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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Saturday, October 14.

NO TRUCK OR TRADE.

THE FOLLOWING is from a recent issue of Toronto Saturday Night:

"Canadian architects and builders are a patient lot. They come up to the counter cheerfully with their share for the payment of the nation's bill; but when it comes to getting a share of the nation's business, that is quite another matter. When the Dominion wants an arsenal, it is first of all decided to locate it at Lindsay, this being the home town of Sir Sam Hughes, and then the contract is given forthwith to a New York firm. To make a bad matter worse, our Government not only presents this contract to alien architects and builders, but does so without even inviting tenders from our own people or from anybody else. To make the situation even more absurd, it may be recorded that upon the very day Sir Sam Hughes, in full war paint, and amid great ceremony, laid the cornerstone of the Lindsay arsenal, members of the Canadian Manufacturers' Association were in New York City, hat in hand, putting in tenders for materials for the structure. It is apparent that in the eyes of the Government, Canadian architects and builders only serve a useful purpose in helping pay for the war."

Conservation of today is not a doctrine based on principle, but on the lowest form of public morality, which if it were applied to the individual Canadian would cause him to be regarded as a double-dealer, a liar and a grafter, as well as a strutting bully and a card sharp.

There was a time when the Conservative party had broad constructive statesmen in its high places. Today the good men of the party are, like the rank and file, disgusted with the disgrace imposed by ministers such as Hughes and Rogers. There was little that divided the two great parties fifteen years ago, and on certain things the big men of both divisions saw eye to eye and barked their differences. There was far more independence than exists today, and not even Sir John Macdonald would have tolerated some of the things that have taken place under the Borden regime.

The "no truck or trade" cry of the reciprocity campaign was perhaps the line of demarcation for the new strangle. A policy of sham patriotism and secret deals upon the part of the most mendacious campaign ever launched was carried through to an accompaniment of vilification and claptrap argument, such as was never before heard of, and which shamed Canada. The campaign was had enough, but when on securing power in 1911 the Conservative party turned itself inside out, and commenced to do those things for which they condemned the Liberals, the limit had been reached. The United States became the chief source of supply when money was needed for a certain time, rich contractors went to the Americans, while Canadian manufacturers were turned down; and as in the case of the Lindsay arsenal, which Sir Sam Hughes gave to his own home town, the American contractor was given precedence over the Canadians. It has been said that the Canadians could not build this arsenal. It must truly be a wonderful thing to behold, requiring, perhaps, certain secret visits into which Sir Sam Hughes may some day retire with his initiation ex-colonel, J. Wesley Allison.

Conservatives also said that Canadians could not make time fuses for shells, but since the Liberals barred the rottenness of the Hughes system, many contracts for fuses have been let in Canada, and none have gone to the United States. The Conservative Administration since 1911 has the most vicious record charged against any government in the history of Canada. The Pacific scandal was a mild affair compared with what has gone on in the last five years.

DIFFERENT METHODS.

"Being without faith in Canadian manufacturing, would he (Sir Wilfrid Laurier) have organized the manufacturers into shellmakers for the period of the war?"—London Tory Organ.

COMING from a paper which was one of the bitterest opponents of reciprocity, after the then Conservative Opposition had decided to fight against the very measure it had previously prayed for, this statement shows to what lengths of misrepresentation it is prepared to go in order to bolster up the case of the present Government at Ottawa.

Sir Wilfrid without faith in Canadian manufacturing! Was it not he who had faith that the manufacturers of this country were able to hold their own against those of the United States with less "protection" than the Tories considered absolutely essential? He had more faith in them than they had in themselves. He believed they had brains, enterprise and skill which fitted them to overcome outside competition, being protected only so far as to enable them to overcome whatever advantage accrued to American manufacturers from their larger output.

But what faith had Sir Robert Borden and his associates? They cried out blue ruin, Canadian manufacturers were, in their estimation, babies too frail to withstand the cold draughts which com-

petition on a fairer basis would arouse. They need to be wrapped around with the warm swaddling-clothes of a thick and high tariff until they had another century or two to grow in strength. The wonder is that these manufacturers did not turn, one and all, in disgust from the Tory party which had so little faith in them.

As to organizing the manufacturers for munition-making, there is no reason to doubt that Sir Wilfrid Laurier would have taken immediate and effective steps. In the matter of handing over contract-making to J. Wesley Allison and others of his ilk so that they might make large profits for themselves out of the nation's pocket, he would certainly have fallen far short of the accomplishments of Sir Robert and his colleagues. It is also fairly certain that instead of giving or lending such Government property as the National Transcontinental shops at Stratheona to private individuals for the making of shells, etc., he would have utilized them for manufacturing these munitions at cost, eliminating the middleman's profits and saving money to the nation.

There are other directions in which the present authorities have shone with a light which the Liberals would never hope to equal. Under Sir Wilfrid's guidance, private secretaries and stenographers of cabinet ministers would not have been offered the opportunity to share in shell-making profits or sell to the Government at huge prices patent pick-axes which might also be used as toothpicks by the men in the field, or shovels which could be converted into sugar-tongs. But the people would be glad to forgive such omissions.

The local Conservative organ has no need to strain its imagination in order to find things that Sir Robert Borden has done, or permitted to be done, which would not have appeared to Sir Wilfrid Laurier as desirable actions. There is an almost unlimited supply really existing.

PRINTING HEARST NEWS.

REPORTS say that the Hearst news service, which is used in Canada by several Toronto and by the local Conservative newspaper, will be barred from Canada. The operators of the service in Canada are getting a little nervous wondering whether they will have positions in a few days.

Why the Government should permit the Hearst service and the Hearst newspapers to continue to come into Canada is difficult to understand. The service has been officially barred from Great Britain because of the repeated lying perpetrated by the bureau at New York, calculated to give an anti-British flavor to the news.

Why Canadian newspapers should continue to have "truck or trade" with Hearst is a matter for wonder. They must realize that they are trading with one of Britain's most treacherous enemies, and that the news he sends to them has been branded as "fake."

In spite of the barring of Hearst by the British authorities, the Hearst news service continues to send out "special cables" from London, England, although the authorities have refused them facilities, such as cables and wires. These dispatches are appearing in the Canadian papers which subscribe to the Hearst service. Mr. Hearst must be using the well-known "clothes-line special" system. His manager has issued a defiant statement in which he declares he will get the news despite the British authorities. Will Canadian papers continue to print dispatches from London, England, which cannot possibly have originated in London, England?

COAL AND IRON.

A FRENCH GEOLOGIST, quoted in the Literary Digest, maintains that Germany made the war largely to get possession of the Belgian coal fields and the iron mines of French Lorraine. Tremendously rich already in coal, Germany would by the acquisition of Belgium and northeastern France, become the unquestioned arbiter of industry over all central and western Europe. At the same time her comparative weakness in iron output and her dependence to some degree on Sweden would be remedied by the annexation of French territory rich in iron.

The French scientist argues that France must get some of Germany's mineral territory when peace is made. Certainly the retrocession of Alsace-Lorraine, where there is considerable iron, would weaken Germany and help France. Further north in Westphalia, around Cologne, are coal deposits, and this territory also is claimed in order to redress the balance as regards coal and industry. The old foreign policy of France summed up in the phrase, "The Rhine frontier" threatens to be revived from a new point of view. It was the policy of Louis XIV, which led to the original acquisition of Alsace, and, later, still the policy of the revolutionary French republic and at first of the great Napoleon. Now it is coal and iron that again beckon France to the goal pursued through centuries, the Rhine, which the Germans have so eagerly sought to make a German river.

EDITORIAL NOTES.

Germany's dream of world domination is proving a nightmare now.

Are those shots fired at Major Balfour to be put down as results of spontaneous explosions?

It isn't going to be so easy to get exemption badges if the offer to enlist has to come first.

Lambros, the name of the new Greek premier, was that of the pirate prince in Byron's Don Juan. Probably he is one of the same ancient family.

One of Sir Sam's "reforms" in the Old Land, the keeping of Canadian hospitals solely for Canadians, is characterized as a "salami" by an officer. Most of Sir Sam's actions are just that.

Tory papers are giving remarkable prominence to Leader N. W. Rowell's part in bringing about prohibition. Still after the old liquor vote, and anxious to distract attention from Premier Hearst's action.

His Fat Partner With the High Heels Stepped on the Terrible Tempered Mr. Bang's Foot.

BY FONTAINE FOX.



The Advertiser's Daily Short Story

(Copyright, 1916, by McClure Newspaper Syndicate.)

Canfield's Adventure

By Louise Oliver.

On rounding a curve of the beach, young Canfield spied a tent, and on the other side a thin column of smoke. His breath came in quick gasps, sniffing that he had been springing for some distance.

"Thank goodness!" he wheezed. "I'll get the fisherman to help me hunt."

But on the other side of the tent he found, instead of an old salt, a girl trying to make a long-handled skillet. "I beg your pardon," gasped Canfield, "but did you see an elephant go along this way?"

The girl turned and regarded him curiously. "I don't remember," she answered. "Perhaps I did. I may have, but you see so many elephants go by early in the morning that I really don't notice them particularly. Was your elephant any special kind—pink or striped or something like that?"

Canfield flushed. "Really, I'm not joking. I've lost an elephant, don't you know. A really, truly one, trunk, tusks, and all, same as any other elephant, except that—oh, yes, he may have been carrying a bunch of blue balloons."

The girl turned the bacon with a teasing fork before she answered. "Well, I'd certainly remember the blue balloons. No, I haven't seen your pet. Why don't you buy him a sleeping-bag? That's what I put Toto in every night. You can shut them up, you know, and lock them, if necessary."

"Oh, I say! You're still kidding, and I was never more serious in my life. You see, Old Rusty can do a lot of damage, if he wants to. I had him chained to a big white oak tree—"

"And he ran off with the tree, as you say. Old Rusty can do a lot of damage, if he wants to. I had him chained to a big white oak tree—"

Canfield laughed at last, and the girl, putting down her pan, laughed, too. "You actually have a sense of humor, after all," she said. "Really, I've never heard of anything so funny. How on earth did you happen to lose an elephant? How, in the first place, did you happen to have him at all?"

"Just because I'm a silly ass," Van Kleek said. "I was motoring through a village near here and it happened to be circus day. It seems business had been bad, and while we were having lunch at the hotel we heard that the sheriff, Van Kleek and I hurried out and he dared me to buy the trick elephant. I got him for \$25, and you the canopy for Sambo to ride in during the street parade as the great Maharajah of Delhiburg. And then some imp out of holes put another notion into Van's head. 'Till bet you whole lot,' said he, 'that you're not game to ride the rest of the way on this peanut-eating beast into the borough of Manhattan and up Fifth Avenue to—'" Canfield stopped in confusion.

"To where?" she demanded.

"To a friend of mine," he finished evasively.

"Well," she answered. "If \$5,000 looks as big to you as it does to me, I don't blame you. I suppose you won't get it now, since your pet has escaped?"

"Not unless I can find him."

"It ought not to be hard. What's that up in the air out over the water?" She shaded her eyes from the sun and pointed to an object moving seaward. "If it was the Fourth of July I'd say it might be an elephant, as it isn't, I'm afraid it isn't."

She went into the tent and returned with field glasses. "It looks like grapes," she ventured.

"The ball's as by jove! That's part of the bet gone. I was to carry them to my triumphant entry into the metropolis at the hotel we heard that the sheriff, Van Kleek and I hurried out and he dared me to buy the trick elephant. I got him for \$25, and you the canopy for Sambo to ride in during the street parade as the great Maharajah of Delhiburg. And then some imp out of holes put another notion into Van's head. 'Till bet you whole lot,' said he, 'that you're not game to ride the rest of the way on this peanut-eating beast into the borough of Manhattan and up Fifth Avenue to—'" Canfield stopped in confusion.

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She fired Premier Demitracopulos.

"At what are you a woman wed?" asks one of the girls. Any time between 15 and 30. After the latter are, it is dangerous, and her discretion would not be so good.

A California man set the house on fire when his wife informed him that she was going to sue for divorce. He was making sure of the fireworks.

An Illinois lady says she left her husband fifteen times in 26 years. The worst of it is she always moved back.

It would be a grand thing if the German people who are so sick of war would start something at home that would make peace certain. They are all praying for something to happen and they are afraid it will. A little house-cleaning now will mean a lot of German lives saved.

Trying to write with a cold in the head that makes it feel like the dome of the gent who spent ten nights in a barroom is about as easy a job as kissing the brow of a giraffe.

Read Her Letter

By the author of "The Girl Who Came to Stay."

GinPills

FOR THE KIDNEYS
"My husband has suffered for some time with lame back and kidney troubles. He became so bad that work was almost impossible and he had tried so many remedies and got no relief that he had become discouraged."

"A friend advised him to give Gin Pills a trial, so I sent for a sample box. They did him so much good that he got six boxes and will continue taking them until he is entirely cured."

Mrs. James Harris.
Box, 6 boxes for \$2.50.
Write for free sample to
NATIONAL DRUG & CHEMICAL CO. OF CANADA, LIMITED
Toronto, Ont.

Now that the world series is over, we can devote our undivided attention to Sir Sam Hughes.

Rumania was the last to get into the war, but it looks as if that country is going to be kicked around a bit, if the Allies do not shoot some help down that way.

"COME OVER AND HELP US."
"I was in prison, and ye came unto me."

Five words in a letter which came in today.

From a dear lad imprisoned by Huns. Made hearts heavy and sore for the lad far away.

And here's how the sad story runs.

A letter had reached him in his prison camp.

Let him hear of friends here at home Who were going away on a holiday trip.

Through our autumn-hued forests to roam.

In answer he jokingly wrote "I'll get leave."

And go with you; it will do us all good in the circus. If he spies us let him alone and see what he'll do.

Then a pause—and his hopelessness we can conceive.

When he wrote, "Lord! if I only could."

Don't we hear, there, the cry of an over-wrought heart.

Such as makes our good red blood run mad!

Won't we offer to go and help do our part?

To free those held by Huns—with this lad!

Boys, let us quit dancing and frolic and fun.

Let us cease being boys, and be men; Though it cost us our lives, strive to master the Hun.

And if God wills we fall; say amen.

For it's better to die striving others to save Than to live and our service withhold; For living, our souls would be laid in the grave.

Though the breath in our bodies we hold.

Sure no man would want his birth-right to sell, And cling to this life, a poor elod; When doing his duty he'd but loose the shell.

Let his soul soar triumphant to God, THE OLD 'UN.

Greece has done a service for typesetters and head writers.

BREAKING OUT ON BOY THREE YEARS

Healed by Cuticura Trial Free

"My little boy's trouble started with a rough spot kind of dry and scaly. It lasted for three years becoming larger and he had his face and arms covered with it. The breaking out was red and inflamed and itched more at night and when he was being washed. He was very cross at times. Then I tried Cuticura Soap and Ointment. In a month's time he was healed."

(Signed) Mrs. Bert Sutton, 56 Paisley St., Guelph, Ontario, December 20, 1915.

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With 32-p. Skin Book. Address post-card, "Cuticura, Dept. J. Boston, U.S.A." Sold throughout the world.

BOVril

YOU ARE SURE OF BEING NOURISHED if you take Bovril.

Heintzman & Co.
Art Piano Grand or Upright

proves a revelation, creates new ideals. The investigator becomes a convert and an enthusiastic admirer. BECAUSE—its superiority is so marked, its tone so perfect, its action so sympathetic, its construction so permanent and beautiful.

PIANO WAREROOMS:
242 DUNDAS STREET, LONDON.

The Quality Sign on Underwear

THIS Season's new lines emphasize even more forcibly Mercury's leadership in QUALITY and up-to-dateness.

Mercury Underwear combines the smart shapeliness and ultra comfort of the Mercury closed crotch design with the superb softness, loftiness and "lively" quality of the highest grade imported wool garments.

In fact, Mercury garments go through the same processes of manufacture as the highest class imported lines, and the handsome shaded effects are exclusive to Mercury garments.

See the new lines at your Gent's Furnishers. Business and professional men who desire light weight combined with warmth will find our Mercury No. 1200 fills the bill.

Mercury Natural Wool Combinations and two-piece garments are also highly recommended.

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(Made in Canada)
Underwear

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WHITE STAR-DOMINION Line

MONTREAL—QUEBEC—LIVERPOOL
PASSENGER FREIGHT (Avalonmouth)

Southland .. Oct. 28
Canada .. Nov. 4
Zaire .. Oct. 28
41 KING STREET E. KING ED. HOTEL TORONTO, ONT.

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LY. TORONTO 10:45 P.M.
Ar. WINNIPEG 4:30 P.M.

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From all points in Ontario through tickets may be secured via Buffalo on

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Nightly through train of sleeping cars and coaches, over Lehigh Valley-Reading-Baltimore-Ohio Railroads.

LEAVE LONDON 2:00 P.M.

The ideal route to the Capital of the United States.

Equally good service in opposite direction.

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Round trip tickets to points in Manitoba, Saskatchewan and Alberta, via North Bay, Cochrane and Transcontinental route, or via Chicago, St. Paul and Duluth, on sale each Tuesday until Oct. 31, inclusive, at low fares.

Through Tourist Sleeping Cars to WINNIPEG on above dates, leaving Toronto 9:45 a.m., no change of cars, via Transcontinental Route.

RETURN LIMIT TWO MONTHS.

Exclusive of date of sale, Final return limit on all tickets, Dec. 31.

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R. E. RUSE, C. P. and T. A., "Clock" Corner, Phone 50.