

London Advertiser

MORNING. NOON. EVENING.
Morning Edition. Outside City.
10c per week. By mail.
\$2.00 per year.
Evening Edition. Outside City.
10c per week. By mail.
\$2.00 per year.

TELEPHONE NUMBERS.
3670—Private Branch Exchange.
3671—Connecting All Departments.
From 10 p.m. to 3:30 a.m., and
holidays, call
3670—Business Department.
3671—Editors.
3672—Reporters.
3673—Job Printing.
To call night numbers use the
word "ONLY" after giving the num-
ber.

[Entered at London Postoffice for
transmission through the mails as
second-class matter.]
TORONTO REPRESENTATIVE:
F. W. Thompson, 59 Mail Building.
The London Advertiser Company,
Limited.

LONDON, THURSDAY, DEC. 17.

THE LATEST THRILLER.

THE world has no admiration for German "Kultur," but it is willing to pay tribute to German courage. It is also mindful of the fact that German courage is a cunning courage—criminal courage, in some cases—and that the tactics of the German war are those of the wolf pack. A swift run upon the herd, and one set of snarls away, but there are many others still standing, always greater and stronger than the grey-fanged hangers-on.

The latest venture from Kiel was merely a raid to create terror. The actual damage inflicted had no effect on the situation. In the broad aspect of the war it was not much more than a beating to a bulldog. But there was a certain desperate, last-chance bravery about it, that promises more excitement in the North Sea.

Britain is not free from attack. Only a solid wall of ships could make her so. A hundred miles of ocean is not a great space of water, even in the North Sea, and the ships cannot be everywhere. Running risks, it is possible that the enemy's cruisers could approach the coast of Britain many times, and escape. But the next time, they might run into a British fleet. That would take the dash out of the exploit, and the possibility of a serious invasion is quite as remote as ever it was.

Principally, the German naval sortie was a display to whistle up the Kaiser's courage after the affair off the Falkland Islands. Invariably, the Germans have endeavored to strike luck, each time with some success. On this occasion, the results were next to nothing. British naval tradition is unshaken, the damage was slight, there are no fewer ships in the fleet, and, if anything, the wariness of the naval department will be more alive than ever.

As a grandstand play, the raid made a great piece of news. It was little more than news. It shatters a tradition of impregnability, which was probably due to be shattered, in such a war as this. It was a thrilling, but not a productive, business.

THE LATE SENATOR JAFFRAY.

SENATOR ROBERT JAFFRAY'S death, at the ripe age of 82, will be generally regretted. He was a figure in the generation that saw Canada come through vicissitudes and childhood and grow to the stature of nationhood. He had a large share in the development of his adopted city and country, and in whatever calling his influence was felt, it was regarded as kindly and sound. His geniality came from his heart, and his common sense was the product of a broad experience and the native ability of the intelligent, self-educated and self-made Scot. It is difficult to measure the benefit of such men as Senator Jaffray to their country, but it is a remarkable thing that so many of Canada's builders have been of the same sterling character and devotion. Some of them have shaped the new parts of the land, and for them the name of empire builder has had a romantic ring. Senator Jaffray was quite as necessary and quite as important an empire builder as those who have flung the rails across the prairies and lived the primitive life of the pioneer. Senator Jaffray was one of those magnificent men who were deeply human. He was close to his business associates and had their sympathies. It was such a generation that has built Canadian business, and opened up to the newer generation a boundless opportunity.

GRAFT AND PATRONAGE.

ONE of the minor evils of all great wars has been the consciousness of conduct of certain army contractors, who unload inferior goods on their Government to the serious detriment of the troops compelled to use them. The hope that the world would not be seen in the present contest is not likely to be realized. From England we hear there has been a good deal of this scoundrelly conduct. In Canada, very little has as yet come to light. But the complaints that have been made as to the quality of the shoes that have been supplied to our soldiers, and the consequent intention of the Government to thoroughly investigate the matter, is proof that the possibility of this crime has been recognized. If anyone is found guilty he should receive the heaviest penalty possible, and that should not be confined to a pecuniary fine. We can only hope, for the credit of Canadians, that the result of the investigation may be to prove the innocence of the parties charged. It would be a disgrace to Canada if it were otherwise.

SOUTH AFRICA SAFE.

THE death of Beyers and the capture of De Wet has taken the heart out of the South African revolt. If the dashing De Wet could not rally sufficient numbers to his cause, it is quite evident that no other leader could hope to gather a rebel force of sufficient strength to be a serious menace. But there never was any real danger of the insurrection spreading to great proportions. At no time did De Wet's force number more than a thousand men, and as this was composed largely of adventurers, the boom was and always to be found on new frontiers. There was little likelihood of South Africans of substance casting in their lot with such a company. Besides, the closeness of German Southwest Africa has shown the South African just what German imperialism is. If Germany conquered, the democracy of the Union of South Africa would vanish. The country would be run from Berlin, with the same arrogance that has been saddled on Belgium.

In all Africa at but one point have the Germans met with any success. That is in British East Africa, which has been invaded by a strong force of Germans; but as British East Africa is largely a jungle, its occupation by the enemy even for many months would not greatly hamper the British. And the outcome can only be as it has been elsewhere outside Europe. Great Britain, with the seas open to her transports and warships, can in time assemble a force strong enough to recapture lost ground, whilst Germany is unable to add to her strength.

EDITORIAL NOTES.

The Germans were evidently trying to put a scare in Scarborough.

Maybe the real reason the Kaiser went to Berlin is that he wants to pack.

A New York critic says there is too much poetry these days. But all is not poetry that rhymes.

Those Canadians can be depended upon to perform as finely in North Africa as they did in South Africa.

The response by the guns at Hartlepool to the German raiders shows that England is not to be caught napping.

From the German view of warfare, the shelling of Scarborough and Hartlepool was not sufficiently gory to furnish much glory.

Those Prussian shells dropping on English coast towns speak more eloquently to the youth of England than the most silver-tongued of recruiting orators.

Christmas Chimes

WHAT THEY WANT FOR CHRISTMAS.

MAS.

The Kaiser—John Bull's scalp.
The Crown Prince—A real victory all his very own.
The Czar—A slice of Turkey.
The Sultan—The hide of a Bear.
Kitchener—A million more men.
Tommy Atkins—A short cut to Tipperary.
Mars—Good slaying.
Not even the good sleighing.
Mother—Everybody happy.
Father—Anything.
Little Willie—Everything.

CHRISTMAS TRAGEDY.
'Twas the night before Christmas,
And all through the house
Not a creature was stirring,
Not even the mouse.
For that silly thing,
Nosing 'round for a scrap,
Had carelessly wandered
Right into a trap.

The coming of Christmas means the going of "Crisp" "Crisp".

Christmas giving seems to be equally divided between giving where we love to and giving where we have to.

If she asks you in a careless, off-hand manner, apropos of nothing in particular, if you like the knitted dress, or the new hat, or the winter, your powers of deduction will at once tell her she intends to give you a kitchen range or the boiler of a battleship.

We prefer them mild and imported.

BULGARIA.

[Cleveland Leader.]

Nobody knows how Bulgaria stands, but probably it won't be compelled to be unless it gets into the war.

RUSSIA.

[Chicago News.]

One should not think what moonshine vodka will be when the backwoods Russians begin its manufacture.

IT'S A WISE CHILD.

[Exchange.]

When a foolish mother pets and fawns around a baby "til it yawns,
Then picks it up and patters thus:
"O, mommy's baby, dearie, just—
Does it like, piddle, odds him sink
At it would like have a drink?"
It does me good in every way.
To hear the pampered youngling say,
As if it was much bored: "I think,
Dear mother, I should like a drink."

TURKEY.

[Washington Herald.]

The unfriendly shot that is not hostile is another of the incomprehensible developments of the war.

EUROPE.

[Pittsburg Dispatch.]

There seems to be no good reason why European princes should not join in the pleasure of fighting when every one else in Europe is doing so.

Mutt and Jeff

Nine Out of Ten Like 'Em.

To the Editor of The Advertiser:

I noticed in Monday's issue of The Advertiser there was a letter from an old subscriber, asking you to stop Mutt and Jeff. It was possibly from some old grouch, who couldn't enjoy a good laugh if he had to. There's no doubt that nine out of ten enjoy them. Hoping you will continue to publish them regularly. Yours truly, R. R.

From a Burlington Reader.

To the Editor of The Advertiser:

I see in your paper some crank has objections to Mutt and Jeff pictures in the paper. As far as I am concerned, I would say, keep on printing them. Maybe some variation between Polly and her Pals and Mutt and Jeff would be all right. Yours respectfully, BURLINGTON, ONT., DEC. 15.

First Thing He Looks For.

To the Editor of The Advertiser:

I noticed in your paper that a subscriber was wanting you to stop the pictures of Mutt and Jeff. I am in favor of them being continued. They are the first thing I look for.

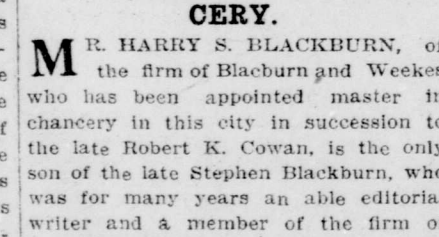
C. M. ATTCHISON,
R. R. No. 2, Lucknow, Ont.

Thinks Pictures O. K.

To the Editor of The Advertiser:

Seeing a note in yesterday's paper regarding "Mutt and Jeff," I would say let the man from Bridgen "go away back and sit down." I think the pictures are all O. K., and I, as well as my little boy, enjoy the pictures and think it's a great head that gets them out. N. H. B.,
Blenheim, Ont., Dec. 16.

DAILY WAR PUZZLE



On the Lookout. Find his horse and a German soldier.

ANSWER TO PUZZLE.—Lower left corner down behind man. Right side down above gun.

Sticking By the British

MURRAY FOR THE HINDU.

[Kington Standard.]

The Hindus in British Columbia have wired the Minister of Militia offering to raise a regiment there to go to the front. Before this war is over we may all have to realize how vast a change to a British empire of the kind that is the other prodigies of diplomatic cunning in which German statesmanship has been so much reliance. Berlin has been the scene of the most brilliant of the Ottoman Government by Turks who are out of sympathy with everything that is in the heart of the East.

EAST INDIA A PARTNER.

[Hamilton Times.]

East India, in its splendid coming to the help of the Empire, has shown its practical partnership in the Empire; and it is to be taken into partnership in another way. So far East India has not been granted self-government. Now that it has shown the highest qualities of loyalty and patriotism, it is to be given a sharp in the course of the country.

A people that has made the splendid recognition of the wisdom, fairness, and justice of British rule, implied assistance to the Empire, that has been forthcoming, deserves ample enjoyment of the rights of citizenship ingrained in the spirit of British institutions.

How Air Squadrons Work

Paris, France, Dec. 15.—The aeroplanes on war duty are now organized into squadrons, each squadron having six to eight flying machines and commanded by an officer. Each unit of the French squadron reconnaissance within a radius of 100 miles daily, if in trim, and return to their rendezvous where they pick their information, deliver it to their commander, who in turn gives it with the proper army department.

I talked today to a member of the aviation corps. He described to me a typical "and-of-the-day" experience as follows:

"One day, from the four points of the compass, the aeroplanes return to the headquarters. Some of the squadron is there, and while pilots and observers go to headquarters to make their reports, the mechanics see to the maintenance of the day's work."

"I saw the dropping of a note. All eyes were fixed on the dropping of a note. A black spot shows against the grey, grows and takes shape. It is not a Prussian, but a French eagle, that of the pilot X. He has some news for us—very important. A German column is advancing along a little branch line some thirty miles away. Immediately the air-camp is full of bustle."

"In less than a quarter of an hour the whole squadron is up and off. X's little aeroplane leading the way. On we speed in single file, our eyes fixed on the lead of the column. The Germans have been able to make out very precisely what is beneath us, a flame rises from the ground and a great wave of air rocks our machine. X must have hit something. We cut off the motor and descend. The aeroplane in front of us has just made the same manoeuvre and has dropped its bombs, to judge by the columns of thick smoke that arise here and there. It will be our turn soon."

"Still we descend. And now we can distinguish that dark spot in the distance. Behind it is the black, confused mass of a convoy, from which flames and smoke are pouring. X's aim has been true."

"But a little further on, when the smoke is clearing, we see another column in flight. We switch on our motor, overtake it, aim and drop our bombs. No time to watch their effect. If we have missed we must leave it to those who follow to do better. We have still work to do."

"In front of us lies a village, from whose houses issue little dark specks in the air. These are the aeroplanes of the enemy. We drop our bombs and this time we are sure we have not missed. Columns of smoke rise, the movement among the dark spots becomes more marked, and great billows of air causes our machines to roll like a boat on the high sea."

"Now the chief of the squadron signals to us to return. Regrettably, we sweep round and make for home, amid a hail of ineffective bullets. Below us the convoy are burning still, throwing out yellow tongues of flame into the gathering darkness. Far away in the horizon we can see the friendly flicker of the lights that denote our landing place. The day's work is over. There will be many a German battery tonight that will wait in vain for the promised and sorely-needed munitions."

Aberdeen Man Writes of War

Through the kindness of Mr. W. M. Blissett, of this city, The Advertiser is able to publish a most interesting letter from an Aberdeen, Scotland, gentleman and journalist, on the war.

Aberdeen, Scotland, Nov. 30.

Dear Sir,—Got your letter and was pleased to see you are so keen on the war. Well, we are living in historical times, and I think we ought to feel proud that the nation is still showing to the world that we are not the decadent race our continental cousins have thought we were. I think if we have any spirit left, we should give more than they have their mighty Emperor. I think they got the biggest surprise in their life when we stuck to our bond. And, of course, Winston Churchill played them a neat one when he ordered the naval manoeuvres to be carried through on a war footing. This was shortly before the declaration of war, and I think it is the greatest feat in the world was standing at the door of Germany, fully prepared, when we threw down the gauntlet. Of course, this took the wind out of the biggest fleet in the world as the Germans wanted, the only declaration we would have got was that of a political fiction that some of our ships had been torpedoed. Well, after bottling up their fleet, the next event was the landing of an expeditionary force of twice as large as they bargained for, and how they fought in that retreat from Mons opened the eyes of most people who had not been taking interest in the army. The experience gained in the Boer war told here, and the massed attacks by the German army suited them splendidly. Of this we will know more at the finish. Certain it is, someone failed in their duty. By this I don't mean to infer that the French are not fighting well, but in talks with some of the wounded they all speak highly of their conduct in the field. They take the situation more seriously than our boys, who before they are sent out for sport every time. They are a good story told of this: A football match was in full swing just outside the range of firing, and a German Taube came swooping down, and about nineteen others followed, then some of the cruisers. We happened to be now and then to the history of the war, and they were up, did their best to rescue some of their drowning enemies, and got nearly all of them back, but they were not their pains. Since then, there have been mostly on our side, such as the sinking of the Hawke, Aboukir, and Cressy. These things have to be borne until the final reckoning, as the German submarines get plenty of opportunity showing their skill owing to our vessels being continually at sea. A few of the pessimists on this side, and, suppose in Canada, too, have under the impression that they are superior

our boys, but don't you believe it. Let the German come out and try and keep their trade routes clear, and make no mistake about it, not a few weeks under. The proof of this is the E-9, a very difficult feat concerning the loss of the target and the speed of these men. It is not at all certain that their fleet will come out in full strength now, seeing that they know that the number is up, and it may be kept as a bargaining with for favorable peace terms. It is likely there will be a surprise raid, such as the one made on Yarmouth, when they landed some shells. There is quite a cry about a recruiting failure, but what can you expect? When the big rush was on the authorities were unable to cope with it, and so took the course of raising the standard of heights, which created the impression that they had got plenty of men. Then they got the doing of individual regiments at the front kills the enthusiasm, such as we had during the Boer war. But I think this is about to be remedied, and once that is done, they will soon get all the men required.

Now, as to the duration of the war, my opinion is that it will be over by the second or third month of the New Year, but we will have fighting elsewhere throughout the world, such as Egypt and the other places that have been led astray by the "Kultur" artists. I am quite prepared to hear that the war is not a success for Germany, and if the Russians get in some heavy hits in this quarter, the people there will begin to ask what is the use of further sacrifice, when there is, no doubt, they, by backing out, could get better peace terms than they will by waiting until Germany is brought to her knees? I believe once the invasion of Germany is really felt, they will take it very bad, as they have been brought up to such a high level of their invincibility. We are being told by some of the writers that they are united in their determination to bring the war to a successful issue for Germany, but they don't know yet how near the finish is. When they do begin to know, the blow will be a severe one, and we may rest assured that they will be out to make scapegoats of not a few who have blinded them to the reality. This blinding process is all right when you come out on top, but God help the nation that falls under the system. After giving you this slight resume of the war, you will be anxious to hear of all the boys. I am sorry to tell you that "Dad" Young has been missing since Mons, and I am afraid it is amongst the killed, as there is no word of him as a prisoner. Mike joined the Engineers again for service at the front, but he is in hospital with a bad knee, so I go in and see him. There are quite a number of Belgians wounded beside him. One poor chap in the next bed to him has gone off his head. I suppose his nerves have been completely gone, after having the experience of a disturbed Belgium being brought down on the top of him. We are doing our part, which is not romantic, making thousands of cases for the Government for convey-

ance of rations, jam, lime juice, rum, biscuits and petrol for the front.

"Cocky" Gail is still fighting. You will remember Steven, who played in the Royal Albert. He was a sergeant in the Scottish Rifles. He was killed in the Tyne fight. Andy went and volunteered, but failed to pass. Charlie is mine-sweeping, and has had some lively times with German submarines in the Firth of Forth. They have orders to ram them. One night they were after one, but it was one of those with the electric sweeps, which registers inside when they touch an object, so while they were following up she blew up a mine, and the shock the ship received by the concussion gave them the scare of their lives.

I have told Russell and Mason I had word from you, and they send you their best wishes. Bob lost one of his kiddies with diphtheria a few weeks ago. I had your mother over about the month of June, and she was looking very well.

I think I will now draw to a close, and hope to hear from you soon again. If you think my letter would be of any interest to the people on your side, you could offer it to some of our friends, and don't forget to let everyone know that we are hearing the end. Your chum,

ARTHUR WATT.

Windsor Table Salt should be in every Canadian home

Christmas Slipper Sale

At ASHPLANT'S

Men's Chocolate and Black Romeo Slippers, \$2, \$1.75, \$1.50

Men's Chocolate Faust Slippers. No elastic. Hand turned, \$3

Men's Chocolate Vici-Kid Everett Slippers. Fancy front. \$1.75

Men's Chocolate Dongola Everett Slippers. Turn soles, \$1.50

Men's Chocolate and Black Kid Slippers. Guaranteed, \$1.25

Men's Im. Alligator Slippers, brown and black, \$1.10, 75c

Men's Imported Felt Slippers. Felt and leather soles. 50c, 75c, \$1.00

Ladies' English Velvet Julietts. Brown, grey, black, red. \$1.25

Ladies' Felt Julietts, fur-trimmed; brown, black, red. \$1.00

Ladies' English "Kozy" Slippers. All colors. 75c

Ladies' Black Felt Slippers, flannel-lined, on sale. 49c

Misses' and Children's Red Felt Juliet. Fur trimmed, 75c

Misses' and Children's Imported Felt Slippers, Felt and leather soles. 50c

Special sale of Ladies' Kid Boudoir Slippers. Blue, pink and black. Silk pompons. 98c

MEN'S HOCKEY BOOTS, \$1.89

Regular \$3.50, \$3.00 and \$2.50 values on sale. Made with Straps, Insteps, Stays, etc. Trimmed with tan leather. All sizes, 5 to 11.

Ladies' Felt Julietts, 49c

Black, Brown or Red, with black fur trimming, Elk leather soles. No heels. A specially good style for bedroom or boudoir wear.

We secured this lot from the maker at a Clear-up Price, and are able to offer them LESS than regular COST.

Hubert Ashplant & Sons

Old King Cole was a merry old soul
And a merry old soul was he;
He called for his pipe—
He called for his bowl—
And he called for his fiddlers three.

TODAY, Old King Cole would not want his fiddlers. He, like most everybody else in the world, would now prefer the VICTROLA, because the VICTROLA has't any musical limitations.

Its repertoire includes every musical instrument, from the single pipe to a full band or symphony orchestra. It also includes the voices of the great Opera and Concert stars.

Popular music, dance music, classical music, music of every kind. Everything musical that you want, the

Victrola

Thousands of records offer an unequalled selection.

In its appeal to every musical taste, it is so popular as

Christmas Gift

Change in price—from \$20 to \$250. For as little as \$25.40, a serviceable Victrola with 12 selections. \$5.00 Cash.

think of a better Christmas present?

son & Risch, Limited

UNDAS ST. OPEN EVENINGS LONDON.