has given us against the
German peril. The British navy pro-
tects us not only against invasion and
its horrors, but it also protects our
maritime commerce so well that the
ships are arriving and departing as in
times of peace.

DUTY OF GERMAN-AMERICANS.

[Louisville Courier-Journal.]

The German in America has no more
interest in the way of the Kaiser than
the American in America. Those for-
eigners who cannot join us with a single
mind—what is the slightest sense of
divided duty—do not belong here. Their
place is at the fighting front of their
own country, and nowhere else; he
among them who would either confuse
the issue, or exploit himself, is a self-
confessed deserter and coward if he
does not hasten to prove his valor and
his sincerity by donning his proper uni-
form and going at once to his colors.

THE HINDUS AND THE EMPIRE.

[The Canadian.]

Is not this demonstration of loyalty by
the princes and people of India, in the
face of the whole world, a grand proof
of the solidarity of the Empire in every
peril which threatens it? And if such
proofs of devotion are produced amongst
a people whose color, race, ideals and
traditions are completely foreign to
those of England, why should anyone be
astonished that the French-Canadians,
to whom England has given almost
complete autonomy, who are guaranteed
respect for their language, their religion,
and their laws, should also be ready to
defend it with their blood and their
goods when the Empire is in peril?

Carry on! Is Britain's Motto
and Should Be Canada's Also

[Montreal News.]

"Carry on!" This is the motto
adopted by the business men of Great
Britain and Ireland in war time. The
principles upon which it is based are
exactly set forth in a pamphlet pub-
lished in London with the title—
"Carry on Your Duty in Wartime."
What to do in Your Home and Your
Business.

The object of the pamphlet is to show
that he who should take as his motto
as patriotic duty for the Empire as
the man who shoulders his gun and
goes off to fight, and it puts the case
with a frankness which applies equally
to Canadians when it says—

"Whether you are in the fighting line
or whether you are patiently and
steadfastly continuing to do your share
of the world's work, you are contribut-
ing towards the gaining of the final
victory."

"Civilian England (and this means
Canada also) should take as its motto
in these days that legend familiar
on boardings surrounding tradesmen's
premises—'Business carried on as us-
ual during re-building Europe.' We are,
in fact, politically re-building Europe."

"It is not alone from our boys at
the front that pluck is expected. There
must be pluck in the office, and the
shop, and in the factory, and in the home,
and on the business. Pay your
way. Help to spread that cheerful
confidence in the good times, which
will follow the suppression of Kaiser-
ism."

"The seas are open to our trade. The
whole world is on our side, apart from
Germany, the common enemy. It is
now and now that we are on our side,
and now that we are on the side of the
commercial advantage of ourselves and
our allies."

"Vigorous firms should devote their
advertising campaign to this end. The
names that are waved before the pub-
lic in these stirring times will be re-
membered better than those that shrink
into obscurity upon a great revival."
A particular appeal should be made
to large firms and companies to pro-
mote circulation by paying their ac-
counts promptly. The moratorium is
not for them. It is intended to give
time for self-protection to those con-
cerning and individuals who are excep-
tionally affected by the war. Every
business should have to withhold or de-
lay payments in playing the game of
the enemy, is reducing employment,
and is crippling trade.

Personal Duty for Everyone.

"We are all in together, but we can-
not pick up a rifle and march off to
fight the Germans. Those who must
remain behind should keep these points
before them:

"1.—If you have any business you
should do about it quietly and confi-
dently.

"2.—If your business must be sus-
pended, better go as an amateur har-
vester than loaf about buying a news-
paper every hour. Consider all the
urgent—special police work, guard-
ing railways, voluntary service in ad-
ministering relief funds.

"3.—You should regard this as a time
to avoid waste; but not nec-
essarily to stop spending.

"4.—It is better for all that you
should help to keep your poorer neigh-
bors employed, then have to support
them by subscription or taxation.

"5.—If you are protecting something,
producing something or distributing
it, then you are on our side. If you
are only idling and gossiping
you are on the side of the Germans."

Smith-Dorrien, the General
Who Never Made a Mistake

General Sir Horace Lockwood Smith-
Dorrien, G. C. B., D. S. O., is well
known to Canadians by repute, and
to those who served in South Africa
by personal acquaintance, for he was
in command of the 19th Brigade,
which included the first Canadian con-
tingent, and which rounded up Cronje
and his men at Paardeburg.

He got his first command in 1876,
when but 18 years old, and has gone
steadily ahead, one of the most bril-
liant of the "Kitcheners' men." He is
65 years old and has been in the army
for 35 years.

He was described by the late Ben-
jamin Disraeli as "a fine type of the
hard as nails, well-trained, active,
dependable British officer," and is
known in the army as "one of the gen-
erals who has never made a mis-
take." He comes of a patriotic fam-
ily, having two brothers in the army
and two in the navy.

At the disastrous battle of Is-
andul, Zululand, in 1879, Smith-Dor-
rien was one of the few officers who
by his athletic powers as runner and

Fair Week Visitors Welcome

Railway Fares Refunded to
Fair Visitors

On purchases of \$25.00, we will refund the
round-trip fare to visitors coming within
a distance of 50 miles. We cordially invite
visitors to make this store their headquar-
ters while in the city.

FALL STOCKS READY

Every department is filling up with new
seasonable goods:

Dress Goods, Silks, Laces, Trimmings,
Hosiery, Gloves, Underwear for wom-
en and children, Comforters and Bed-
ding, Ready-to-Wear Garments.

Hosiery Specials for This Week

WOMEN'S BLACK CASHMERE
HOSE, best Canadian make, good fall
weight, feet reinforced, seamless
throughout. Sizes 8½ to 10. Fair
Week Special 23c per pair

BOYS' RIBBED WOOL STOCKINGS
1 and 1 rib, stout, sturdy quality for
school wear, double knee, double heel
and toe. Sizes 6 to 10. Fair Week
Special 23c per pair

WOMEN'S AND GIRLS' RIBBED
CASHMERE HOSE, heavy fall
weight, made in England, 2 and 1 rib.
Sizes 6 to 10. Fair Week Special...
23c per pair

WOMEN'S FALL WEIGHT LISLE HOSE,
black only, with wide garter top and re-
inforced. The heaviest weight lisle. Fair
Week Special, per pair 47c

WOMEN'S LLAMA CASHMERE HOSE,
made in England, also fine Canadian Cash-
mere Hose, in fall weights. All sizes. Per
pair 33c, or 3 pairs for 95c

Knitted Wool Coats

FAIR WEEK SPECIAL

13 dozen Men's and Women's
Knitted Wool Sweater Coats, in
V and high neck effects, med-
ium and heavy weights. Many
are all wool. Colors are navy,
grey, maroon, tan, brown. Sizes
34 to 40. Worth \$1.75 to \$2.50.
Choice \$1.25

J. H. CHAPMAN & CO., 239, 241, 243 Dundas