

FOUR

London Advertiser

SUBSCRIPTION RATES.
Morning Edition. By mail, 10c per week. By mail, 10c per week. By mail, 10c per week.
City. 10c per week. By mail, 10c per week. By mail, 10c per week.
City. 10c per week. By mail, 10c per week. By mail, 10c per week.
City. 10c per week. By mail, 10c per week. By mail, 10c per week.

TELEPHONE NUMBERS.
Private Branch Exchange. 1670.
Connecting all departments.
NIGHT CALLS.
237-Editors.
237-Reporters.
237-Job Printing.
To call night numbers use the word "ONLY" after giving the number.

[Entered at London Postoffice for transmission through the mails as second-class matter.]

TORONTO REPRESENTATIVE:
F. W. Thompson, 51 Mail Building.
The London Advertiser Company.

LONDON, TUESDAY, SEPT. 22.

BLUFFING THE KAISER.

A FEW days ago the world was astonished to learn that the Russian army which had been successfully raiding East Prussia was in full retreat toward the Russian frontier. Close on this announcement came reports of German successes over the Muscovites. The whole thing appeared odd in view of Russia's overwhelming superiority in numbers. Now it begins to appear as if Great Britain, France and Russia have been "hanging" a titanic bluff on the Kaiser which is working out admirably for the allies. Was the Russian raid into Prussia merely to keep a large force of Germans busy while Austria was smashed and France and Great Britain stemmed the Kaiser's advance on Paris? It was widely remarked at the time that the Russian raid was unexpectedly swift and it seems reasonable to suppose it was part of a concerted plan. It is not likely that the allies would be operating in any haphazard manner. If it is the case that General Rennenkampf's raid and retreat was a bluff, the Kaiser appears to have been badly fooled. The powerful force that he rushed into East Prussia to halt the Russians is now reported hurrying back to Belgium to save the much-harassed German right wing. With Austria completely beaten, this leaves the Russians with a comparatively clear road for the real march on Berlin. If it was a deliberately planned strategy it was beautifully played, and throws the scales of war greatly in favor of the allies. So long as the latter can keep up their present terrific hammering of the Teutonic horde of invaders, not a man can be spared to meet the Russians.

THE COMING RECKONING.

THERE will be a fine lot of penalties to hand round in Germany after this war. Thorough inquiries should be prosecuted, as after the Balkan horrors, and as many as possible of the ruffians responsible for various outrages should be tried and sentenced. Even the Germans themselves must be getting sick of their civilization and culture cry.

Hanging is too good for airmen who drop bombs on women and children under cover of a white flag. High German officials who talk about scraps of paper should be convicted of perjury and manslaughter. The artillery officer who directed the bombardment of Rheims Cathedral should be put in an English jail for life, with a series of the most violent hunger-striking enforcements.

To talk of the Sarajevo outrage while the burners of Belgium are at large is insulting to the world's intelligence. Killing a Crown Prince was a shocking offence, but officials who sink neutral vessels by mines in the open sea should get short shrift. If it is not made clear to France and Belgium that the German murderers are to be judiciously punished, we may fear that French and Russian soldiers may yet take vengeance into their own hands. When Germans punish the sins of a few snipers upon the Belgian population in general, the German people also may be brought to book for the misdeeds of its officials and other ruffians.

THE "CLEAR SHINING."

WE have heard that it is a common thing in Scotland to hear a minister pray for the "clear shining after the rain." The cloudy skies of Scotland do not always yield this desirable after-effect. The great war raging in Europe is a storm of death, disease and suffering among all the nations engaged. The flower of the men of Europe, the selected young lives, go down to death with each terrific battle. As Shiel, the Irish orator, put it, "Did not the blood of England, the blood of Ireland and the blood of Scotland flow in the same stream and drench the same field? When the chill morning dawned, their dead lay cold and stark together. In the same deep pit their bodies were deposited. The green corn of spring now breaks from their commingled dust, the dew of heaven falls upon their union in the grave." The fields of France and Belgium have been "drenched" with the blood of England, Ireland and Scotland, France, Belgium and Germany, and the same "dew of heaven" will fall upon their union in the grave. Will there be the "clear shining after the rain" or will their young lives go out in death, and Europe and the world continue in darkness and war?

We must not forget that many, perhaps most, of the soldiers called men are still mere boys. The world has lost by war millions of its best men. Will there be such a "clear shining" after the war that the world will see its way to abolish war and that out of its horrors may come an emancipated German people, a German republic with its Kaiser and his war lords banished forever, a reunited France, with Alsace and Lorraine restored, prosperous and happy, Belgium compensated to the last possible degree for its agonies suffered in the cause of freedom, England, Ireland and Scotland securing a well-deserved rest from strife and taking time to put into the widest operation the splendid schemes of Lloyd George for the comfort and happiness of all the British people, including his own part of it, Wales, and in far off Russia the blessings of freedom may be carried in the fullest extent, to all its peoples, including the Jews, that in the two countries where the war commenced, without the slightest chance, Austria and Serbia, an equal measure of the benefits of peace may flow, and that over all these countries there shall preside a pure administration of justice, equal to that which has done so much to make Great Britain respected by the world and known as "British justice."

Will the "clear shining" disclose the continent of Europe ruled as truly by the people as the continent of America and Great Britain? Will the shackles of militarism be forever destroyed, and democracy take its rightful place in Europe? It will be a great forward step at a terrible cost and it is admitted that.

"There is one above,"
"Saves the harmonious mysteries
Of this world."
"Even better than prime ministers."

CLOSING IN ON THE KAISER.

CHAUNCEY M. DEPEW, the well-known American, who has just returned from Europe, says the outlook for the Kaiser is very dismal, and for Austria it is even worse. The Kaiser may say from the heart:

"Oh Lord, how are my foes increased
Against me many rise."

The foes of the Kaiser are not by any means all armed men. He intended to take France and Belgium with a rush, but that vision of victory vanished, and in its place, he has to be contented with the fact that his armies are fighting a retreating battle with great bravery. He is learning from the allied armies, the truth of the English farmer's remark, "It's dogged as does it." Surely the fight in progress has been a dogged one and apparently orders have been given the German army to take up their next position across the German boundary, leaving an army of 200,000 men to defend the present position and retreat when they must.

When that order is carried out, which implies failure to hold back the allied armies at their present position, and means, too, the failure of the invasion of France, the fighting will be restricted to German soil and to a defence of militarism in Germany.

It is then that the truth will begin to dawn on the German people. They will realize that the Kaiser's hands are full, in any attempt he may make to hold Germany, that to do more is impossible. The allied armies will more than match the great armies of the Kaiser, and the enemies not in uniform are quite as formidable as those in the field. How will Germany, led at the rate of \$50,000,000 a week, meet the combined resources of England, France and Russia? The sums levied in France and Belgium will be wiped out with tired armies, short of funds, and with more than half of the people averse to the war, when they know the truth, how long will the Kaiser be the Kaiser? The Kaiser's only hope was in a concentrated effort to achieve victory in a short time. While he had the numbers, he had not the other requisites to endure a long war. When the war is reduced to an effort to defend Germany, there will be no need to prolong it. No one threatened Germany. Failure on the sea—failure in France—failure in Austria. Add to these financial inability to match the financial strength of the allied nations, and to prevent the awakening of the German people to the truth, and the end of the great war cannot be far away. Perhaps the rumor credited to Lloyd's may be near the truth. It probably will be over before Christmas.

INCONSISTENCY.

THE Germans say that if they could dispose of the French and British, they would have no trouble in beating off the Russians. And yet they still keep up the blatant pretence that the war is one of defence against a terrible Slav foe!

They claim that their national existence is endangered by the Slav, and at the same time that their army is invincible and that no force can withstand their siege guns. This fear of the Slav is only a mask for their contemptuous hatred of France and Britain. One thing is manifest from Sir Edward Grey's "White Paper," that Germany would have made no effort at all to avert a Russo-German war if only Great Britain would have consented to stand aside on terms. Berlin thought mainly of the British and French, but she had no fear of Russia. The "Slav Peril" is a piece of sham, with the real authorities in the Fatherland.

GERMANS ON DEFENSIVE.

THE fighting between the allies and the Germans indicates that the Germans are making a supreme effort to retire to some strongly fortified positions on their own soil. Winter is coming on, and to supply the troops with necessary food will be a much simpler task on German soil. Everything points to the Kaiser having dropped all idea of an offensive campaign for the present. That smashing advance that amazed the world, when once broken, left apparently no choice but retreat and a defensive campaign.

Since September 6, when the allies took the offensive, the Germans have been practically fighting one long rear-guard action. The armies of the Kaiser, seven in number, and totalling probably a million men, crossed the French frontier from three different directions—by Belgium, Luxembourg and Alsace Lorraine. So rapid was the

Colossal Nerve

As an instance of colossal German nerve the Canadian Trade Journal Hardware and Metal publishes the following letter, received by a Montreal firm from the Otto Schlegel Manufacturing Company, from New York, under date of August 23:

"Dear Sir,—
"Owing to war conditions and the absolute certainty that no 'Yellow Schlegel Metal' or even Composition Leaf in books will come from Germany (the only place where it is made) for at least six months or until the German army has occupied England and the seacoast of France, we offer to you for immediate acceptance some of the remainder of our stock, laying at our office in Montreal, consisting of the following:

The Montreal firm which received the particular letter, which has been shown to Hardware and Metal, has been placing orders with this firm for considerable amounts, but the statement was made that they would go without the same quarter again. The communication was quite obviously multiphased and was no doubt sent out in considerable number.

advance that by September 6 General Von Kluck had carried the right wing of the German army to within twenty-five miles of Paris. The six other armies were in close touch with him, stretching a huge semi-circle far to the east. On September 6, the allies assumed the offensive, and have steadily driven all these German armies before them. Two of them, commanded by Generals Von Kluck and Von Buelow, have been swept back a distance of seventy miles. French Lorraine has been cleared of the invaders, and the latter are making a desperate stand at the River Aisne, just as they did along the Marne. French and British official statements show that the allies are making a supreme effort to dislodge the German right wing, which is slowly being forced back. The whole situation greatly favors the allies, as it is quite evident Germany is fighting to escape back to the Fatherland. The Kaiser's corps does not have the offensive.

VON HOLLWEG ANSWERED.

THE German Chancellor displayed poor judgment when he smugly asked Great Britain if she would have gone to war with France had the latter violated Belgian neutrality. Sir Edward Grey's reply that that is just what would have happened was prompt and convincing. He declared that previous to the declaration of war France had been directly questioned as to these pledges and had given assurance that they would be kept. The British Foreign Secretary went further, and stated that in 1870, when Bismarck brought up the question of Belgian neutrality, London informed Paris that no invasion by way of Belgium would be tolerated. The Kaiser had better put a check on Von Hollweg, as every time he attempts to justify the Belgian outrage he gets deeper in the mire of the world's ill-will.

EDITORIAL NOTES.

General Exhaustion has taken command of both armies.

This war will show whether it "pays" to disregard treaty obligations or to respect them.

The Kaiser is said to have wept when he signed the declaration of war. Tears of joy?

People who do not believe in hell would be convinced if they were sent to the battle line.

Reports from the Arctic say Santa Claus is working overtime on drums, swords and guns as Christmas's toys.

Arthur Ellis, the hangman, is going to the war. It is hoped his execution with the rifle will be as successful as with the rope.

German naval men have been boasting "The Day" and "The Day" seems to be, if ever, sometime when they can sneak out a victory by foul means or a fog. Their naval valor is like that of a highwayman who puts a log across the railway track.

"IT'S A LONG WAY TO TIPPERARY." has become the marching song of the British army, and as it is not widely known in this country, we print the words below:

Up to mighty London came an Irishman one day,
As the streets are paved with gold, sure
Singing songs of Piccadilly, Strand and
Leicester Square,
Till Paddy got excited, then he shouted
to them there:

CHORUS—
It's a long way to Tipperary,
It's a long way to Tipperary,
It's a long way to Tipperary,
To the sweetest girl I know.
Good-bye Piccadilly, farewell Leicester
Square,
It's a long way to Tipperary,
But my heart's right there.

Paddy wrote a letter to his Irish Molly,
Saying, "Should you not receive it, write
and let me know:
If I make mistakes in spelling, Molly
dear," said he,
"Remember, it's the pen that's bad,
don't lay the blame on me."

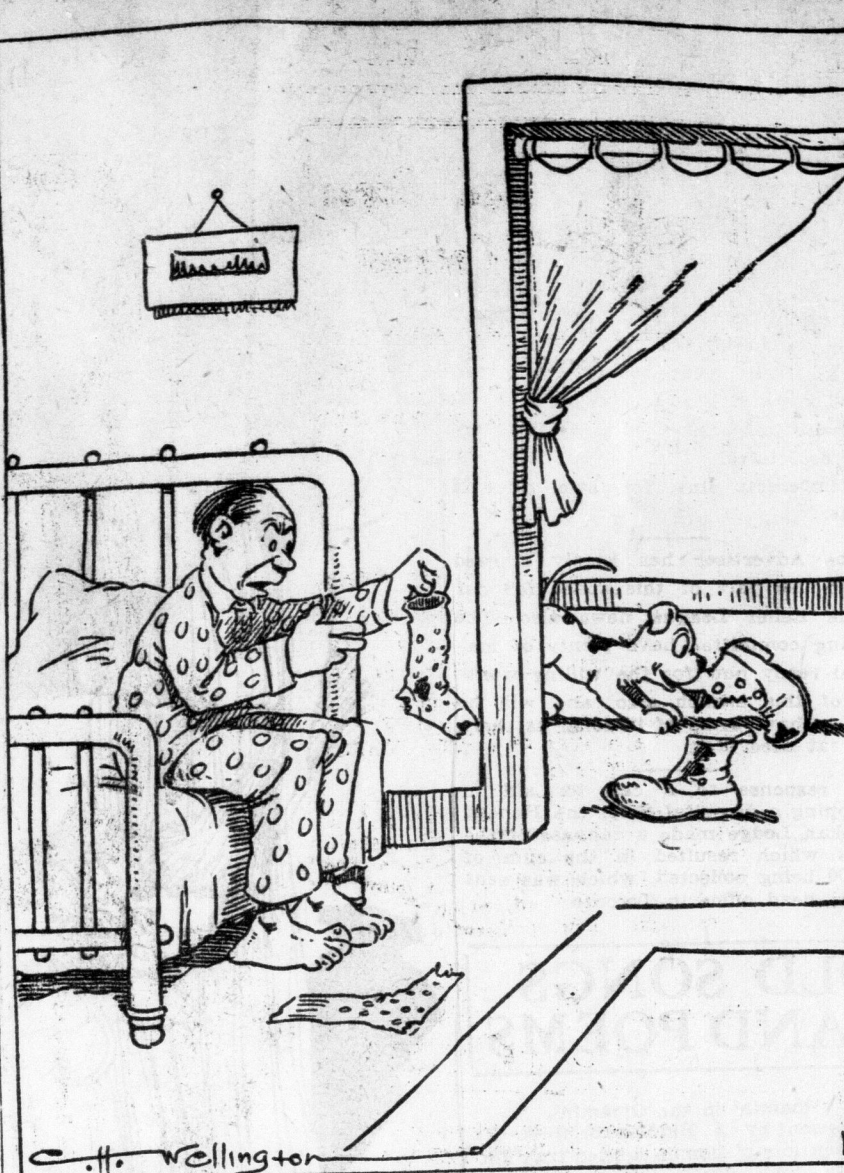
Molly wrote a neat reply to Irish
Paddy O.,
Saying, "Mike Maloney wants to marry
me, and so
Leave the Strand and Piccadilly, or
For love has fairly drove me silly,
hoping you're the same."

HADN'T FOLLOWED THE CROWD.
[London Opinion.]
Squire—I've not seen old Mrs. Wiggin lately. How is she?
Mrs. Appleby—Dead, sir.
Squire—What, joined the great majority?

Mrs. A.—Oh, no, sir. She was a good enough woman as far as I know.

SAFETY FIRST!
[Cincinnati Inquirer.]
The auto nears the railroad track.
See how the chauffeur speeds!
He wouldn't wait, and now, alas!
His grave is filled with weeds.

---and the Worst Is Yet to Come



PRESS COMMENT ON THE WAR

DANGEROUS GREED.
[Toronto Telegram.]
To the thousands who are hoarding unwonted quantities of provisions, it may be well to point out that if ever conditions should arise to justify keeping away from other industries and enterprises, they may find themselves in a position where there may be real occasion for fear. However law-abiding a community is, there may come a time when the greed of a few will result in such a loss of conscience.

THE DUTY OF THE MERCHANTS.
[St. John Globe.]
Canada is to be the Empire's granary in this time of trouble, and Canada will get much profitable business, that should keep away from other industries and enterprises of the country. The merchant at home must not be less courageous, less patriotic than the soldier at the front. The other must carry on the trade that has made the Empire great.

THE BELGIAN DELEGATION.
[La Presse.]
It is proper that the French and Catholic element of Canada, which forms a third of the population, should be especially drawn to distinguished envoys of the same language and faith. This international event is of importance beyond parallel because the cause of humanity and civilization is at stake against barbarism and we owe it to ourselves to join our action to that of other peoples.

STIMULUS TO CHARACTER.
[Ottawa Free Press.]
The necessity of showing a brave face is a stimulus to character. Mothers and wives will be emulating the Spartan virtues. They may not know of their losses, but they know that their sons and husbands are ready to give their lives for the world's liberty. Canadian women will be no less brave than their sisters in Great Britain. They will recognize that by their own efforts and willingness to hide all sorrow, they are helping to form the character of a nation.

ITALY MUST FIGHT.
[La Presse.]
The Italian people, by multiplying their demonstrations in favor of France and England, will probably force the Quirinal to declare war against the German-Austrian combination. Italy has the ambition to take back the provinces of Italy and to give their lives for the world's liberty. Canadian women will be no less brave than their sisters in Great Britain. They will recognize that by their own efforts and willingness to hide all sorrow, they are helping to form the character of a nation.

WITH BRITISH EMPIRE.
[New York Evening Post.]
Germany, having grasped her sword, is laying about her with a high hand. She is playing the outlaw game against Western Europe. Her ultimate purpose in violating international treaties is clear. If she could have beaten the armies of France and Russia, with the British Empire, she would have attained the complete dominance of Europe and become

a menace to both American continents. Thinking people in the United States are with the British Empire of freedom and liberty against the German Empire of autocracy and suppression.

LET US PRODUCE!
[La Patrie.]
If the people of Canada desire they may next year export one hundred millions worth of products for human consumption drawn from out fruitful soil. Then all the articles which we have used from Germany should be replaced by similar articles made in Canada. For all true patriots the trade mark, "Made in Canada," should be a sacred emblem. Instead of folding our arms and giving up our work, let us work and procure work for those who need it. There should be work for everybody on our farms and in our factories.

LYING DOES NOT PAY.
[Times.]
The arrangements which have been made to have garbled stories disseminated abroad show the importance which the German authorities attach to this trick. They think that it will have a wholesome moral effect upon us. Well, we think so, too, but not quite the moral effect they expect and desire. They can hardly arrange or defy the truth more ably than their model, Napoleon's lies never deceived us or depressed us, and in the end he had himself to confess that "to be like a bullet" was bad policy. The Germans will doubtless in time discover that he was right.

THE ENEMY IN THE CAMP.
[Saturday Review.]
It is time to speak plainly concerning the reasonable attitude of war-fighters. We must-but only wait-till the war-is-over type of patriot. The man who today is thinking still of his political and sentimental fads is a public danger—all the more dangerous because he is working like a mole in the ground—under an assumed enthusiasm—for his country. We cannot at this stage avoid suspecting his good faith. He must long ago have been convinced that every nerve of courage and our friends will have to be strained if Germany is to be successfully met.

WAR, THE GREAT LEVELLER.
[Daily Sketch.]
At a certain recruiting office an official was leading out a very drunken and dirty, but finely-built, navy. "I want to list," said the navy. "I tell you I want to list. Ain't I good enough?" The official looked him as best he could. "You've got to sleep for an hour's time," he said. "Come back again in an hour's time." "Got 'em home; want to list, I tell you." Just then a young man came along. He was well dressed—in fact, a "nut." "What's the trouble," he asked. "I can't sign him on, sir," said the official. "He must be fully aware of what he is doing." "All right, officer, I'll take him and give him a soda. If that's no good I'll take him to a doctor. You'll see us back in an hour. I'm coming back, too." And the grimy, drunken navy and the smart young man walked down the street together, arm in arm.

When Will German Fleet Come Out of Kiel Canal?

[From Glasgow News.]
A report came the other day from a Danish source to a German paper that the British fleet was lying east of the Pentland Firth. That report may or may not have been true. In any case, a fleet might have been off Texel before the report was printed in Berlin. Nevertheless, it is reasonable enough to suppose that the majority of our battleships are for most of the time slowly cruising round near the place indicated by the Danish skipper from whom the message came. We need not here go into the lengthy though simple enough arguments which go to establish that belief, nor need we even pin ourselves to the theory that the fleet will wait patiently in that chosen spot until Admiral von Ingenohl makes up his mind to come out of Kiel. But having thus vaguely indicated the British side of the naval situation in the North Sea, and having sufficiently completed the picture by adding that squadrons of light cruisers and flotillas of destroyers are watching the German coast and the Skagerrack, and patrolling the North Sea from end to end with ceaseless activity, we may now ask what the Germans are doing and what they are likely to do.

The Kiel Canal.
In the first place, we may assume with some confidence that practically all Germany's modern battleships are lying at the Baltic end of the Kiel Canal, and a squadron of pre-Dreadnoughts and most of the destroyer flotillas lying at Wilhelmshaven at the other end. It is generally assumed, but the disposition generally assumed, that as a ship can pass through the Kiel Canal in six hours at ten miles an hour, it matters little what the precise division of the fleet may be. The essential thing is that with the exception of an odd cruiser or so watching the Belts and the Sound, and some

odds and ends watching the Russians at the other end of the Baltic, the German navy is concentrated about the Kiel Canal. And the essential question for us is when and how it will come out from that refuge.

In discussing that question, it is of the first importance to remember the great strategic purpose of the Kiel Canal. That purpose, in a word, is to divide the British Navy into two portions, one of which may be attacked and destroyed before the other can come up. The canal was not built, as some appear to suppose, merely to afford the German navy a backdoor into the Baltic, nor even (though that is nearer it) to give it two passages to the open sea. For the German ships were already safe enough under the land batteries at the mouth of the Elbe without a backdoor, and the possession of two passages is only of value to the weaker fleet if it compels the stronger fleet to divide itself so as to command both. The latter object is what the Germans hope to obtain.

Waiting Game.
It is no secret, of course, that they have always considered a surprise attack to suit themselves against the British Navy, and had they deliberately gone to war with us at their own time, their first step would doubtless have been a desperate raid to our coasts before we knew they were coming. But even if that had failed, the Kiel Canal still gives them the chance of a surprise attack of beating us in detail. So long, indeed, as our battleships are kept in a body away to the north they can do little. Their fleet might rally out and do some damage to our patrolling cruisers, but the risk to itself for so small a gain would be too great—the game not worth the candle. But if by waiting patiently, Admiral von Ingenohl can wear out Admiral Jellicoe's patience,

he may tempt him to come down and attempt something decisive, then will be the German Admiral's chance. For having to watch two passages, Admiral Jellicoe would sooner or later have to lie so near at hand as to expose his big ships to great risks—and then it would be time for the Germans to strike their hardest. For that reason, and for one or two others, which there is not space here to mention, we may conjecture that the German strategists will incline to play a waiting game.

The Economic Pressure.
On the other hand, there are reasons of a different sort which may move Admiral von Ingenohl to take action sooner than he wishes. Nearly fifteen stages, achieves no great success with its torpedo attacks on the blockading German navy, General von der Goltz pointed out how ruinous a maritime blockade would be for Germany, and we now see his forecast fulfilled. Germany could not, he argued, fight a long war unless she could keep open her connections by sea. Only this year

again, a German writer, discussing the chance of a blockade, declared that even if it lasted for only a short time, it would be absolutely intolerable for the German nation, because it would shake their commercial system to its very depths, and would in the end threaten starvation to both army and people. Therefore bound to attempt to shake off the intolerable pressure of a blockade, and to break the chain of hostile ships, the German fleet is bound to come out.

WHAT CAUSED THE STRATEGY.
[Philadelphia Ledger.]
Minister's Wife—How did you come to change the text of your sermon from "Backsliding" to "Profraternity"?
The Minister—My collar button rolled under the bureau as I was dressing for church.

EIGHTEEN HOLES.
[Boston Transcript.]
"What an ideal golf course," remarked the fly as he alighted on a slice of Swiss cheese.

CHAPMAN'S New Idea Patterns 10c Each

CHAPMAN'S

MAIL ORDERS

OCTOBER

WEDDINGS

MAIL-ORDERS RECEIVE OUR PROMPT ATTENTION

SHOP BY MAIL.—If you are unable to come to the store in person, Chapman's Mail Order Department gives you prompt and satisfactory service. Write for anything you want.

We Pay Delivery Charges

Free catalogue of Ladies' Ready-to-Wear Garments, Hosiery, Corsets, Gloves, etc., sent on request.

Alarm Clocks

Nickel-plated Alarm Clocks, reliable timekeepers and alarmers. Regular 85c. On sale Wednesday, each 50c

Men's Pure Linen Handkerchiefs

25 dozen Men's Pure Irish Linen Handkerchiefs, large size, hemstitched. Regular 20c and 25c. On sale Wednesday, each 13c

Silk Gloves

Women's Keyser Silk Gloves, 16-button length, open wrist, double tipped fingers. In tan, navy, sky, and cream. Regular \$1.25. On sale, per pair 98c

Balance of Short and Long Lisle Gloves, black only. Sizes 7 1/2, 8, 8 1/2. Regular 25c and 35c. On sale, per pair 19c

Among the Dressgoods

NEW BASKET WEAVE SUITING—A handsome all-wool fabric, in correct fall weight. Comes in navy, copen, alic, king's blue, garnet, catawba, brown and black, 50 inches wide. Per yard \$1.25

NAVY BLUE AND BLACK SERGES—A large family of serges, every wanted weight and texture. Prices \$1.00 to \$3.50 per yard

WHIPCORDS, SERGES, VENETIANS and other soft-finished, fall weight materials for suits and dresses. In black, navy, brown, wistaria, copen and alic. Special value per yard 50c

Dress-Making Dept. Miss Hargreaves

Ladies' Tailoring Mr. Diamond

The Bull-dog Strain

THE bull-dog is typical of the British race—men fearless in attack, grim and determined, tenacious, invincible. We in Canada are proud of the bull-dog strain in us—that quality of blood and heart that makes us dauntless and masterful. The bull-dog strain shows in us and others in times of peril and menace.

Everywhere in Canada manufacturers, wholesalers and retailers of the bull-dog breed are answering the challenges of war—the challenges of trade disturbance and business opportunity. The identity of some of these valiant-hearted merchants and manufacturers is revealed in the advertising columns of this and other newspapers, for advertisements are expressions of courage, tenacity and mastery.

Bull-dog blood shows itself and its quality in fighting.

CHAPMAN'S

239, 241, 243 Dundas Street