## London Advertiser

Member Audit Bureau of Circulation. MORNING EDITION.

Outside | By Mail. City | \$4.00 per year. \$6.00 per year. NOON EDITION. \$4.00 per year by mail.

EVENING EDITION. Outside By Mall. City \$4.00 per year. \$6.00 per year.

TELEPHONE NUMBERS. Frivate Branch Exchange. 3010 From 10:00 p.m. to 9:00 a.m., and holidays, call 3670. Business Department; 3671, Editors; 3672, Reporters; 3673, News Room.

Toronto Representative-F. W. Thompson, 57 U. S. Representatives- New York: Charles H. Eddy Company, Fifth Avenue Building, Chicago: Charles H. Eddy Company, People's Gas Building. Boston: Cherical Company, People's Gas Building. Boston: Charles H. Eddy Company, Old South Build-

THE LONDON ADVERTISER COMPANY.

London, Ont. Saturday, Nov. 9.

THE MAN FOR THE JOB.

THE REFUSAL of Marshal Foch to grant the tricked or trapped into concessions that might can be no come-back. hamper his campaign. There is not the slightest chance of the enemy "putting one over" on the generalissimo. His action increases the confidence of the Allied world, if that were possible, in his ability to avoid any of the dangers that might wreck the Allied cause in these critical hours. From the moment he took over the Allied command this brilliant little Frenchman has carried the faith of the Entente millions in ultimate victory. The same sang froid, determination and eleverness that ripped to pieces the Hun armies he has a part.

THE ASSOCIATED PRESS.

make the old, reliable, world-embracing Associat- other country. ed Press stand out in great strength as the one dependable news service 365 days in the year. The Associated Press is the Gibraltar among news services, the Bank of England in dignified enterprise A in the handling of news-facts that have been

as a whole, can be sent out unverified, and it is tones when he said to the elevator worker, "Here, first letter and the last letter." replied critical situation must be faced, the practice of ghly dangerous and is indulged in only by the I'll go up.' fakers' of the business. Nine times in ten the He scaled the building in a long series of I'm wearing a lawn dress." deception, but when the tenth attempt fails, the him, even if to the other man it seemed merely a astrous

in ever regaining confidence among the "non-yel- scended he fainted. low" newspapers of the country. Had its hoax been closely followed by developments bearing the narrow beams of the East River bridge, 200 out its conjecture, it could have sat back and feet from the water, turned to those who were crowed with its big roosters as to the wonderful nearby and said: "There's the bravest fellow I connections it possessed for exclusively securing ever saw in my life." the most important news of the year. It and the newspapers it serves would have attempted to be conquered. Being stoically indifferent to fear Lena Merville in "A Bunch of Keys," make tremendous capital out of the "scoop." But is not bravery in its purest form; to live and con- and Fanny Davenport in "Fedora," and when Fate plays against the gamblers in great quer the realized fear is a greater existence. events there is a tremendous newspaper headache to be doctored in the morning.

The Associated Press plays safe. It is often like a lion pestered by the gnats of rumor, and metimes it appears to be slow. But when the actual event has occurred, it is not slow in flashing facts to all quarters of the continent. The As- late. sociated Press is not playing for profits. It is owned in a mutual way by a chain of newspapers. t employs the highest grade newspapermen who can be secured, but it does not sign their names to dispatches. It is too big to be personal, and this policy extends clear to the general manager, Mr. Melville Stone. Mr. Stone is not as widely known o the general public as many a "news service" reporter who parts his name in the middle and sends nearing the end. spatches richly flavored with capital "I's" from

e foreign capital, but Mr. Stone is the man was asked by Russia to negotiate a peace of Germany seared his. Japan. It was largely through his instruality that the president of the United States as intermediary between those great powers when peace was signed. Mr. Stone typifies the ervice he is as keen for news as any man in the business, but he is a rock in a storm when the borders and strokes without. billows of rumor sweep upon the harassed newspapermen and threaten to topple them from the bridge of calm decision.

The Associated Press can be relied upon to characterize its dispatches as official or unofficial. f it sends out something under its own responsibility it quotes its authority or qualifies its statements so that the charge of deliberately falsifying | Constantine will gather around and relate sad r misleading the public has never been successully laid against it. The "A. P.'s" reliability s a thing dear to the heart of an editor. It is ke a firm, dependable friend, who does not say hings merely to please, but for the good of all

EXIT THE BOASTER. N GERMANY with cartoon and innuendo they are making fun of the kaiser. Than this nothing more surely indicates the early passing the Hohenzollern. Nobody that is insincere or ishonest can stand long before ridicule, the ore especially those who occupy the seats of the nighty. No monarch has ever so insisted upon s imperial rights as Wilhelm of Germany. ever has he overlooked an opportunity to imress upon his people, and the world generally, is "allmightiness," and so clever has he been in taging these posings and struttings that his own cople swallowed holus-bolus his magnificent preensions, while a large section of the rest of the orld looked on more or less impressed, scared worried. Wilhelm was always dressed up, al- in Canada."-Sir Thomas White.

ways on parade. Never was he caught off his guard in his shirt-sleeves, collarless, so to speak. He glittered and gleamed splendidly at the head of his armies, and he used that power to the limit to exact the last degree of obeisance and subservience from his own and respectful consideration from others. The withered arm was carefully camouflaged to look the real thing. The royal scowl, the truculent moustache and the "mailed fist" patter were always and intensely on the job.

But make a king appear ridiculous and majesty slips from him like a cloak. Just now the kaiser, in his own country, by his own people, is being postcarded as wearing a silk hat and traveling bag in hand "beating it" for Switzerland. If we recall what the spiked helmet has meant to Germany we will catch the ludicrousness of the imperial dome silk-hatted.

The supreme war-lord is pictured as in a panic. Gone is the scowl, the moustache droops and in undignified, ungraceful haste he legs it for shelter. The Allied triumph has stripped him of his glory and his own folk with ridicule and contempt are driving him from the limelight he so dearly loves and so well understands. As warlord, partner of the Almighty and favorite child German delegates' request for a provisional of destiny, his stellar poses, Wilhelm of Gerand immediate cessation of hostilities is many is through. The world's prize braggart and good news. It means that the Allied commander- strutter looks cheap, cowardly and grimly funny in-chief intends to retain and enforce to any ex- to those who formerly placed him on a pedestal tent he desires the upper hand which his victori- inaccessibly high and remote. The kaiser is beous drive has given him. Foch will not be coming a joke to his own, and after that there

A CHALLENGE TO CANADA.

THE UNITED STATES, having subscribed \$866,000,000 over its objective in the Fourth Liberty Loan of \$6,000,000,000, has set Canada a high mark in the present drive. It is equal to \$62 for every man, woman and child in the United States. What a splendid demonstration of what the people can do!

Canada must not only equal but exceed this high per capita record. On a basis of 8,000,000 we may be sure will be fully employed by the people, \$62 per capita would mean only \$496,000,marshal at any stage of the negotiations in which 000, or \$4,000,000 less than the required \$500,000, 000. But as the drive proceeds the public will "We're milionaires!" yelled One-Eyed "Pawn Ticket No. 210," and Maggie not be satisfied with the half billion.

So the necessity of keeping up the pace is THE RECENT perpetration of the "greatest quite obvious. Things must go even a little faster hoax of recent years" by the United Press than they have been going. The American achieve-Service and the newspapers gullible or un- ment is a challenge to Canada which must be scrupulous enough to spread the report and per- taken up. If Canadians at home are worthy of sist in its authenticity does nothing if it does not those overseas they will not rest second to any

THE BRAVEST BRAVERY.

WORKER at a large grain elevator in Western Ontario was ordered to get on the roof he even believes in himself." of the lofty building and make some reproven many times during the progress of the pairs. The man was one to whom the thought of ascending to any great height spelled mental During the early months of the war The Adagony, and he said that he was afraid to go up. vertiser secured connections with many special Another man, whose calling has taken him to news services, but one by one they were discarded dangerous heights, including the scaling of steel as the unreliability of their dispatches was made work over the East River and the towering frame evident. The public seldom realizes how it may of the Singer Building, was present when the be gulled in the ordinary course of events. News order was given to the elevator employee. He of a sensational character, yet not sufficiently could not understand anyone being awed by havmomentous to have a vital effect upon the people ing to work at heights. There was scorn in his

The elevator worker did not "take him up." ticipating what MAY happen and sending it Although it was plain that he was suffering in rth as something that HAS happened, becomes anticipation of his ordeal he simply said, "No;

ews service "guerrillas" may get away with the climbs that represented the last hazard of life to effect, when it concerns important news, is dis-180 feet from the ground, and did his work for Paw-It means that he wants a little The United Press service will have difficulty three-quarters of an hour. When he had de-

The man who had climbed like a spider over

Life is a series of days, each with its fear to

EDITORIAL NOTES. The Boche came to Foch.

Good night, United Press!

The "flu" too seems about ready to capitu-

There is official news and then there is 'fish-Winter is coming and the Germans have not

ome an historic phrase.

[Chicago Tribune.]

The president has solemnly declared for a peace of The American people are absolutely at one with him on this also. But the peace of justice is a stern justice and the German people must abide its decisions. What they have sown under the false leadership to which they consigned themselves and their fortuns, they must

w reap.

SUCCESS OF VICTORY LOAN.

"The success of the Victory Loan is absolutely essential the prosperity of Canada and every class and individual Canada."—Sir Thomas White.

"I am sure she will." he answered, making a brave attempt to return the some other if she were smiling after him, but instead she was smiling on the customer that was engaging her attention. "What street, He kept right on walking withto the prosperity of Canada and every class and individual

THE TERRIBLE TEMPERED MR. BANG. -By FONTAINE FOX YOU DON'T SEEM TO HAVE A HAND-KERCHIEF TO SNEEZE INTO SO SHEEZE INTO MINE

The Terrible Tempered Mr. Bang does not wish to take the slightest chance of catching the Spanish influenza.

BY LUKE McLUKE

To his brave band of yeggs; 'I broke into a grocer's safe And stole a dozen eggs!"

'We're billionaires!" cried Lefty Lact, Excitement made him stutter; "For in the bank vault that I cracked I found a pound of butter!"

Credulous. "That fellow Smith is the most creduous man I ever met," said Brown. "That's right," agreed Jones.

Advice. "This is the truth I'm telling you," Advised old Uncle Boater; When looking for promotion, do Not go to a promoter."

'What is the longest word in the English language?" asked the Old Fogy. "Smiles is the longest word," replied

"How do you figure that smiles is the

'I have no husband," Mrs. Torr To her friends would confess You'll know I'm a grass widow, for Paws Knows Everything

Willie-Paw, what is meant by "Man easy mark. more than the other fellow has, my son.

"Pooh! Pooh!" said Street Car Magnate Bing, "Just let the people talk; We know they'll stand for anything That saves a mile of walk."

Old Timers. and Fanny Davenport in "Fedora," and Lizzie Evans in "Fogg's Ferry," and work is too ambitions. But the man who gets up at 4 a.m. to go to work is too ambitious.

The Advertiser's Daily Short Story (Copyright, 1918, by the McClure Newspaper Syndicate.) THE GIRL WITH A SMILE.

It had been a nerve-racking day for mind. It was the day shoppers had and the rush of holiday shoppers had and the rush of holiday shoppers had and the rush of ler after

"Yes," he answered hopefully "Something for the landlady's little grand-daughter."

He seemed lost to know what to purchase, but Ella helped him choose a chase, but Ella helped him choose a

chase, but Ella helped him choose a suitable gift.
"I am confident the little girl will like this," she said as she handed over the parcel with the smile she had given the little boy, at the same time writing out a charge slip to go on Edward's ac-

Mitchell in "Fanchon the Cricket," and Minnie Palmer in "My Sweetheart," and Effie Ellsler in "Hazel Kirke," and Kate Claxton in "The Two Orphans," and Carrie Swain in "Tad, the Tom Boy." Them was some more happy days!"-J.

Quick, Doc, the Oil Can. G. I. Rust lives in Knightstown, Ind. Bring On Them There Charlots! Ben Herr is in the race for Sheriff

of Miami County, Ohio. Can You Beat Them? Speaking of short names, Mr. I is in the fish business in Hawali, and Gen-

eral Q is in the Mexican army. Names Is Names. Henrietta Pickle lives in Fort

Wayne, Indiana. Our Dally Special

A High Roller Never Applies The Brake Until He Gets Rid of His Roll. Luke McLuke Says It takes a fool longer to tell what e doesn't know than it takes a wise

man to tell what he knows. And you are doggone lucky these days if you can manage to make one If a husband could hear his wife bragging about him to some other woman when he is downtown, he would be surprised to know what a fine fellow he is.

that there are people in this world tho refer to a good-hearted man as an The trouble with sending Daughter to an Exclusive School is that she will get that kind of an education. Where is this old-fashioned stuff going to end? We passed a girl the other day who rustled when she walked. And you can't rustle unless

you are wearing an underskirt. Of course, it makes us all feel good o take a crack at a Masher. But we are sere to say that in 99 cases out of 100. here to say that in 19 cases out of 100, the woman starts the flirtation.

It takes so much nerve to be a military aviator that we wonder the Government doesn't make fliers out of all the book agents in the country.

houghtfully. That evening Edward put his feet into varm slippers and sat snugly before a burning fire. How lucky he was to have such comfort, he reflected. The clock on the mantel told him that the mad ush of Christmas shoppers would just be at its height. He pitled the clerks, His girl with the smile would be almost girl with the smile would be almost tired to stand up, but she would te just the same—or wouldn't she? mile just the same—or wouldn't she? Christmas could not mean much more of her than short rest from toil—ceases toil made greater by a holiday that must have been a dread instead of a deasure. The smore he thought of it he more impossible did it seem that tills would enjoy that Christmas. She eserved to enjoy it if war and the state of the control of the served to enjoy it if war and the served to enjoy th

Jott mit uns."

It was the day before Christmas and the rush of holiday shoppers had and the rush of holiday shoppers had and the rush of holiday shoppers had made him disgusted. Thank goodness he did not have to be in his office after 5 o'clock he thought as he buttoned his fur-lined coat and prepared to leave. On the way out he was held up by a crowd around the novelty counter. Would those women never get done bickering over trivial articles? How the clerk put up with them was more than the understood. Was it any wonder that clerks grew impertinent? After all, was no the understood. Was it any wonder that clerks grew impertinent? After all, was not the customers more to blame in nine cases out of ten?—he would take that linto consideration when dealing with complaints after that. He could not help stopping to take a glance at the saleswoman. Then he stopped still and would enjoy that Christmas. She did not have to be in his office after 5 o'clock he thought as he buttoned his fur-lined coat and prepared to enjoy it if ever a girl did, and there was no reason why she shouldn't. Hè was going to see to it that she did. Hastily he put on his shoes and prepared for the street.

Ella would enjoy that Christmas. She did not have to be in his office after 5 o'clock he thought after who he was held up by a crowd around the novelty counter. Would those women never get done bickering over trivial articles? How the clerks grew impertinent? After all, was not the customers more to blame in nine cases out of ten?—he would take that linto consideration when dealing with complaints after that. He could not help stopping to take a glance at the saleswoman. Then he stopped still and was rolled. Hastily he put on his shouldn't. Hè was going to see to it the more impossible did it seem that the more impossible did it seem that the deserved to enjoy it fever a girl did, and there was no reason why she shouldn't. Hè was going to see to it the more impossible did it seem that the more impossible did it seem that the more impossible

Germany is shaking from strikes within her be defined by the counters and strokes without.

The crown prince considered war a sport, but this war has made sport of the crown prince.

The words "U. P." above a news dispatch may well stand for "Undiluted Prevarication."

Some of these days Wilhelm, Ferdinand and constantine will gather around and relate sad stories of the downfall of kings.

The Russian Bolsheviki are asking for a peace conference. Let's hope it won't be held at Szezebrzeszyn or Radsivilovitchi.

After that abject surrender any Turkish wrestler who visits these shores had better leave the "Terrible Turk" stuff behind.

Any newspaper is liable to make a mistake, but few will persist in it through five editions. That's about the limit in barefaced mendacity.

Stern And Retributive Justice.

Ichicago Tribune.]

Ichicago Tribune.]

Germany is shaking from strikes within her was one take a slance at the salence of the count in the same salence of the salence of the counter that the boy seemed her. Salence of the counter to the other watched her.

He could catel slimpses of her as she moved from one counter to the other race of the counter. The hes topped still and was interested him he could catel sharps a strictly and the counter. The head always interested him her counter to the other race of the counter. The head always interested him her counter to the other race of the counter. The head always interested him her counter to the other race of the counter. The head always interested him her counter to the other race of the counter. The head always interested him her counter to the other race of the counter. The

er. "Left" Edward echoed. "Why?" ance. He did not wait to inquire further.

CHEW out having any sense of direction.

"Why, Mr Clarkson!" It was Ella's voice, and his heart seemed to stop beating.

"Miss Fidlar!" he cried, as he took her outstretched hand and pressed it eagefly. "But it isn't Miss Fidlar now, is it?"

"What else is it, then?" she laughed, "The children call me Nurse Fidlar, but I haven't any right to the title."

"Aren't you married?" he asked, "They told me you were at the store."

"Of course I am not married," she smiled. "I left the store to take charge of a ward at the orphanage. I felt that I could do so much good there. I am

"Why you have the most wonderful price children for a walk to the park. Won't you join us?"

"I will only be too glad to," he replied, noticing for the first time her little charges.

It was a wonderful brisk winter day, and as they walked through the snow-covered park they chatted gayly. Ella's thought now work was her first thought and she told him of it in glowing terms.

"I would not have to give it up," she answered, as she slipped her gloved hand through his arm. "Last Christmas work," he said regretfully. "I don't know what I will do without your smile at the store."

"My smile?" Ella cried in wonder "I don't know without your smile at the store."

"My smile?" Ella cried in wonder "I didn't know I had one."

"Why you have the most wonderful began, and kept right on until he had told her all that was in his heart. "But your work was her first time her little charges.

It was a wonderful brisk winter day, and as they walked through the snow-covered park they chatted gayly. Ella's to work was her first thought and she told him in his heart. "But your work was her first time her little charges.

"I would not have to give it up," she answered, as she slipped her gloved hand the world, he began, and kept was in his heart. "But your work was her first time her little charges.

"I would not have to give it up," she answered, as she slipped her gloved hand the world. The was in his heart. "But your work was her first thought and she told him of it i

(a) (a) (a) (b)

"You'll Find Old Dixieland in France" EVERYBODY loves to sing this wonderful

song - not just because it's a rollicking can't-getaway-from-it melody, but because it's terrible news for Berlin. Yes, sir-it sure is bad news for Hindenburg. Dixieland fighting Dixieland - is in France! You'll love the snappy words and great music of this new Yankee song-hit -try out the chorus--ou'll like it.

CHORDS HEAVED "You re-mem-ber Dago-in Nose? Folks all called him, Tio-kie Tose," ALTERNATION OF PERSONS Town find him "O - per There" in Prento, and A lox-and dark Randal

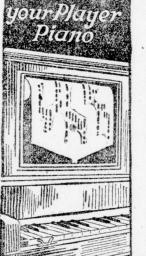
left old Dix-bo - land, - They used to play the Lev- in Rives for ev-17 one, Now they're play to blues up-on a Gat-line gand Don't for set old "Salin-me Sanit. Fam has boy from Al-a . banit. Fig marched s - way in El- M pants, \_\_ in - steed of Property of the state of the st pick - 10' mel-one on the wine. They're pick - in' der - m 8 to 1 1 to a self of the off the Bhires North find old Dix-le-land- to France of

You'll Find Old Dixieland In France

"The Rose of No Man's Land"

A NEVER-to-be-forgotten tribute to the Greatest Mother in the Worldthe Red Cross Nurse. The tender, beautiful words and the inspiring melody will tug your heartstrings as never before. Truly, it is the most magnificent of our war songs, one that will live forever, and make the work of "the one red rose the soldier knows" immortal. Learn it now-and you'll learn to cherish it always.

The Rose of No Man's Land There's a gross that grows on who Men's Land" And it's Att of the parties of the rea-der-ful to see Though it's sprayed with secre, it will lives for years, to my ges, see of mem mining Bet of probable of a light of the All of the state of the work of the Mas-tor's band; "Mid the war's great surse, steads thr Spring of the state of Red Cross Narse-She's the Rose of "No Han's Lead."



"I Ain't Got Weary Yet"

WHEN war work makes you a wee bit tired sing out "I Ain't Got Weary Yet." The new-"Where Do We Go From Here" by the same writers. If Liberty Bonds and W. S. S. pinch your pocketbook - if you can't drive your car on Sunday-join the Boys in the trenches and sing out "I Ain't Got Weary Yet." It's a wonderful song-a song the Yanks sing back at Fritzie when the mud's muddy, the rain's wet and the bullets are pesky. A wide-awake melody and live-wire words.

Get them for I Ain't Got Weary Yet! amelian MCMXVIII by LEO, FEIST, Lag. CHORUS Follows Khan day Julie popular "But & cated got coon - my John moon to No. 1 ain's got wee-ry yet, \_\_\_ Been dig - ging in the trench-esf all day long, All the time I'm, a - sing-ing this zong, Cance 2 And got wos - ry yet, And b rev - or m will you (beth week This life sin's work, it's east by need that Contract of the second Beg to sit right on my knee, Well, 1 if w that's war in Just to pass the time a way, I kill too Ger-many Chr P D D I J J J J J J

TIC G

Every Song is a Shot for Victory! CING, gol-darn-it, SING! Every song is a sixteen-inch shell to shatter

gloom and worry. Sing! It's bad news for the Kaiser. Sing! It's good news for the boys over there. They'll fight a bit harder, smile a bit broader, if they know we're buying bonds, enduring war's discomforts, working war's work with songs and songs, morning, noon and night. Learn the new songs-the new hits from song Headquarters. ON SALE now at all music and department stores or at any Woolworth and Mason & Risch, Limited, Stores.

Other Popular "Feist" Song Hits K-K-Katy My Belgian Rose I'm Sorry I Made You Cry If I'm Not at the Roll Call Strutters' Ball Some Lonesome Night My American Blighty Over Yonder Where the Lillies Grow Worthere Good Morning Mr. Zip' Oh You Rookie God Spare Our Boys Over There Sverything is Peaches Down in Georgia Would You Rather be a Private than a Colonel?

If He Can Fight Like He Can Love, Good Night Germany Ja-Da 25c a copy, any seven for \$1. Prepaid. Band or Orchestra, 25c each. Male Quartette, 10c each. "You Can't Go Wrong With ANY 'Feist' Song" • FEIST BUILDING

MUSIC MAINTAINS MORALE All Popular, Operatic and Classical music on Victor Records, Player Rolls and Sheet Music obtainable at

THE NAME OF THE VICTROLA" AND THOUSANDS OF RECORDS Mason (A) Risch-248 DUNDAS STREET,

LONDON.