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o call night numbers use the word NLY" after giving the number. Entered at London Postoffice

TORONTO REPRESENTATIVE:

he London Advertiser Company,

## CONDON, SATURDAY, NOV. 14.

## PLAYING THE GAME ed German cruiser Emden, says: To the British nation there is regret in the destruction of the of the life of the Emden's cap-

in (Von Muller), a brave ingenis and courteous gentleman.

or those Germans in authority who Mr. Bryan do? tate the barbarism of their ancesthe Goths and Vandals and Huns, British people will have no kindly

on the editorial desk as this is Three are printed in the ned from the Canadian, it would be pathy in the United States. Col-This week over a had a promise, too." Collier's had a magnificent series, of pen res from Arthur Ruhl, who has Her. reproduced in these columns. worthy of a master. Yet Collier's ican journal has printed. Some

of it, may win back to sanity and live The Saturday Evening Post has been freely condemned for the articles of Blythe and Cogg. The former has sneered at British motives and the latter has shown a somewhat inordinate admiration for the German army machine, and by inference, at least, of the German character. He is at great pains to absolve the German of the atrocity charges, yet he seems to re gard the wholesale shooting of Belgian civilians, and even of a young girl care has been taken to let him see what that when out of German hands. Mr. Cobb will explain that he wrote what

ne wrote of necessity. Editorially, the Post has given the German war party no support. This week it states: "But the sanction this Our pantheon has no niche for Krupp.

honorable American editors are forging

## BRITAIN AND THE DOCTRINE.

through his many is hit. Undoubtedly it is that for Skipper Wilson to keep the Amerwent quite this Venezuela will be adopted, Great Brit- ported very wet, but they are dry as a of his pris- ain being permitted to punish the of- chip compared to some of the trenches the captive beasts in the show- be occupied. This would be the "safety on the same prin- first" way out, and would be quite acceptable to Great Britain. What will

## RUHL SEES TOMMY ATKINS.

with no confidence in their A who has been close to the fight the Belgians eats the spare and simple been so badly smirched since it began, gives a glimpse of the fare of his soldiers, but he is a great his contest. For the individual Ger- raw British territorials in the trenches trench-man have admiration and respect. Un- man shells and shrappel was at its individuals are sur- worst. There's nothing very wondercaptain of ful about it. Ruhl doesn't write that things that stick out, and we take it of forts at Antwerp, where it was mighty hot. He was on an ambulance to reduce its annual production of genof forts at Antwerp, where it was picking up wounded and this is the erals. impression he got of the young British-

"Yet not one of the youngest and greenest showed the least nervousness as they waited there that melancholy little orchard under the incessant scream of shells. That unshakable British coolness, part sheer pluck, part a sort of lack of imagination, perhaps, or at least of "nerves," left them as calm and casual as if they were but drilling on the turf of Hyde Park. And with it persisted that almost equally unshakable sense of class, that touching confidence in one's superiors—the young clerk's or mechanic's inborn conviction that whatever clean-cut, imperturbable young officer does and must inevitably be right-at least that if he is cool and serene you must, if the skies fall, be cool and

walked through an empty lateral leading to a bombproof prepared for wounded, and the ambulance officer asked him sharply how things had been going that morning

'Oh, very well, sir,' he said with the most respectful good humor. though a shell bursting just then a stone's throw beyond the orchard 'A bit hot, sir, about nine o'clock. but only one man hurt. They do seem to know just where we are. till their comes up-we'll clean them out right enough, sir."

And if he had been ordered to

stay there and hold the trenchalone, one could imagine him saying in that same tone of deference and chipper good humor: 'Yes, sir; thank you, sir,' and staying, too, till the cows came

## BACKS TO THE WALL.

adians resent a reference to the man army as being composed of Hight? The War Lord, who, a few an beings, who land and seem to weeks ago, told his troops that they kind-hearted. Every witness to were about to dominate the world, that innate good character of the Ger- the German Empire was to rule, as did should make us glad, for therein the Roman Empire of old, that German the hope that the great nation, culture was to be supreme everywhere,

## A Waking Dream

[By Robert Farquharson, in the Southern Daily Echo. of Southampton, England.] As I heard an army marching, and the measured tramp of

That resounded from the pavement as they swaggered down the street, was conscious of some music that was foreign to our lands, Though it won't be long, I'm thinking, 'ere it's played on

For the air was very catchy, and it had a martial swing, As the clanking heels and sabres gave a sympathetic ring, Then it faded into softness, like the gentle songs of birds, And by listening intently I could

faintly catch these words: "It's a long way to St. Helena it's a long way to go, It's a long way to St. Helena, but they'll send me there, I Wilhelmstrasse, fare

well Deutschland fair. It's a long way to St. Helena

told his armies that his military opera

Belgium, first clearing the latter coun-

he the most significant straw to date.

The Crown Prince's army is being driven back by the Russians. It might have been expected that the "unlicked sugar, use molasses. cub" would have no chance against the full-grown bear.

The Kaiser dines luxuriously while at the front. He is a great trencher man-RTHUR RUHL, one real reporter Richard Harding Davis. The King of

> odds and lost, but British naval history records scores of cases where such daring was successful. Perhaps tradition was responsible for the reverse in the Pacific.

### POSSIBLY. Cleveland Leader. 1

[New York World.]

If, as Judge Gary says, the war in Europe is merely a matter of dollars and cents, the participants are not getting the worth of their money.

FORBIDDEN TO MOURN. [Detroit Free Press.] mourning for the dead in the war is forbidden in some of the coun-

tries engaged in the conflict. fathers,

We have widowed the mothers of We have sent to the fray All your loved ones and they May never embrace you again. We have come to your homes with our

soldiers And taken the babies you've borne, Our trenches are filled With the numberless killed, And now we forbid you to mourn.

We have robbed you of joy and of sunshine And given you grief and despair, We have shackled your lives With unmerciful gyves
And now we forbid you to care.

We have left you in homes that are cheerless With hearts that are bleeding and But it weakens the line To have womer repline,

And so we forbid you to mourn. And laugh o'er your beautifu! dead, Let none of you cry, But stifle the sigh

That hurts worse than bullets of When women are wailing and weepand children distressed and forlorn It is harder to find

Men for work. Men for work of this kind.

And so we forbid you to mourn.

Brave you have been, but still braver Your king now commands you to be, In your breasts you must keep All your sufferings deep.

Nor weep where a stranger may see. A red drift in the rotting soil, This is the will of your monarch.
In silence your griefs must be borne;
You must give us your men
For our trenches, and then

A stencil beneath the sea;
Ten million women weeping
As hungry children cling—
If this be SATISFACTORY

## -- and the Worst Is Yet to Come PRESS COMMENT ON THE WAR



## "Why did they call Napoleon the little WAYSIDE WAIFS.

[Kansas \_\_cy Journal.]
"Do you think that marriage is a lo

"Can't say I do. Still, everybody who

THE HOOKWORM.

[Philadelphia Ledger.]

[Toronto News.].

assisted him to form that opinion.

"shoot holes through the Union Jack."

[Cleveland Leader.]

Presently the time may be ripe across the water for one of those "take it back days" occasionally observed over here.

[Pittsburg Dispatch.]

Some inventive mind having pro-

more beneficent genius will produce an instrument that can reduce a raucous

spare some noises better than it can

Ask for MINARD'S and you will get it,

The German Emperor thought

Who worked first up, then down;

Upon his wife's new gown

vinced we are that the man who nade the dollar round was a cynic.

Using a Honk, Honk? What has become of the old-fashned boy who used to think it the whistle with his fingers?

There are a lot of lay-readers in this A-hooking up the eyelets The majority of them "lay" in bed Sunday morning and read.

Fashion Note. Mabel, German measles are no this season. French that Canada was waiting to throw preferable. "off the yoke." The Liberal leaders

A Jewish citizen of Russian memories reported to have been asked what though of Germany and Russia. "Vell," he answered, "I hope that the Berden cabinet, who opposed Russia eats Chermany in choonks, and Canadian navy and was prepared to

States Congress declares that he will ness, we should worry. Moreover. know is whether the card provides for mbership or is good only for a year, and also who pays the dues: is to be the Intelligent and Orderly Union of Housekeepers, with three years' apprenticeship, the question of which magnifies a which magnifies a which magnifies a who pays will not matter, but the term

Household Note.

To kill the odor of cooking cabbage, swell them. sprinkle the top of the stove liberally with brown sugar. If you have not

## Militancy.

It has always been a woman's priv ilege to stand up for her rights in a crowded street car.

Then He Dodged.

"A fly place," remarked Tibbs, as he walked out of a downtown London restaurant.

A druggist can obtain an imitation of MINARD'S LINIMENT from a Toronto house at a very low price, and have it labelled his own product.

This greasy imitation is the poorest one we have yet seen of the many that every Tom, Dick and Harry has tried to introduce.

Reneig.

Every man owes the world for a living, and a whole lot of them never

n a bald head. Take a bottle home

to your wife.' Can't Bear 'Em (ouch).

Potsdarn, by wireless to Hayville-Emperor William woke up at 2 a.n after a restless sleep and ordered al menageries. Steps will be taken to r place them with Belgian hares, which will be of greater economic value.

Fabrics of the past have come back, says a fashion paper. With many of us they had to.

Both Before and After. tries engaged in the conflict.

A card shark might easily be mistaken have taken your sons and your taken for the knight of the golden

Philantrophy. Won't some one pay General Villa's passage from Mexico to France? It would help out the United States and Mexico and might help Villa himself

Sounded Good Perhaps, after all, the Kaiser's information about Canadian disloyalty was based on reports of the army worm

Warning. He who covets his neighbor's wife should beware lest he get her.

Crown Prince was taken to task by his austere dad for putting his foot in it in both France and Russia, he re-

marked in a dazed way that he was trying to get it into the boot of Eu-Alphonse and Gaston To-date, "I will be the great Anannias of the war," quoth the Kaiser to the Turk.
"No, my dear, ilustrious and illimit-

[By Grantland Rice.] ("The situation continues satisfactory."—London and Berlin reports). Four hundred thousand bodies

### THE HOUR OF DOOM. [Halifax Chronicle.] The puncturing of the German wind-

[New York Herald.] Count von Bernstorff's contention that Canada forfeited her rights under the Monroe doctrine when Canadian troops were sent across the Atlantic is ineresting mainly because of the appar ent inability of the German ambassador o understand the American view of the Monroe doctrine.

BERNSTORFF'S MISTAKE.

In the issue he has so gratuitously aised there is no question of Canada's lose of these United States. IT HARDLY SEEMS TRUE.

[New York Evening Post.] There are more things in heaven and earth than are dreamed in the philosophy of the Berlin professor who writes that there "can be no neutrals" in this war, since Germany "is the nost perfect creation that history has struck, and it has sounded not a mo rded," and the Kaiser is the "de-Someone ment too soon for the general welfare ight of the human race."

who was beaten at golf by an amateur,

## seven up and six to play, and who said: "It is impossible, but it is a fact." TOMMY ATKINS AS A FIGHTER.

[New York Herald.] Trace Tommy Atkins back until there as no regular British army, and then trace the English soldier back nearly a housand years to the time of William the Conqueror, and the record reveals im almost constantly fighting and gripping and holding territory. have fought nobly and valiantly and machine, is the chief sufferer.

often, but the results of the English soldier's fighting is that his country's drum-beat circles the world and the sun never sets on her dominions.

bag, the exposure of the German military bogey-man, are, in themselves almost worth the cost of this war. The German nation is a political entity. As rights." The only rights involved are such it must be judged, and as such it must be condemned and properly punished. It has always been a disturber of the peace of its neighbors. Ever means of deliberate spoliation of weaker states, it has been a menace to civilization and a terror to the world at large, in which it justly has not now "is the Turk, But the hour of its doom has

bught to tell him of the professional of mankind. DISTURBED THE PEACE. [Philadelphia Ledger.] "No wonder Adam and Eve were ex-

pelled from Eden."
"Why this sudden thought?" "Didn't they raise Cain?" AUTOLOGICAL.

[Cleveland Plain Dealer.] Evidence continues to accumulate author of Seven Keys to Baldpa He is that when an auto weighing two tons unequalled for these combined three turns over on a man in the middle of The Bobbs-Merrill Company, Publishers Soldiers of other nations a hard road the man, rather than the

BEAN BUYERS ARE BUSY

[Special to The Advertiser.]

BRUCEFIELD, Nov. 13.-A large umber of local farmers are now taking advantage of the high bean prices. County Warden Cantelon, of Clinton, re cently purchased a large amount in this district to be shipped at once. A large number of farmers have com-pleted their fall plowing.

## TWENTY MORE MEN NEEDED AT AYLMER.

men will be needed for the force which is being recruited here, and all will be required to enlist by November 18. The following have enlisted so far: Alfred Benson, Aylmer, butcher; Harold Hale Tillsonburg, farmer; Thomas Rundall, West Lorne, farmer; Samuel Hawkins. marble cutter; Arthur Wallace, Aylmer, baker; Albert Weir, St. Thomas, car in-

You do not want to hear her, do Reply: "I'll be a sister to you?"

# 55c. PER DAY

A trifling amount,----what does it mean? Just this; that you, as representing the average Canadian citizen, can square off your account with our army of factory workers, by making sure that at least 55 cents worth of the things you buy, in your ordinary every day shopping, are made right here in Canada----the country that gives you your own living.

That sum, 55 cents a day, equals \$200 per year. There are 8,000,000 people in Canada. If for the support of every one of them, there was spent \$200 a year on Canadian made goods it would give us a factory output of \$1,600,000,000.

Back in 1910-11 Canada was enjoying pretty good times, but the total factory output then was less than \$1,200,000,000.

You can easily bury the hard times of to-morrow under the coppers you spend on odds and ends to-day, just by using a little intelligent discrimination, by saving to the shop-keeper

"Nothing But "Made In Canada" For Mine"

Save the Labels For the Homeless

# Help Wanted

Buy the Powder

# For Starving Women and Children of Belgium

Canadian women have given nobly to the various funds for the relief of thousands of homeless and starving children of stricken Belgium. They can still give a little more without any trouble to themselves.

THE IXL SPICE AND COFFEE MILLS OF LONDON HAVE GENEROUSLY OFFERED, THROUGH THE LOCAL COUNCIL OF WOMEN, TO DONATE FIVE CENTS FOR EVERY LABEL OFF A TWENTY-CENT CAN OF SWEETHEART BAKING POWDER, MAILED OR TAKEN TO MRS. R. M. GRAHAM, 14

## KENSINGTON STREET, CITY, BEFORE THE 15TH OF DECEMBER. "Sweetheart" Baking Powder Has Always Sold at 20c the Pound Tin

THERE HAS BEEN NO INCREASE SINCE THE WAR-AND THE QUALITY IS JUST THE SAME. \*Sweetheart Baking Powder is manufactured in a sanitary factory in the residential district of London, and put up in dust-proof, air-proof tins by Canadian employees.

Hunting for Italy.

It is said that when the German If 20,000 Canadian Women Buy One Tin Each of "Sweetheart" Baking Powder Before Dec. 15, and Save the Labels, It Will Mean \$1,000 to Help Those Poor Unfortunates

IF YOU, Mrs. Housekeeper, had a daughter or relative in that country how gladly you would welcome any kind of relief. Here is an opportunity for you to do something.

"Sweetheart" Baking Powder Is the Best Powder on the Market Today AT A PRICE CONSIDERABLY LOWER THAN MANY POWDERS OF INFERIOR QUALITY.

Any Woman's Society in Canada desiring to raise funds for Belgian Relief may enter this work. Write us for particulars.

(I EXCEL.)

Send three cents in stamps to cover cost of mailing, and we will send you a Cook Book containing many recipes.