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ADVERTISING JOB PRINTING CO. PHONE 247.

THE LONDON ADVERTISER COMPANY,

London, Ont., Thursday, Oct. 11. NO WONDER THERE IS

FALSE INTERPRETATION. ISREPRESENTATION of Liberalism, Libernment in the coming elections. In despair at order, and the effect will be greater than thousment in a light which will make them acceptable ther developments eagerly, hopeful that the Gertowards falsely interpreting the statements made the first revolt yet reach to the very doors of by Liberals and the Liberal press; statements Potsdam. which are perfectly clear, and in no need of any

interpretation when read in conjunction with

their context. and soul," it suggests that the Government is ed or written recently to the question of soldiers' prosecuting the war at the behest of these millionaires. Working itself up into a fine frenzy, the local Tory paper follows this with a suggestion that The Advertiser be called to strict account; not for its assertion, which is too true to count; not for its assertion, which is too true to covered are the exception to the rule. Canada's quarrel with, but for the false interpretation covered, are the exception to the rule. Canada's placed upon it. The Advertiser does not say is a democratic army, made up of men from all placed upon it. The Advertiser does not say is a democratic ariny, made up of men from the The Asbestos Burial Casket Com the Government is prosecuting the war at the and every walk of life. The day laborer has pany is located at Lowville, N. Y. behest of the millionaires, since it is well aware marched and fought side by side with the comthat the whole nation demands prosecution of mercial traveler, and the mechanic has been the the war; The Advertiser does say that the mil-comrade of the office manager. The spirit of lionaires have dictated, to a great extent, the Canada's army has been that there should be no

methods the people protest. Free Press was the mouthpiece of Sir Sam Canada's soldiers have not been judged ac-Hughes while he was minister of militia, and in- cording to rank, but according to service. And, dorsed his every word and action. What did Sir Sam say of Premier Borden and the "powers behind the throne"? Did he not publicly state Densions are paid, the man in the ranks should be believed by the country of the club, and says the latter should have no trouble in defeating James Densions are paid, the man in the ranks should be believed to the club, and says the latter should have no trouble in defeating James that the premier, urged by the interests which be treated with the same measure of generosity were making fortunes out of munitions manu- as the commissioned officer. facturing, requested him to slow up upon recruiting? Has not this patron saint of the Free Press far more than the officer commanding him. Many intimated that compulsory service in Canada men have gone into the ranks because they wishwould have been unnecessary had Sir Robert and ed to win their promotion on the field. Many

months ago, stirred to the soul by an attack on votion he has shown? its pocket, and discussing the newsprint situa-

"No wonder there is talk that the Government is dominated by the 'moneyed interests.'

MAKE EXAMINATIONS SEARCHING. N VARIOUS SECTIONS of the country the need for most careful medical examination of men called to the colors under the compulsory service bill is emphasized, and it cannot be over-emphasized. From different points come instances of men who volunteered for active service some time ago, and were refused because of physical unfitness, but who, on going up for reexamination before the medical boards instituted

been pronounced fit for active service. were thorough and the decisions entirely right; thorough? the men may have improved in the meantime and have overcome the disability which barred them who were enlisted and were passed as volunteers information of Germans. were later discharged because of unfitness, casts a doubt on the efficiency of some of the examina-

to enlist as many men as possible; there was room word. Hers is the responsibility. and to spare for everyone, so that there was a temptation to ignore slight defects in applicants

dians will be called to report for the first draft. culiar. Only 100,000 of these are required, at present, so that almost four-fifths will be left at home. might be none weeded out during the training? nored the prevailing cleanness. The better the physical standard of those sent overseas, the more useful they will be to the cause Northcliffe declares a food controller in a

and the less likely to contract disease of succumb to wounds. For the Empire's sake it is essential that the men be as healthy and robust as it is possible to obtain.

The individual who is passed as fit for the firing line, trains for a few months and is then released as unfit has a grievance, unless something unforeseen has occurred in the interim to alter his condition. He has been removed from his position, has lost valuable time and may be unable to obtain reinstatement in his old post or obtain one just as good. Moreover, his training

The Empire's sake it is essentiate country needs the courage of a hon, the hawk and the hide of a buffalo. He have desire to serve the nation, not individual interests.

The individual who is passed as fit for the firing line, trains for a few months and is then released as unfit has a grievance, unless something unforeseen has occurred in the interim to alter his condition. He has been removed from his position, has lost valuable time and may be unable to obtain reinstatement in his old post or obtain one just as good. Moreover, his training of a hawk and the hide of a buffalo. He have about four hundred ways to cure wound abunt four hundred ways to cure when your five look pour dayspepsia.

How comes it that the German crew was permitted to remain on the submarine interned at Cadiz, which has escaped? An explanation should be forthcoming, also, of the fact that the out of the interior of the obtain one just as good. Moreover, his training

forded. man who, early in the war, twice tried to enlist, jails and lock-ups, and of these 1,998 could neithonly to be rejected as unfit on both occasions, er read nor write. This means that one-eighth only to be rejected as unfit on both occasions, er read nor write. This means that one-eighth The average man believes that he is Believing himself exempt he lately married, but of all inmates had absolutely no education. A entitled to a lot of credit for keeping on going before a board since his marriage he rather serious state of affairs.

was informed that he was fit for fighting service and must hold himself in readiness to go overseas if he were among the 100,000. Another young man volunteered and was accepted some tin ago. After undergoing training for several months, he was discharged because of his physical condition. He resumed civil life, being fortunate enough to get, back his old position. Now he has been examined again, being unmarried and between the ages of 20 and 34 years, and has been declared fit. What is he to do?

Instead of making the examination for drafted men less severe than it has been in the past every effort should be made to increase its strictness in order to search out any hidden weakness. This would be only fair to the country and the individual. Official orders to this effeet from Ottawa would be productive of good.

THE REVOLT OF GERMAN SAILORS.

DEPORTS of German mutinies of a serious character in the kaiser's navy, with the necessity of executing a number of those concerned in the revolt, comes as cheering news to the Allied world.

Such disturbances, unimportant though they may appear in view of the speedy punishment TALK THAT THE GOVERN- meted out, show that there is a desperation that MENT IS DOMINATED BY THE is willing to face death among the men on whom the kaiser depends for the upholding of his doc-"MONEYED INTERESTS."—trine of blood and iron. It is the more signifi-London Free Press, August 6, 1917, cant that these outbreaks occurred in the navy, the men of which are comfortable compared to those in the west front trenches.

These revolts have the stamp of truth eral principles and the attitude of Liber. through the statement in the Reichstag by the sword with no edge and no point. als towards the war, is the stock-in-trade chancellor. That he minimized the seriousness By FONTAINE FOX. of those Conservative papers which are endeavor- of the matter cannot be doubted. Let a few ing to bolster up the chances of the Borden Gov- more Germans be slaughtered by the kaiser's their inability to present the acts of the Govern. ands killed in battle. The world will watch furto the Canadian people, they turn their attention man people have at last been un-duped. May

EQUAL PENSIONS.

TIT HILE much time is devoted by Govern-The local Conservative paper declares that when The Advertiser says "Millionaires who put the present Government in power own it body notice reference in any speech or editorial uttering the present Government in power own it body notice reference in any speech or editorial uttering the present Government in power own it body notice reference in any speech or editorial uttering the lets his strong arm go to waist. ment orators and journals to the vari-

methods of prosecuting the war, and it is these class distinction, and those few cases wherein brutal treatment of men by officers was revealed It should not be forgotten that the London have been the signal for general condemnation.

would have been unnecessary had Sir Robert and a young officer has thrown aside his commission as young officer has thrown aside his commission so that he might more quickly gain the battleless eager to serve certain interests? Should Sir Sam also be held to strict account?

"Yes," agreed the Fool, "and often only half-baked at that." It might be whispered just here that two his prospective pension because of the great de-

Inequality in pensions is all wrong. The tion, the London Free Press appeared with this Government passed over the soldiers' pension bill at its last session, being hurried and worried to cram through the \$60,000,000 C. N. R. deal. The Liberal party, which boasts its innate democracy, You'll often find him in the dumps. Liberal party, which boasts its innate democracy. should make equal pensions one of the strongest ENGLISH AS SHE IS TANGOED. planks in its platform.

EDITORIAL NOTES.

The Huns are buying hides in Argentina.

rely the German hide is thick enough to use any leather purpose.

ENGLISH AS SHE IS TANGUED.

From the card of a dancing academy:
"You are invited to be very pleased to subscribe to this season's dancing class subscription dance cards for which may be obtained of classmembers only and assuring of the enough to the card of the enough to the card of a dancing academy:

The Huns are buying hides in Argentina. Surely the German hide is thick enough to use for any leather purpose.

Sir Wilfrid will lead, which is unpleasant news for those Conservative papers which have assured the public he was certain to retire.

The bacon inquiry says the chairman of the papers of the papers of the papers which have assured the public he was certain to retire.

The bacon inquiry says the chairman of the papers of t

to examine those now liable to the call, have The bacon inquiry, says the chairman of the It is not impossible that both examinations impartial." Now does that mean it will be

Everywhere that the British and French failed at the earlier examination. But the fact that to make progress they were repulsed. That is so many hundreds, if not thousands, of those the way Berlin sums up the great battle for the

Germany can save her cities from British bombs even yet. All she has to do is to prom- 18,694,000 captured. Under the voluntary system, it was the aim ise to refrain from raids on Britain, and keep her

A great artist who died recently is said to in the hope that training would remove them. have been too proud to paint for mere money, Now there is no such temptation. It is es- but not too proud to live on the generosity of a timated that nearly half a million young Cana- few friends. The artistic temperament is pe-

Ralph Connor adds his testimony to the high Under these conditions, would it not be well if moral standing of Canadians in England and street, Cincinnati, has joined the club's battalion and will aid in locating those every medical board were instructed to make the France. Possibly those who affirm differently examination as strict as possible, so that there have been looking only for the dirt and have ig-

and the less likely to contract disease or succumb democratic country needs the courage of a lion, to wounds. For the Empire's sake it is essen- the eye of a hawk and the hide of a buffalo. He

has cost the country money which cannot be af- spector of prisons of Ontario, for the year ending October 31, 1916, which has been issued re-Western papers chronicle the case of a young cently, there were 16,100 persons committed to



Willie's ma had been very pleased at being able to get him

Luke McLuke COPYRIGHT, 1917.

POLICE! CORRECT.

SAFETY FIRST. A man's mishaps oft make us grin, When they should make us sigh; He'll sidestep a banana skin, And trip upon a lie.

THE LIMIT. / "Smith is a lazy cuss, isn't he?"

wed a title, I'll confess, speak of Dora Donner; when she is a baroness. THE WISE FOOL.

We have it on the authority of a member of a selective draft board in FOOEY!

FOR PRINTERS ONLY.

FIRMS IS FIRMS. obile deal-

DOPING IT OUT.

As well as we can figure it from the German newspapers printed in this country, the Allies had 4,877,000 men originally, and since the beginning of the war have lost 14,654,000 in dead, 18,288,000 in wounded, and have hall sead, 1000 captured.

"Beware of woman," said Dan Darms,
"She'll get your goods and lands;
And when she falls into your arms,
You fall into her hands."

Luke McLuke

-Luke McLuke, Just falling into her fair hands
Ought not to strike us dumb;
The trouble is that then—my lands!
We get beneath her thumb.

NAMES IS NAMES. Arthur C. Spies, of 726 W. Seventh who are seeking to hinder our partici-pation in the war.

OUR DAILY SPECIAL Opportunity never comes with a let-ter of introduction.

LUKE MCLUKE SAYS A chronic dyspeptic can always tell you about four hundred ways to cure

fence.
Of course, you won't admit it, but
the truth is that a man is usually what
he suspects the others of being.
When the worst comes to the worst,
the kaier can recall those 5,837,000
iron crosses and melt them into ammunition.
The average man believes that he is out of jail. Vanity has done a heap more than

(Copyright, 1917.)

The trouble with the "entertaining conversationalist" is that he can't be that way and still attend to his own

A man may have better clothes than the ones he wears on Sunday, but it is different with a woman.

Wait a Minute!

necessary to boost the high cost of

The election of United States senators by popular vote may have something on the old method by legislatures, but the present crop of senators won't prove it.

The reason why daily publications printed in German haven't any time to gather reliable news is because they are too busy manufacturing Dutch salve.

A man may have better class.

according to this printer.

Food Controller Hoover of the U.S. A. has asked the girls to cut out candy. Men do not bear all the burdens of war, not yet.

\* \* \*

Jimmy, the punning rascal, who ac-

And think of the days that might hav been,
And Christ shall link the broken chain,
When in heaven we meet again.
We have a few nice ferrets on hand.

Jawn McGraw thinks well of White
Sox prowess, says an inspired sport
writer. Most anybody would after getting mauled like sin.

As we understand it, the Australia laim that rabbit food will kee umanity about four jumps ahead

Civic fish will cost 18 cents a pound fine numerals are not exactly unluck for the home folks.

There is one thing about Canadians We will never fall for lack of advice fhere are a flock of folks, includin Lord Northcliffe, doing a lot of wor unning the show right now.

Bill Hanna is not saying anything of ate. Bill is as busy as a greased pig

A wise guy says to conserve eggs.

Does this bird imagine that we are going to decorate actors with them at \$1 a look?

There will be a number of kings doing a farewell stunt soon, and it will be no Patti affair either.

Let's go. The fishing is good on the The city consignment of fish did not contain many sheep-heads, said bony varieties of heads being numerous

A lecturer is giving a talk on "The Unadjusted Child." Somebody must have thrown a monkey-wrench into its works.

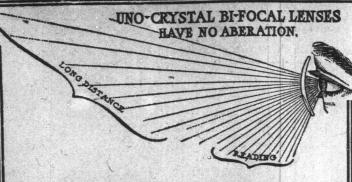
Walk four miles a day, says a doc. Chase a few chestnuts in the country.

A Perfect Day.

Talking-machine across the way is playing "The End of a Perfect Day." what is a perfect day?

Ty Cobb says three doubles and a homer, with two steals thrown in for good measure.





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gives you an opportunity to save many dollars on your shoe requirements. We are entering another winter season, but with a bigger and better stock of high grade boots, shoes, felt shoes, felt slippers, rubbers, rubbers, gum rubbers, etc., than ever before shown in this city, and remember every pair is included in this great money-saving shoe sale. You must act quickly in order to secure these wonderful shoe bargains, as this great money-saving event may close any day, then you will be obliged to pay more for your shoes. Don't hesitate. Come now and see this huge display of footwear bargains for every member of the family. Prompt attention given to mail orders from our out of town customers. See our windows.

Men! Here's another opportunity to secure a pair of those splendid Gunmetal Lace Shoes. Worth

\$4.00, for ..... 2.98 JUST THINK OF IT, \$3.98 will buy a pair of Men's Nifty Gunmetal Lace Shoes, with Acme fiber soles and full rubber heels, English last. The kind you would pay \$5.00 or \$5.50 for.

A pair of Rubber Boots always come in handy, and here's a chance to buy a pair of the best quality Black or Tan Rubber Boots that's worth \$5.00 and \$6.00, for, only..... 3.98

Special sale of Men's and Women's High Grade Sample Shoes, Shoes, made by one of Canada's foremost manufacturers. Every pair marked at less than present factory prices. See them in our windows.

Men's Swell Mahogany and Tobacco Brown Lace Shoes, English last, with Neolin and Acme soles, and full rubber heels, \$7.50 value, sale price .....

Men's Tan Grain Work Shoes, good and solid; \$4.50 values, for ..... Men's Tan Oil Grain and Black

Uris Calf Work Shoes, with waterspecial sale price...... 3.98 proof soles. Worth \$5.00. Rubbers of quality for men, women, boys, misses and children at the low-

And look, men, a few pairs left of Shoes; \$3.00 value, at...... 1.98

131 DUNDAS STREET.

BOYS' SHOES

Boys' good, solid, leather School Shoes. Shoes with our guarantee behind them./ Ranging in price...... .....\$3.98, \$3.48 and \$2.98

Be sure and see these.

Youths' Solid, Tan Military and Oil Grain School Shoes. Williams' make. Worth \$3.75 and \$4.00,

Shoes; \$3.00 value, for.....2.48 Youths' Box Calf Lace

Shoes, neat styles, button and lace; 8 to 10½; \$2.50 value, for ...... 1.98

School Shoes; \$3.00 

Mothers, be sure to see this splendid line of Children's Gunmetal and Fine Kid Lace and Button Shoes

How about a Suit Case or Club Bag? A special line of good, serviceable Fiber Suit Cases, go at.....1.29 .......

A splendid line of Swell Dress Shoes for boys, in patent and gun-metal leathers; \$4 value, for...2.98

go at ..... 2.98

Little Gents' Good, Solid Wearing

Misses' Good, Solid Gunmetal Lace

Misses' Fine Kid Lace Shoes, good \$3.25 value, for ...... 2.48 solid soles and heels;

we are offering at (\$2 value)..1.48

LADIES' SHOES

A swell line of Women's High Cut Fine Kid Lace Shoes, semi Louis heels; 

The latest hit in Women's Dark Brown Calf Walking Shoes. The new 

Just the Shoe for business and street wear for women; made of fine gunmetal calf leather with Neolin soles and rubber heels: English last; nifty and comfortable; \$8.00 5.95 value, for .....

Ladies, don't fail to see our splendid line of Fine Havana Brown Sport Shoes, with white buck tops and white Neolîn soles and rubber heels. It's a real beauty. Worth \$9.00. 6.45

See the big line-up of Women's High Grade Shoes in two-tone effects, plain blacks, plain greys, Havana browns, etc. All the very newest models, and are worth from \$6.00 to \$9.00 a pair. On special sale this week for .....\$4.98 and \$5.95

A big range of Women's Fine Shoes to choose from. Values up to \$5.00, for .......

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