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THE LONDON ADVERTISER COMPANY,

London, Ont., Friday, July 19.

THE COUNTER-STROKE.

HE WAR situation certainly looks good. Positive French gains follow in the wake of equally positive German losses. The Allied commander-in-chief has struck after the exercise of patience and planning, and this, the greatest of Allied counter-offensives ever launched, may presage a general attempt to smite the enemy and break up his whole attack. In one section of the front the German appears to have placed his head in a noose and his losses have been tremendous. His farthest advance since Monday has been six miles, and this constitutes a narrow salient, which will be completely in jeopardy should the French stroke carry forward on a scale to be compared with the initial success.

A monster battle is raging. Those who observe its progress from a great distance can judge only by actual results. No conception of Allied or enemy concentration or military expectation can be gained. Foch has never struck a blow blindly, however. His chief resource lies in his restraint and his ability to take punishment and give ground until the enemy has placed himself in a position from which he may be attacked. Marne strategy has its development largely in the fixation of an opponent. Only by the events of the next few days can the importance of the big coun-

ernment in spirit of conciliation and fairness. This is not the time to force a strike, and no action should be taken until the last resort of mediation has been reached. At such a time as the present BOTH GOVERNMENT AND MEN SHOULD STRIVE FOR A SOLUTION BY THE APPEAL TO REASON. The country will support a sensible effort to settle the imminent strike, but it will condemn either stupidity in the Government conduct of the case or an attempt to coerce the country by means of threats or the brutal display of force. The railway systems must be THE SUDDEN DEATH this week of William kept going.

TWIN HYPOCRITES.

DARON BURIAN, the Austro-Hungarian foreign minister, regards the war as "senseless and purposeless bloodshed," and considers that it might be ended as soon as the Allies again manifest feelings of humanity. "The resolute battle of defence must now be carried on to a good end," he says, "until it brings us the security necessary for our future peaceful existence." He proceeds:

"In so far as they are not aiming at the acquisi-tion of territory, they are fighting against a windmill. They are exhausting their strength and ours in order to build on the ruins of civilization a new arrangement of the world, whereas the ideas underlying such an arrangement, which are capable of n and which also are warmly approved by us, might be realized much more easily and much completely by the peaceable co-operation of

In spite of all, we look ever more hopefully toward the people now at war with us to see whether at last they have been delivered from the blindness which, after fearful afflictions in four years of war, is driving the world ever farther into that destruction which they can avert if they only will."

After this he declares "the continuance of the war is due exclusively to the one-sided and distructive aims of the enemy, which can only be attained over the ruins of the world."

Count von Hertling, the German imperial chancellor. discloses the "resolute battle of de-|"turn turtle" every day, we should not go short fence" Germany wants. This is what he says as on soup this season. to Belgium:

"It was never our intention to keep Belgium except as a pledge by which to secure Germany against future perils, and until the danger is removed we

cannot surrender our pledge.
"In peace we must be guaranteed against Belgium being used for ground on which to deploy military forces, but from the economic standpoint we must have guarantees against being isolated,"

"It must be made to the interest of Belgium to secure close economic relations with Germany. Should Germany succeed in attaining such an intipolitical agreement with Germany in which we should secure the best guarantees against future perils from England and France by way of Bel-

If they are fighting a "resolute battle of efence" why is Belgium in it at all? They comnced the war by murdering that nation. The rance and indemnify it. What horrid hypocrisy gs of humanity," or Germany claiming any sent. ght whatever over Belgium, or that Germany t continue to hold Belgium to secure Germany the captain thus:

rainst future perils! Talk of a war of defence by Germany, that tion." menced the war to conquer and enslave the world, talk of feelings of humanity by a nation hat has outraged every feeling of humanity, talk having security for their future peaceful exisnee, and blaming the Allies for the continuance

that it forces the Allied nations to continue the war until the power to do wrong is taken from them, until they are forced to do right and pay, as far as recompense can be made, for the murders and destruction they have wrought. The world has no security until Germany and Austro-Hungary are beaten thoroughly.

thousand. They have not yet learned how Cissy's empty day that stretched ahead. unsafe it is to declare in the voice of authority that such and such a condition of things will come about in such and such a way. The fact is people like to listen to anyone who has something alarmlike to listen to anyone who has something and ing or preposterous to relate: The more utterly absurd the story is, the better they like it. The shrewder prophets, on the other hand, assume the mantle and play the role of the ancient Sibyls. "If this does not happen, something else will," they said in effect, and the fools from emperors and statesmen to the ordinary clowns, who consulted them, went their way rejoicing. They were a cunning brood, these Sibyls, and made themselves both notorious and affluent by pretending to brook out the fate of individuals as well as states. to know the fate of individuals as well as states.

Assuming the mysterious air necessary to their can saw the faint speek of an ap-Assuming the mysterious air necessary to their wretched calling and cloaking themselves with a dignity supposed to be gift of the gods, naturally enough they plied their trade with immense success. When, however, people became wiser and found out how farcicial the oracular mutterings of these female prophets were, one more lucrative business came to an end. This has not happened so far in the case of our own prophets simply because people, though wise enough apparently, take the country club or Milton. cause people, though wise enough apparently, still have a great regard for the sensational, and look upon the sensation-monger as one who decidedly adds to the hysterical "gaiety of nations."

In the same class with these peddlers in prophecy, but very much worse though in the senset outside the world pass here by. Class, apron-clad. But he did not pass by. He would have done so had it been possible, but the mud, like some detaining messenger of Fate, held him fast outside the door.

extent to which they work mischief, are the paltry creatures whose imaginations find good in got in again and tried to over-ride Fate; he got behind and tried to push, paltry creatures whose imaginations find good in nothing, but evil in all things. These are the rumor-mongers. There are two distinct species of this genus. Some specialize in weaving fairy tales about things, and some about persons. A fire breaks out somewhere and at once the rumor specialist announces that a tremendous conflagration has gutted half the neighborhood. It sounds sensational enough and for this very reason his story is listened to with wide open eyes and gaping mouth, and then passed on for the delectation of others. The other kind of ramorist is more story is listened to with wide open eyes and gaping mouth, and then passed on for the delectation of others. The other kind of ramorist is more abhorrent still. Try a simple experiment for instance. Walk into a roomful of people and announce something good about a man. Nobody may be expected to pay much attention. Walk into the same room and tell a lurid story about trial elements would strike Canada with the force of a hurricane. The Government will be justified, therefore, in retreating to a cyclone cellar. While Ottawa possesses the power to force men to work, and arbitrarily could order all railway employees back to their positions, it is doubtful if such an order would be effective at a time when labor possesses the power to strike industry prone.

While various branches of the railwaymen are taking their votes, they should be reminded, by all agencies that have influence, to meet the Government in spirit of conciliation and fairness. This

seems, though, that the causing of mischief appeals more strongly to these twisted and stunted natures. "To the evil, all things are evil," and of course, it is only to be expected that every action of a man or woman is colored for them with soot. They are lacking in charity and their humanity appears to be dead. Ah, well, it is possible that some of them may learn some day that it is better to say nothing than to speak evil dressed up in the guise of sensation.

DEATH OF WILLIAM D. TAYLOR.

D. Taylor removes one of London's best citizens. He was born in this city sixtyfour years ago. There were three brothers, Alex., Bill and Jim, all splendid fellows. Their father

missed by a large circle of friends. His widow

fellowship when Col. the Hon. Mr. Blondin is appointed to the Senate in order that he may become postmaster-general. Joe has been Canada's, near-postoffice boss for a great many years.

The mappiness site should not have recognized as her own.

"How very strange!" she said, "Because "because I've felt the very same way about you!"

And outside, in the rain, the yellow car sank deeper into the mud that held

HAS BEEN TOLD BEFORE. [Vancouver Province.]

A Boston man tells of a trip he made on a coastwise est steps towards peace is to get out of Belgium steamer to Baltimore when the vessel was wallowing in and indemnify it, and the next is to get out of waves that threatened to engulf her at any moment.

Hastily the captain ordered a box of rockets and flares brought to the rail and with his own hands ignited a numis to talk about the Allies manifesting "feel- ber of them in the hope that they would be seen and help

> Amid a glare of the rockets a tall, austere woman wound her way with difficulty to the rail and addressed "Captain, I must protest against this daredevilishness.

OF A GENERAL NATURE. [Milwaukee News.]

In the English army there is a General French, a Genand blaming the Allies for the continuance eral Scott, a General Irish, General Welsh, General English, and General St. Germain. They will probably have to wait for the Chinese to get a General Yan Kee.

The Advertiser's Daily Short Story

Copyright, 1918, by the McClu Newspaper Syndicate. THE HAND OF FATE.

It was raining that morning, and a THIS WAR has produced prophets by the grey pall of ennui seemed to hang over Of course, she should not have felt bored with so many things to do—dusting, cleaning, sewing, all the tasks demanded by the care of her brother Tom's new house. But she was bored. Girls of twenty-two want more than household tasks to dream of, and more than blank grey landscapes to look out upon.

door.

He got out and pulled and puffed; he

want to be a nuisance, Miss Morrow. I'm afraid—"

"Oh, you must stay here by the fire!" she exclaimed quickly. "You look soaked through now. Why do you drive on such an awful day, anyhow?"
He laughed a little bitterly. "Because I was bored. This is a holiday, you know, and the office is closed, and my rooms are awfully bleak and gloomy on a day like this. A fellow gets lonely sometimes."

"Yes, I know," she assented quickly, and then there fell an odd silence between them, as though each had revealed a little more than was quite necessary. When he spoke again it was after his wandering eyes had taken in all ,the cosy comfort of the home-like room.

room.

"You have a pleasant place here," he commented. "It's Tom's, I suppose.

"Christine has told me about it, but I never knew exactly where it was. brother."
"Of course! Who wouldn't be?" she laughed back. "And Tom is awfully in love with your sister too. And so am I."

Bill and Jim, all splendid fellows. Their father died when they were quite young. William and his brothers are first remembered attending the old Gaelic Sunday school that stood where Dr. McCallum's house now stands.

As boy and man, throughout his whole life in London, it can truthfully be said of William D. Taylor, "he wore the white flower of a blameless life." He was always genial, cheerful and kindhearted, and possessed of more than average ability. He never had an enemy.

He never sought public life. His activities outside of his home were confined to the Masonic order, of which he was a thirty-second degree member. Such men are an honor to the order. He was a life-long member of St. Andrew's Church, of which he was for a few years a member of the board of management. His life has been an exemplary one, quiet, useful and good. His personal friendship and kindly greeting will be much missed by a large circle of friends. His widow

In the provided that the diagnost of the with your sister too. And so and I." "The with your sister too. And so and I." "Oh, yes, let I shan't stay with them. It wouldn't be right. Young married too. It wouldn't be right. Young married too. The with your sister too. And so and I." "The sure you'll get on together." "Oh, I wouldn't be right. Young married toon to with we wish your sister too. And so and I." "The she will your sister too. And so and I." "The she will be with your sister too. And so in I." "The she will be with your sister too. And so in I." "The she will be with your sister too. And so in I." "The she will be with your sister too. And so in I." "The she will be with your sister too. And so in I." The she will be with your sister too. And so in I." The will your sister too. And so in I." The she will be with your sister too. And so in I." The she will be with your sister too. And so in I." The she will be with your sister too. And so in I." The she will be with your sister too. And so the will have a the right. Young married toon the will have a way. ""The saked as

going! "Oh, I wouldn't do that," he urged, a

missed by a large circle of friends. His widow and daughter and surviving brother will have the heart-felt sympathy of all who knew the late William D. Taylor.

EDITORIAL NOTES.

Judging from the number of motor cars that "turn turtle" every day, we should not go short on soup this season.

An Advertiser reader who noticed an illustration of a soldier in France milking a cow writes: "I trust he is handier at fighting than he is at milking (on the wrong side of the cow). Perhaps they milk cows on that side in France, but from the eye of a cow, 'all is not well."

No doubt Joseph Armstrong, M.P., will be among the first to step up with the right hand of fellowship when Col. the Hon. Mr. Blondin is for happiness she should not have recogning. spoke in a strange, trembling voice that for happiness she should not have recog-

3 THE PR

Play Ball!
The laundress can't play ball, I know,
Of this there is no doubt;
And yet it is a pleasure, bo,
To see her line them out.
—Luke McLuke.

And Smith, who sings in the octet,
Has not a single trace
Of baseball knowledge, and yet
He's strong at second base.
—Newark Advocate.

If you want to make a man popular n a dry town just start a rumor that

Dear Luke,—I find this in your

t like the strong detaining hand of the has a Quaft hidden away. And men who haven't spoken to the man for ten years will come around and pat him on the back and tell him what a Fine Fellury he is the

the back and tell him what a Fine Fellow he is.

Where on earth do you get your ideas? Tou certainly hit it right in this one, and you sure don't know the amount of laughter, you produce. I was just a common dub until two weeks ago, when a friend brought me three quarts of old bourbon, and I happened to tip off a few friends at the Club and let them have a snorter. And today I am the most popular cuss in the place. Generals, admirals, bankers, financiers and businessmen who never paid any attention to me before now greet me warmly and stop me to pass the time of day and await an invitation. Keep up the good dope. We are all grinning at this one.—C. R., Norfolk, Va.

Though Ozzie Umph ne'er played a game
Of ball, this best of guys
Has won a lot of praise and fame
Because he swats out flies.
Sacramento Bee.

And Jones, he is an honest man,
Now note you his sad case:
To him we now will tie a can
For once he stole a base.
—Chico Enterprise.

There's Mary Jane, the hot cake maid
Whose cooking one should flatter;
She never saw a game e'er played,
Yet makes a splendid batter.
—San Francisco Call.

Gives the Matter Careful Study. It is always wise and proper to

Notice!

If any of the members of the club have a little butter to spare, they should send it to Henry Drybread, in Greeley, Iowa.

Luke McLuke Says:

Luke McLuke Says:

Don't you just love to meet a chesty man who acts like he had the whole world on his back and was afraid it might slip off? Neither do we.

We hope we will never grow so useless that people will say of us: "Oh, he means well, but—."

The hardest thing in the world to do is to keep from gloating when you get an enemy just where you want him.

All men are fools. But some men are smarter than others and manage to confine their folly to one fool streak.

We know a man who is such a crab that he spends his evenings going over a dictionary trying to find a mistake in it.

Listen to two other fools who are arguing about something and you will get an idea of what a fool you make of yourself when you argue.

When a man's wife finds a couple of expensive tortoise-shell harpins and a perfumed, lace-edged handkerchief in from a kiss is a man.

careful about buying real estate. One should be assured, however, that a proper purchase or sale is being made after Reasonover has decided the question. He is a Cincinnati real estate agent.

You Know Him.
This Oswald Falls
Gives me a pain;
He always calls
A girl a "jane."

Noticel
If any of the members of the club have a little butter to spare, they should send it to Henry Drybread, in Greeley, Iowa.

The trouble with the Reformer who

The trouble with the Reformer who has a Great Message to Deliver to the People is that he waits to deliver it collect.

CHAPMAN'S

These Good Old Summertime Sales

Continued FRIDAY and SATURDAY

The Offerings Have Attracted and Satisfied the Ever-Increasing Number of Money-Saving Patrons. Next Week is Semi-Annual Stocktaking Week; that Means Reductions to Clean Up for Reception of Fall Goods.



Why postpone what you ought to do now?

Bring in your picture as early as possible and avoid the rush and confusion of the last fed days. The reader whose eye has been caught by the few words above, which are displayed in bold type, should RE-MEMBER that our OFFER for a Columbian Medallion FREE, with purchases of \$10, will be withdrawn AUGUST 31. No more orders with

Wash Suits of Tussah Silk

Good style Coat, nifty skirt; these elaborate lightweight suits for dress-up and wear are very desirable. At ..\$25.00 RAW SILK SUITS, always in demand for service and comfort, and are worth your early ensideration. At\$18.50 CREAM LINEN SUITS, very low priced and satisfactory. At \$9.00 WASH DRESSES-Pretty Gingham Dresses, variety of patterns, handsome colors, popular new styles. At, each.... \$6.50 and \$7.50 WASH SKIRTS-25 fancy pattern, striped linen, blue and pink, fancy gabardine and gingham patterns, ranging in price to \$4.50. Sale clearing price\$2.98 Another lot of those Sand Repp Skirts, regular \$2.50. This

WHITE WASH SKIRTS, cool and dressy for hot days, well assorted and at sale prices, each \$1.49, \$1.98, \$2.50 to \$6.50 RAW SILK SKIRTS \$6.00 and \$6.50 STRIPED SILK AND POPLIN SKIRTS ... \$4.95 upward WHITE HABUTAI SILK SKIRTS, two styles......\$7.50 NEW SILK POPLIN DRESSES, black, brown, green, plum, WHITE CREPE DE CHINE DRESSES\$20.00

10 Only-All-Wool Serge Suits In sand, taupe, grey, green, copen, ranging in price to

\$40.00. Summer sale price\$24.75 SIX SAMPLE TUB SUITS, regular \$9.50. This week-end sale \$4.95

LADIES' RAINCOATS

TEN ONLY SAMPLE TWEED RAINCOATS. Clean-up price \$3.95 EIGHT ONLY LADIES' SPRING COATS. regular \$20.00 coats. To go at \$13.95

LADIES' WAISTS

MOTOR WAISTS, made of khaki-colored silk, large collars, very neat cuffs, sizes 36 to 44 inches \$2.50 each

Ladies' and Misses' PANAMA HATS

The ideal hot weather hat, light and cool and clever. Another shipment received in many novel clearing styles. These hats are cheaper than the cost of cleaning your old one, and you can have a new shape. Our price is lower than exclusive hat stores. We buy the large quantity to lessen the price. See

4-Doz. Only-White Silk Waists

Collars trimmed with guipure lace, sizes 36 to 44. Summer-

Silks and Dress Goods

SILK POPLINS, a full yard wide, of excellent quality, with a beautiful rich silk finish, in all the newest and most wanted colors, Alice blue, copen, French blue, king's blue, navy blue, sand, silver grey, taupe, browns, greens, burgundy, amethyst, ivory and black; a most popular and serviceable silk for a stylish suit or dress, at a great bargain; worth \$2.25 a yard. On sale at \$1.69 yard OUEEN QUALITY TAFFETA SILK, a full yard wide; one of the most popular taffeta silks in the trade, beautiful and rich in quality, and colors of king's blue, dark navy blue, dark rich green, silver grey and black; worth \$3.00 a yard. On sale at \$1.98 yard PRIESTLEY'S SILK-FINISHED MOHAIR LUSTRE, 50 inches wide, in cream only, a splendid washable and serviceable material for a beautiful summer suit or dress; extra value at \$2.00 a yard. On sale at \$1.10 a yard CREPE DE CHINE DRESS GOODS, 36 inches wide, old English make and dye, of excellent quality, in choice shades of Alice blue, king's blue, dark navy blue, old rose, brown,

nice dress; worth \$1.50 a yard. On sale at 89c yard Nightgowns, Corsets, Dresses **Bathing Suits**

black and ivory; a beautiful and serviceable material for a

BUNGALOW APRONS of good print, in dark and light colors, good value 89c PRINT SKIRT APRON, full size, in light and dark colors, Special 50c TEN DOZEN LADIES' NIGHTGOWNS, made in slipover

style and buttoned front, lace and embroidery trimmed \$1.00 PINK MULL NIGHTGOWNS, made daintily, nice for warm nights, regular \$2.00. Clearing at \$1.49 FIVE DOZEN CORSET COVERS, lace yoke, regular 50c. Clearing at)...... 39c CORSETS of strong coutil, good fitting, steel filled, four hose supporters, low bust and medium bust. Special\$1.00

PRETTY BLUE CHAMBRAY ONE-PIECE DRESSES, with

white pique collar and cuffs, belt and pockets, nicely made\$3.00 FULL RANGE OF LADIES' BATHING SUITS. black and navy, gloria goods, sailor collar, trimmed with white braid, all sizes; regular \$4.00 and \$3.69. Clearing at \$3.50 and \$2.93 CHILDREN'S WASH HATS in a big variety of colors and

MOTORING CAPS AND HATS in popular style and color RUBBER BATHING CAPS. Sale price, to clear 39c CUSHIONS-Very fancy, nicely made, 18x18, with fringe, good wearing material for boating, motoring or veranda. At LADIES' WASHABLE SILK GLOVES-Large stock of these desirable Gloves for summer wear, first quality Kavser

...... 79c, 89c, 98c and \$1.25 Ladies' Wool Sweaters NEW SHIPMENT RECEIVED

and Queen Quality, all sizes. At sale prices

Colors, cardinal, purple, old rose, mid-grey, cadet blue, copen and white. Bought before the present advance in prices. Large sailor collars, sashes and tassels, plain knit, easily cleaned and not easily soiled, for service and comfort. The prices \$7.50 and \$7.75

Children's Socks, Cuties and Meritas All sizes, black, tan, cerise, sky, white, white with stripes. pink and blue, plain white with stripe. Special 22c pair, 5 pairs for \$1.00. Colored 40c, striped 35c, tan...............35c

Ladies' Bathing Stockings

Fancy patterns, rose, black and white, fast colors. Special,

J. H. CHAPMAN & CO., 239, 241, 243 Dundas Street

Shop Early and Avoid Delays and Disappointments.