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ONDON, SATURDAY, OCTOBER MAGINE the situation of a good,

mmonplace family will get a heavier

-Saturday Evening Post.

THE LONDON ADVERTISER.

his business as the London advertiser have the land. To gain the greatest has, there would be less depression than apers have largely increased circulaad, to advertise extensively. The ondon retail merchant has shown that with him business is as usual, and at present we firmly believe there is less any other Ontario city. If other cities O posed to be do not believe this let them ask their commercial travellers.

AMERICAN SENTIMENT. CITIZENA of London, returning

from a visit to the United

States, after ample opportunity of learning the views of the people in that country, reports a strong, and almost unanimous, anti-German, or rather anti-Kaiser sentiment. Attending a convention of representative men of all classes, and from every state of the Union, 19 did not find one who was not anxious for the success of the allies. And this feeling would not be confined to words alone, if occasion required. A prominent banker stated that while it might be considered a violation of the neutrality proclamation of the Government, yet if Britain money in this contest. ame way would be found in the States And as he had not long conference with other bankers it might be taken for granted was also freely expressed that if it

mente are all in line with the more guarded expressions of the

be no difficulty in enlisting a large

maintenance of good faith among nations, and for the overthrow of military dominance. She has no feeling of ill-will against the people of Germany or any other country. But against the system of military autocracy that would ride rough-shod not only over foreign nations, but over its own people, she will fight to the bitter end.

It cannot be said that the feeling in the United States is on the side of Great Britain simply out of love for that Empire, though that is doubtless an element to some extent. But it is because all the circumstances both preceding and following the outbreak of war, have shown the unjustifiability

The action of the rulers of Ger-Austria is condemned bewrong, and that they are responsible for all the suffering and slaughter that has followed. More than that, the conduct of the military and of those in authority in the campaign has been repugnant to all right-minded people. and by those who have chosen to

will come back, and this THEY WILL BE WELCOME. the world that is still new, and with- lects are added to the list. It is not

bers, in greater numbers we believe gospel story in their own tongue.

our community. They are good-natured, ndustrious, kindly people, and this na-

ings of hatred. They are as much the speak to papa. in Canada would be had we been taught troubled me was an interview with We must fuse strange metals. We must And to be a part of the British Empire

THE NEW PREMIER.

we must open our doors to all. Other-

posed to be a compromise be-Government. He was not, however, the choice of his colleagues in Parliaent; his selection was brought about ceeded Hon. Frank Cochrane in the Legislature and Hon. Frank Cochrane's efforts succeeded in making him Prime Minister. Beside other cabinet ministers. he is comparatively a novice, but that should not interfere with the effectiveless of the Government, if his colleagues give him their support.

Whether Mr. Hearst is successful in bringing all the ends of the Government together, and is broad enough to see the needs of the province as a partisanship counts for anything, he should satisfy any loyal Conservative. His work as a cabinet minister has been confined chiefly to northern Ontario, where his constituency lies,

pion of the new district. It can hardly be expected that he will forget the portion of the country which has given him his political career, and in this respect he will be closely watched by will come to realize that old Ontario force of men ready to take a hand in the European war on the side of the demands some consideration in the interests of good roads and schools will

be determined later. One thing is pretty certain, what leading papers. That there are some Hon. Mr. Hearst wants he will get. He listen to argument. His opinion is there are doubtless some regarded as the law which guides him. so intensely anti-Brit- His appointment, coming as it did, may would welcome a Ger- not help him in this respect. He will But these dissenting need the advice of the more experienced proval of the Conservative party. If

tection of the weaker nations; for the terest of the province as a whole, he will not have the good-will of the

It is expected that there will be other changes in the Cabinet. Perhaps Mr. Hearst knows how he is going to be master in fact.

EDITORIAL NOTES. As the Brooklyn Eagle remarks, the children of Europe will not need any

Cho'era is the enemy of both sides, more deadly than the dum-dum, and, if it should gain a hold in Europe, the war may quickly come to an end.

Canada may well afford to let the world's series pass without going into a simulated frenzy. It seems almost

his book on "I and South Amerrealized this was a personal remark and that the tapir had no chance of re-

"Some of these sharpshooters at Long Branch would be doing more service to their country, if they were Germans as targets. There Is not this the sort of thing that Earl Roberts has been rebuking in Britain?

Premier Hearst is referred to as the appointee of Hon. Frank Cochrane. the appointment the Toronto Telegram (Con.) said: "Whether Hon. candidate or against another.'

OPINIONS AND FACTS. (Washington Star.)

Of unexpected woes Who thinks that what he merely thinks Is what he really knows.

NO EXCUSE FOR IGNORANCE.

(Watchman-Examiner.) The Bible is now printed in 600 languages and dialects, and every year from eight to ten new languages or diaknown how many dialects are spoken on earth, but it is estimated that seven out of every ten of the human population have had provided for them the

[Amy E. Campbell,] couldn't go on in the old, dear way, With never a thought for you-

With the love I never knew, Intil I hid from the selflessness In the lonely eyes of you! ACCOUNTING FOR COURAGE.

[Stray Stories.] "I think," she said, hesitatingly and for the Teuton people we have no feel- with downcast eyes, "that you better "Of course!" he replied promptly

The only thing that "You're not afraid of papa?" she said, inquiringly, opening her eyes in aston-

"Afraid!" he exclaimed. "Why should "Really, I don't know," she answered,

but it's usual, you know. the off-hand way of the man of the "With inexperienced men there would be nothing surprising in it, but want all peoples to come to Canada. We I have taken the precaution to lend him money which is still unpaid." Then it was that the beautiful girl realized that she had caught a genuine financier for a husband.

[From Punch.] Britons, in this great fight to which Because where honor calls you go you

Be glad, whatever comes, at least You have your quarrel just.

Peace was your care; before the na-Her cause you pleaded and her ends you sought;

Others may spurn the pledge of land to

May with the brute sword stain a gallant past; But by the seal to which you set your

Thank God, you still stand fast! Forth, then, to front that peril of the With smiling lips and in your eyes

light, Steadfast and confident, of those who Their storied 'scutcheon bright

And we, whose burden is to watch and High hearted ever, strong in faith and prayer.

To steel our souls against the lust of To find our welfare in the general To hold together, merging all degrees

In one wide brotherhood;-To teach that he who saves himself is

To bear in silence though our hearts may bleed: To spend ourselves, and never count the For others' greater need;-

go our quiet ways, subdued and To hush all vulgar clamor of the street; With level calm to face alike the strain Of triumph or defeat :--

So best confirm their prowess and

IN DEVON

The simple faith of a little child is one of the great wonders of life. No philosopher need waste his time arguing with me about this, because his psychological theories on the subject are of a negative value as opposed to the positive value of this simple faith. when this same faith is seen in old persons, the wonder of it all is beheld through the soft light of sympathy, and somehow, even in spite of ourselves we stand ennobled. Whatever may be your religion, reader, or mine, or our lack of it, is of no consequence in comparison to the fact that me people's faith in the old,old story is so great and so real as to overcome the most poignant of human griefs. And nowhere, perhaps, is this so well examplified as in the rural districts irreverent to display a keen interest in of England; and at this hour of trial, when so many have lost, and so many may lose, all that makes life worth the struggle you will find the picture I

> reality and not an empty dream of my A mass of clinging ivy, dormer windows Near a country lane in Devon far away.

> Stands a tiny cottage nestling 'mid the flowers and the ferns, And birds are trilling sweetly thro'

And past the meadow yonder the aughing waters flow There the chaffinch and the bullfinch pipe their lay;

in the copses near thrushes flute and fly, And on the air is borne the scen-From out the clover pasture comes the low of browsing herds;

And 10, the swallows wheeling the butterflies and flowers, the birds and summer air-'Tis Devon and the Devon that

But living in that cottage is a woman old and gray past,-The joys of old endeavor and the losses

that have come; But bitterest is the loss that came Her only son is fighting and she sits and thinks of him;

He planned to marry spring. When she would live the mother's life a second time and love,-Unconsciously she turns her wedding

falling from her dim eyes are the tears of hopelessness. She feels the world is meaningless And darkness after twilight makes her

The air is still and nothing seems to On tottering feet she rises as she wipe away her tears.

With trembling hand she lights the parlor lamp, Then passing to the table, from the old

holy stamp. her favorite parts. And banished is the deep, unuttered

The Bible tells of God's love, noble sacrifice and calm-O solace of the ones who are alone!

And reading thus she falls asleep and dreams of days gone by; That Devon home is filled with holy

mother love is God's great love. How else could life proceed? And mother love is also human balm' mass of clinging ivy creepered o'er

the cettage walls-Fresh dew upon the grass and meadow siope-The morning light awakes the birds and songs are flung afar-And in that home in Devon there is

ERIC RCSS GOULDING. NEW MANAGEMENT. [Kansas City Journal.]

This hotel is under a new manage-"Why, I still see the old proprietor "Yes, but he got married last week."

LITTLE PROGRESS. [Kansas City Journal.] "Are you working for the uplift?" "Well, I'd like to. But everybedy try to uplift tells me to mind my

LESSONS OF THE WAR. [Cleveland Plaindealer.] While cannons roar across the sea And oceans are no longer free, The fact comes home to one and That our resources measure small. For proof, we have no German dyes; Carbolic acid, too, we prize, With citric acid and cocaine, And veronal, that deadens pain, And Codein and morphine dopes, And cream of tartar, fancy soaps;

While scents and potash swell the list Of chemicals that will be missed. Of course, the moral's plain enough: We'll have to learn to make the stuff. NOT TRUE TO LIFE. [Philadelphia Ledger.] "The play is not a bit realistic."

"There's an interval of one week beween the first and second acts, and they have the same servant in both." FOOL STUFF.

[Cincinnati Inquirer.] lovesick young man from Thames oposed to a maiden "Oh light of my life," And I'll buy you rich clothes

OVER THERE. Grew highly excited, their voices arose Anglo-Saxon Christendom. And it looked, for a time, they'd be coming to blows

Are those I brought down from Kon-"Aha." said another, "then you never

Quoth one, "The best fighters we ever

"I smile," said the third, "for no army Such fighters as mine from The fourth waved aloft his broad-banded

Crying, "Just watch my moujiks from Then they all drank from a flagor of vodka, joined hands and sang the certainly stirring old war song, beginning: "Michaelitckt, Michaelovna, Petrovilvanouraskuj!

British Courage Will Be a Theme of the Fireside

It is probable that the stories of many French villages and towns around Krupp guns and took many prisoners." have been battling for the salvation of France and the liberty of Europe.
Here is a stor yof the Second Dra-

goon Guards (Queen's Bays), which the ino, lyrical artist of the Comedie Franregiment will be able to hold up to re- caise, tells the following story which cruits as an example of what will be expected of them should they ever find parallel to the blowing up of the Delhi themselves in the field. "I don't quite remember the date," said the wounded private who told me the story, "because we have not had of his leg, and he can hardly walk. time to think of dates or keep count of have drawn for you an outstanding

ago, and we were somewhere in the neighborhood of Saint Quentin.

Walting Under Fire. "The German artillery fire grew in in- the fuse they were all killed. ensity, and we began to wait anxiously osition. But we found we should have bridge, and had taken cover, went about their work.

they had only one thing to do, and that their deaths in the same way. was to hold on until the artillery came

courage. Between the artillery and th Queen's Bays you can bet the Germans did not have much of a chance, and it of the wonderful feats of daring and was not long before the Bays were itch courage performed in France during the ing to try a charge. We did not have long to wait, and almost before we exadequately written. But they will be and the net result of that little engage handed down from father to son in the ment was that we captured elever

Cuirassiers, known in civil life as Darfor splendid heroism, seems to gate during the Indian Mutiny. is lying wounded in Normandy, a piec of shrapnel shell carried away a portion

days lately, but it was over a week Cuirassiers of France and the Roya Engineers of Great Britain; and we had We retreated across the Aisne at Soissons. had been fighting all day, and had pickThe Germans were advancing rapidly, eted and watered our horses late at and were trying to rush their masses We thought we had seen the across the bridge after us. The bridge last of the Germans, at least for a while, had to be blown up. German sharpbut at 5:45 a.m. the colonel suddenly shooters were firing at us from a clump gave orders to saddle up. We sprang of trees, and their mitrailleuses were to our horses, but at that moment shells working have among the allies. The began to burst over us and the horses whole place was an inferno of mitrailstampeded. The enemy's sharpshooters leuse and rifle fire. Into this 'gate o were capturing the horses shrapnel and went. A party of them dashed towards canister were making the air sing and the bridge, and although losing heavily, managed to lay a charge sufficient they could light destroy it, but before t

"Then we waited. Another body of for our own R. F. A. battery to get in these brave fellows had crept near the to wait some little time, because at the German sharpshooters had somehow got noment the Germans opened fire our their range and were pouring in a deadartillery drivers were watering their ly fire upon them. In the next few horses. Well, something had to be done, minutes we Frenchmen saw something so we got out our Maxims, and in spite which we shall remember to our dying of the withering fire our boys quickly day. One of the Engineers made a got busy. It would have done you good rush, alone, towards the fuse. He was to see how calmly and quietly they killed before he had got half way, but immediately he was down another man "When for a few seconds the German dashed up and ran on until he too fell shells were not screaming around us, dead, almost over the body of his comyou could hear the orders of our officers rade. A third, a fourth, a fifth, at as they were getting the range. Our tempted to run the gauntlet of the men who were working the guns knew German rifle fire, and all of them met "Others dashed out after them, on

In other words, their job was to by one, until the death toll numbered Then, for an instant, the Ger save the regiment from annihilation. eleven. Then, for an instant, the Ger-well, in a few minutes they were send-ing thousands of shots in among the Germans, and shortly afterwards our twelfth man, racing across the space artillery arrived. The R. F. A. had where the dead bodies of his comrades four guns against the Germans' eleven, lay, lit the fuse, and sent the bridge up but it was not long before they had with a roar as a German rifleman

OPINIONS ABOUT PEOPLE

"It was in Liverpool, 55 years ago, a randon Thomas, who died recently, a social science congress, that Rober be remembered-like Owen made his last public appearance Hamilton-by an isolated under pathetic circumstances. At the author of "Charley's Aunt," that Russell; he read a paper for a few duced in this country. "It was pro- buried in his native Newtown, which he December 21, 1892, by the late Mr. W. the latter part of the eighteenth cen-

'Nearly five hundred items are reit into shape during a six months' proincial tour, the precuniary results of and no doubt this is the longest list in

It ran in London for four years, being [Tit-Bits.] played 1,460 times consecutively. "So you were bound and gagged by only was it played in every part of the bandits while in Italy, were you?" ask-English-speaking world, but it also ened a sarcastic man of a friend who had joyed the honor of translation into travelled. eighteen different languages. It brought a fortune to Mr. Penley and to the gen-"No," said the other. "There was tleman who, to float the piece, guarannothing of the comic-opera style about teed £1,000, but was only called upon to put up a few hundreds; it yielded them. new.

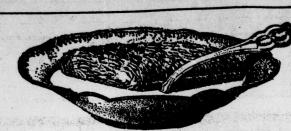
its author, too, a rich harvest in the shape of royalties." A Romantic Figure in Modern Litera-

Joseph Conrad is one of the most picturesque and romantic figures in modern literature, and it may be said without hesitation that every word which he writes is a revelation of his own personality. An appreciation of his work, by Richard Curle, has been chosen to lead off Messrs. Kegan Paul's new series of "Studies of Living Writers." Born in Ukraine, in South Poland, in 1857, he was only 5 years old when his father was banished as a rebel, so that the child's youthful memories were all suffering and unrest. He was educated at the best school at Cracow, but the longing for a sea-life haunted his boy hood, and in 1874 he became a sailor. landing in England four years later to join the crew of an Australian liner. Thereafter for sixteen years he was at sea, rising steadily in the service, and when he left the trade in 1894 he had in his sea-chest the manuscript of "Almayer's Folly," which was published in the following year, and recognized at once among the few who care about vital literature. Thenceforth Mr. Conrad became a professional author, but the atmosphere of his books remained the

atmosphere of his adventurous youth. A Stimulating Personality. On'a visit to Oxford in 1891 Mr. (now Sir) W. P. Hartley met a Mansfield College lecturer, Mr. A. S. Peake, the of a Primitive Methodist minister. Mr. Hartley formed such an impression of his personality and his scholarship that his heart was set on capturing him for the Primitive Methodist College-

then a very small affair—at Manchester "Mr. Hartley undertook to secure the stipend for five years," says the Christian World, "and this association of Sir William Hartley and Dr. Peake led to princely benefactions by which the college, which when Mr. Peake entered n 1892 accommodated only thirty pu pils, has now room for 105. As everybody knows, Mr. Peake grew too big fo and Hartley College to monopolize him. The students of other denominational colleges share in the riches of his deep and clear scholarship, and the stimulation of his personality; he is dean of Four Russian officers, men of renown, the theological faculty of Victoria Uni-Each praising the troops from his own versity; and through his books and articles he is the prized possession of

A Robert Owen Memorial. "Publications by Robert Owen, the philanthropist, were excluded in his day and generation from the counters of many respectable booksellers and newsvendors. But time brings changes, says the Liverpool Post, "and the My fire-eating flock from Ekatrin- National Library of Wales this month has published a bibliography to make easier the collection of works written by



In Peace and in War

-in sickness and in health -in good times and in bad times-in all climes and in all

seasons-

is the one staple, universal breakfast cereal and sells at the same price throughout the civilized world. War is always the excuse for increasing the cost of living, but no dealer can raise the price of Shredded Wheat. It is always the same in price and qualitycontains more real nutriment than meat or eggs-is ready-cooked and ready-to-serve.

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FEW MINUTES! NO INDIGESTION, GAS SOUR STOMACH—PAPE'S DIAPEPSIN

tation at once. Wonder what upset your stomachwhich portion of the food did the damage-do you? Well don't bother. If your stomach is in a revolt; if surest, most harmless relief is Pape's sour, gassy and upset, and what you eructate undigested food; breath foul,

gases and stops fermenneedless to have a bad stomach.
little Diapepsin occasionally keep

stomach regulated and they eat their favorite foods without fear. If your stomach doesn't take care of your liberal limit without rebellion; if your food is a damage instead of a help, remember the quickest, Diapepsin, which costs only fifty just ate has fermented into stub-born lumps; your head dizzy and lit's truly wonderful.—it digests food aches; belch gases and acids and and sets things straight, so gently and easily that it is astonishing of the comic-opera style about tongue coated—just take Pape's Diathe gags they used were all pepsin, and in five minutes you will weak, disordered stomach; it's so

Deserters

onder what became of the indiges- unnecessary.

ARTEMUS WARD, the famous American humorist, whose humor sometimes was a lance-thrust, once said that he was willing to sacrifice all his first wife's relations on the altar of his country. Many a man has been willing to let others do his fighting for himwilling, also, to share the rewards of peace and victory. Men of this type belong to the deserter class

> In Canada are hundreds of business firms striving with all their might to make better times for them-

> selves and their communities. To them all honor. But there are other firms-manufacturers, wholesalers and retailers—who are "standing pat," "playing safe," doing absolutely nothing to build up business. They are mere lookers on, not participants in the valorous struggle of their brethren to main-

> tain and establish good times. Look about you and you will find in the advertising columns of this and other newspapers many messages from firms with a sturdy confidence in the future.

Lifter or Leaner-which are you?