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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Thursday, Sept. 23.

A GERMAN PEACE IDEA.

ONE ALEXANDER, Prince of Hohenzollern, sends forth an impassioned plea for peace, naming Pope Benedict and President Wilson as the two men who could bring it about in quick order.

After praising the valor of all armies engaged in the struggle and deploring the awful slaughter, he says that there is no more glory to be gained by further blood-letting and it should end. The German prince calmly ignores all causes of the war, and assumes the fight is simply one for glory. He knows this to be utter nonsense, but trusts that this weakness in his arguments will pass unnoticed.

There is nothing indefinite about his proposals for President Wilson's role, although he contents himself with saying the pope is a man with moral authority, who can use his influence. "The United States president has almost the power of the Almighty in Hohenzollern's opinion. 'A word from him and the war would end tomorrow.'"

What is this word to be? A command to all belligerents to cease fire? Oh, no, just a refusal to allow the export of any more munitions from the United States. What a naive suggestion! Germany is getting no munitions from America, therefore such an act would not hinder her from carrying on the war, but the prince thinks it would stop the Allies, and that is the peace he craves; Germany well supplied with ammunition and men and her foes without any of the former would spell peace for him; but what for the other nations? He continues, "The war would end automatically because of lack of materials," in other words, Germany's opponents would be robbed of their means of warfare and be left at the mercy of the Huns.

No wonder Berlin permits the free publication of this "peace" proposal, when its terms suit her ideas so admirably. But the prince is in error in thinking the cessation of munition exports from America would stop the Allies. These exports are a very small part of the total being used, and the day is near, if it has not come, when Britain and her allies will be able to supply all the armies' demands without neutral assistance. If the prince knew conditions in the United States, he would realize that a great part of the munitions being manufactured are kept in the country in case of pressing national need in the immediate future.

A NOVELTY.

THOSE WHO delight in novelties should be interested in the view taken by some Woodstock aldermen, who oppose an invitation being sent to military headquarters to winter some other battalion in the city if the native 168th (Oxford) is not available. There was no objection raised to having the "home boys" back, but at least one alderman argued against any other battalion being quartered there on the grounds that it would cost the taxpayers a considerable sum of money and there were other ways in which the amount might be more profitably spent. He agreed that the merchants of the city would reap benefits from the stay of a battalion, but failed to see why the taxpayers should provide this extra business.

When nearly every municipality is paying for the privilege of quartering soldiers, it is novel to hear of one place in which there is some doubt as to the advisability of acting as host.

There is something to be said for the contention that taxes should not be increased because soldiers come to stay in any one place; the idea is that the Government should pay all expenses without asking for concessions like a new industry, before deciding which will be the most advantageous locality for any battalion.

If the camps were chosen solely on account of their suitability for training, economy in operation and convenience for transportation by rail, it would be satisfactory. Then the country as a whole would have to pay the costs, and there would be none of this asking certain municipalities to assist the Government. London has learned that sometimes there is no gratitude for proposing co-operation.

THE WAR LOAN.

CANADA HAS reason to be gratified with the response of the people to the governmental call for a war loan, for there are few countries today where twice the amount asked would be so quickly offered.

Patriotism no doubt prompted many to invest, but it must not be overlooked that without any such consideration the stock is attractive, paying substantial interest and affording the finest security in the world. Patriotism frequently calls for self-sacrifice, but investment in this loan was patriotism made pleasant—a casting of bread upon the waters with the full knowledge that it would return in increased quantity.

Without in the least discounting the

other reasons for the success of the loan, it may fairly be asserted that much of it was due to the nationwide advertising given in the press of every province. From the time that the minister of finance announced a loan was to be issued, and even before that, not a day has passed that the papers have not brought the subject before the eyes of their readers. The reasons for subscribing have been printed and reprinted, and forced on everyone's attention until ignorance of the need of prompt response to the call was almost impossible in any part of the land.

The prosperity of the Dominion is reflected in the loan subscription. The people have money, hard cash, and are willing to invest it, when the returns are reasonably good and the security gilt-edged. Bad weather and mediocre crops may have caused some pessimism this year, but those who imagined that these would cause any great amount of want or distress in the country were very wide of the mark. They are the people who live in other lands and do not know Canada of today.

NOT "SIR THOMAS."

SOME BUREAU some people kept defending and excusing the Government and its members that they have not even time to take note of the titles bestowed on their fellow-countrymen, dear though those titles are to their hearts.

An illustration of this fact is found in the editorial columns of the local Conservative organ on Wednesday, Baron Shaughnessy being referred to as "Sir Thomas." Perhaps the news of the C. P. R. president's elevation to the peerage has not yet reached that office.

THE YPRES SALIENT.

NOT FOR nothing was British and Canadian blood shed freely in the Ypres salient; not for merely sentimental reasons did the finest of our troops endure the most terrible grueling ever experienced, although Major-Gen. Sir Sam Hughes would so have us believe. The heroes who held that position against the shells and gas of the Huns saved Calais, and, perhaps, the Empire. Their deeds are appreciated in Belgium, if not by their own minister of war.

The Canadian Gazette publishes the foreword written by M. Rene Colasert, burgomaster of Ypres, for a booklet entitled, "In the Ypres Salient," which shows what importance those on the spot attach to the magnificent defence of this salient against all German attacks. It says:

"On its departure from Ypres on October 7 and 8, 1914, the German army, in making me hostage, threatened me with a prompt return to the city which it called the 'key of Calais,' which was itself the door of England. Since then your heroic troops have kept the key, the door has remained closed, and during two years have rendered vain all the efforts of a superior enemy force to press through. Victory approaches at last. Soon the sun of our deliverance will shine on the salient of Ypres, bathed in the blood of your heroes, who have fallen on the field of honor in the cause of justice and civilization. We of Ypres will strew on those graves laurels and roses. When our people at length return from their long exile and build anew their ruined hearths and homes, they and their children will celebrate for all time to come the glorious deeds of England and of Canada. RENE COLASERT.

Is it likely the late Earl Kitchener did more than smile at Sir Sam's advice to give up the salient?

EDITORIAL NOTES.

Wilhelm says the German fleet has been ready for battle some time. Well, it knows where it can find one.

A Thamesville stock dealer predicts hogs will rise to \$15 a hundred pounds soon. Wonder how horse meat does taste!

Von Hindenburg's assumption of leadership cannot be said to have been auspiciously, and the worst is yet to come.

The pope need hardly have troubled telling Franz Josef of the changes menacing Austria. He knows all about them now.

By what curious kink in the amusement tax law do side shows at fairs escape, while identical shows at other amusements have to pay?

Berlin says "most of the bombs" dropped on Krupp's town, Essen, did no damage. It would be more interesting to know what the other few did.

Billy Sunday says the American nation was the first to send money, food and clothing to Belgium, and he is proud of it. His assertion is open to question, and before letting pride overcome him he might remember something that official America did not send—men.

FAIR WARNING.

Sarah Jane—Please warn, I wish to give my notice. My cousin has got me a place in a munition factory.

Mistress—Dear me, Sarah. Well, of course, you know that if you go dropping shells at your dear brother you won't remain long in your situation.

PAINTED HIMSELF.

Sinkins—I thought you were working on Johnson's new house?

House Painter—I was going to, but I had a quarrel with him, and he said he'd put the paint on himself.

Sinkins—And did he do it?

House Painter—Yes; that's where he put most of it.

'TIS FUNNY.

"It's a funny world," said little Ted, "When a boy's not sleepy he's sent to bed, And he's hustled out by his ma's decree, When he's just as sleepy as he can be."

IT STRETCHES.

"Why is it that truth will rise again from the dead?" asked little Ted, "Because of its elasticity, of course. Don't you know how easy it is to stretch the truth?"

WAIT A MINUTE!

—By J. H. F.

Detroit has a ballot scandal, and a crooked election. It looks as if Billy Sunday should spend his life in that city.

Germany will reduce the salaries of the army commanders. The kaiser probably will pay them on the basis of results achieved.

A man named Sweet has quit the U. S. A. civil service, presumably because the boss would not sweeten the job.

A Milwaukee bartender has fallen heir to \$300,000. The legacy left Ontario bar tenders is dismissed.

The grasshopper sandwich is the latest delicacy. It should be served with hop soup.

A young man is formed at 25, we read, but a woman's form is never done.

The Sultan of Turkey has written a poem about war, but we are very thankful that we cannot read that Turkish language.

Every woman should know how to flirt, says an actress. That's like trying to teach jumping to a frog.

The woman who flirts preserves her looks and her figure, says the same lady. And makes a lot of men get pickled.

American women are sagged politically, says an Englishwoman. That's the only sag that's working, then.

A wild bird has discovered that Indian children can laugh. There's a flock of news in that. At that, a lot of Indians used to take smiles, but now—no, not now.

Two Kansas City girls refused to attend school, unless they were allowed to wear silk stockings. We did not know that girls were any other kind.

Bandits robbed a Florida hotel of \$5,000. If they should hit a tavern in Ontario right now, they might get three jits.

A Youngstown man fasted 70 days, and then died. It looks as if the fast were a decided success.

It's a pleasure to hear a man rave about the exquisite poetry of a girl's ankles, when the most of them are about as poetic as a pupil's nose.

The New York Giants have set a number of baseball records, but they will not get in on the big drive in October. What good are records anyway, when you can't cash in on them?

A New York lady has two pet alligators. She finds them just as vicious as a husband.

One of the birds caught in the blackmail gang's net, says he will testify to save others. It's a good idea, but the worst of it is, there is one of these boobies born a minute.

In the Old "Is" poem today the word "jake" is used by soldiers to describe anything that is all right. With this explanation, we give you one of his best.

YOU ALL WANT ONE. Listen, my boy; till I tell you the news, there's a new picture out of Gen. Sam Hughes:

It costs but one-fifty, and it is no fake, in discussing it I would just say it is "jake."

I am sure men of all ranks will want one of these. For no soldier is happy, except when he sees

His general, in person, 'fore whom he may fall.

Or else sees his picture stuck up on the wall.

The one-fifty is for the plain picture itself. And you'll own it's well worth that small bit of pelf;

But if to send five bucks, to me, you to me, I'll put round Sam's face a mahogany frame.

The latter, I think, the best bargain myself.

For, in days to come, when Sam's laid on the shelf;

And ceases, for good, round our Empire to roam, One can put in the frame, a "God Bless Our Home."

—THE OLD 'UN.

Mr. Schwab of the Steel Trust says that \$12,000 a year should satisfy all the needs of a reasonable man. We will be very reasonable on that account.

Jim Patten, Chicago, has cleaned up a million dollars in wheat. He's finding it easy to raise the dough.

"We live with the Lord," says the kaiser. He probably will soon be dead with Satan.

After reading some of these beauty doctor advertisements, we sometimes wonder if they could make Bat Nelson look like a human.

"The Gospel of Dry Living" is the title of a little thing on experiences in prohibition countries. The old time Indian listeners say it is not living.

Let us all feel very happy, that we do not have to listen to speeches by Bill Bryan and T. Roosevelt. We never did like ghosts.

TRUE, TOO.

Dinah, who went home nights, arrived too late one morning to cook the breakfast and her mistress told her that for each breakfast missed there would be a reduction in her weekly wages. Dinah passively assented to this, but next day the mistress heard the maid next door say to her:

"I gets to work when I gets ready," was the reply.

"How do you manage 'bout de breakfast?"

"Oh, I pays de missus to cook de breakfast."

REGISTRATION DAY AT WESTERN UNIVERSITY A PLEASANT SURPRISE

Large Number of Students Enroll—Girls in Majority.

HONOR COURSES POPULAR

Many of This Year's Students Are From Out of Town.

Registration day yesterday in the arts department of the Western University exceeded expectations in point of numbers applying for various courses.

Anticipating a falling off in registration it was an agreeable surprise to find more than usual in the first day list, while students will continue to come in for the opening term at least during all the coming week.

Dr. W. P. Tambling, registrar, was on duty by 9 o'clock Wednesday morning and associated with him was a committee on academic standing, made up of Dr. James, chairman; Dr. Neville and Dr. Barker. The work of this committee consists in passing upon certificates other than straight matriculation presented for admission to the general course, and also in regard to the eligibility of students to take the special courses for which they make application.

Have the Standing. Yesterday, all students presenting themselves were found to have the required standing.

Girls are largely in the majority, as had been expected. There has been marked increase in the number of women students, the decrease in men students is attributed to enlistment and also the fact that numbers of young men of an age to enter college are engaged in the lucrative and patriotic employment of munitions making, which they will continue until the end of the war.

The fact that considerably more than in former years are registering from out-of-town points, such as St. Thomas, Tillsonburg, Kitchener, etc., augurs well for the future of the university, in view of the fact that it evidences a better acquaintance with the institution and a greater interest in it throughout Western Ontario.

Honor Courses. Another promising feature is the fact of the demand for honor courses, larger than ever before. The courses which evidently make a special appeal are those in history and English, in languages and in political economy.

The supplemental examinations were brought to a close Tuesday afternoon and results will be announced in a few days.

The opening of the fall term takes place this morning at 9 o'clock. No formality is associated with this, the students simply finding their way to the lecture rooms and the lecturers taking their places and beginning their work.

Made for Safety and Service. Dunlop Auto Tires Give Both. Safety First and Last. With Dunlop Tires you get tread that speaks for itself. Safety all the time and Service all the way.

ALLEGED BLIND PIG RAIDED BY POLICE

John McIntosh to Answer Charge on Tuesday Next.

Charged with operating a "blind pig," John McIntosh, who lives on a street which will appear in police court for trial on Tuesday next. The charge was laid as the result of a raid on the premises Tuesday night, conducted by License Inspectors and Keenleyside.

Baron Osborne and Sergeants Birrell and Bolton.

McIntosh will be charged under the Ontario Temperance Act. He was convicted several months ago of having sold liquor without a license.

It is understood that two soldiers will be summoned to appear as witnesses.

GERMAN YOUNG PEOPLE TO GET MORE FOOD

Supplementary Bread Cards Issued Following Good Harvest.

LONDON, Sept. 27.—(Reuters' Amsterdam correspondent sends the following dispatch:

"A Berlin telegram received here says that owing to the excellent harvest all young people aged from 12 to 17 years shall on October 2 receive special supplementary bread cards, entitling them to 500 grammes per head per week."

MAY GRANT MILLION TO PATRIOTIC FUND

Ontario Government Plan for Disposal of Part of War Tax.

TORONTO, Sept. 27.—It is reported here on good authority today that the Ontario Government has decided to make a grant of one million dollars to the Canadian patriotic fund out of the proceeds of the war tax.

WHAT THE TURK SAYS. CONSTANTINOPLE, Sept. 26.—Via London, Sept. 27.—(4:15 p.m.)—The official statement issued by the Turkish headquarters today reads as follows:

"Pelahie front: We silenced on Sunday a surprise bombardment by the enemy."

"Caucasus front: An enemy surprise attack against our trenches on the left wing was repulsed by a counter-attack with the bayonet."

EXPORTS FROM N. Y. DOUBLE. NEW YORK, Sept. 27.—Exports from the port of New York for August 1916, totalled \$271,357,882, as compared with \$141,971,054 for the same month in 1915, according to a compilation issued today at the customs house.

Imports entered for consumption without duty amounted to \$69,382,777, while exports entered for consumption, dutiable, were \$31,233,885, as compared with \$45,988,777 entered free, and \$21,841,132 entered dutiable during the same month last year.

BOARD OF TRADE PLEASSED. Following the visit of 200 members of the Board of Trade to Camp Borden on the 20th inst, the Grand Trunk Railway has received a very complimentary letter from Secretary Morley, of the board of trade, expressing the thanks of the members on the satisfactory manner in which they were handled, both going and returning. The G. T. R. ran a special train for the convenience of the members of the board of trade.

CHESTERFIELD SAID "Whatever is worth doing at all is worth doing well."

This principle has been applied to the manufacture of "Winged Wheel" Watch Cases for more than 30 years.

This trade mark is never placed upon any case that we cannot fully warrant as to quality and workmanship.

THE AMERICAN WATCH CASE CO. OF TORONTO, LIMITED.

The largest makers of Watch Cases in the British Empire.

THE TIME HAS COME

When people cannot afford to accept anything but the very best for their money, Zam-Buk has been proved by thousands to be the best obtainable for skin ailments and injuries, because it cures when other treatments fail, and because its cures are permanent. You take no chance when you buy Zam-Buk. "Just as good." There is nothing "just as good" as Zam-Buk. All druggists, 50c. box, 3 for \$1.25, or direct from Zam-Buk Co., Toronto. Send 1c. stamp for postage on free trial box.

ZAM-BUK

ITALIAN TROOPS TAKE HEIGHT IN TRENTINO

Airship Bombs Column of Austrian Troops and Wagons.

ROME, Sept. 27.—Via London.—Italian troops have occupied a high position between Menari and Tovo, west of Monte Cimone, in the Trentino region, says the official communication issued by the war office today.

In the Astico valley and along the Carso. It is added, Austrian artillery fire was heavy. The statement reads:

"In the Astico valley on Monday night the enemy's artillery opened an intense fire against our lines, but was stopped by the effective reply of our batteries. Northeast of the Laghi basin, in the Zaira forest, in the Pustia valley, one of our elements by a daring exploit occupied a high position between Menari and Tovo. On the rest of the front there was only artillery action. The enemy shelled Hills 208 and 144 and especially the principal points on the Carso line recently captured by us."

"Last night one of our airships, in spite of the adverse weather, succeeded in flying over the Carso plateau and bombarded a column of troops and a column of wagons. The enemy (Cohen-Gastaviz) was killed, although discovered by searchlights and bombarded by the enemy, returned safely within our lines."

SPECIAL CLASSES OF GREAT ASSISTANCE.

Many women and girls have found that the evening special classes of the Technical and Art School were of the greatest assistance. In the cooking classes not only are the most economical and scientific methods followed, but by a study of the nutritive values of foods the housewives are enabled to substitute foods equally nourishing and attractive to the palate much less cost. The dressmaking and millinery classes, where women and girls make their own garments and millinery, under expert instruction, is another way in which great saving may be effected. The classes open on Monday next. The Alexandra School will be open for registration each afternoon and evening this week.

CUNARD LINER RETURNS TO DOCK FOR REPAIRS

Sailing Cancelled, Passengers To Go Forward On Another Steamer.

LIVERPOOL, Sept. 27.—The Cunard liner Carpathia, which sailed for New York yesterday, returned to her dock here today, and her sailing has been cancelled. It was announced that her return was for examination and repairs.

The passengers will go forward on another steamer.

Tortures of Rheumatism Yield to This Remedy

A Marvel of Speed, an Unfailing Cure for Old Chronic Cases.

Get a Trial Bottle Today.

With reliable old Nerviline you can rub out the pain of Rheumatism, Sciatica, Lumbago, or Neuralgia—rub it away so completely that you feel like new all over.

It matters not how deeply seated the pain is, or how long you have had it—rubbing with the king of all liniments "Nerviline" will cure you.

Nerviline is highly concentrated—about five times stronger than the ordinary white ammonia liniment—therefore it penetrates quickly—sinks in deeply—and gets right at the core of the pain at once—draws out the lameness, takes away the stiffness—eases the joints that have hurt you so much.

Out comes the pain every time you rub on Nerviline, which contains some of the most valuable pain-subduing remedies known to science. Worth its weight in gold to every family in the land, and sure to cure the emergent and minor ills of a hundred kinds that constantly arise. Get the large, 50-cent, family-size bottle; small, trial size, 25 cents. Nerviline is sold by every dealer, everywhere.

ALLAN LINE

CANADIAN SERVICE. MONTREAL TO LONDON (Via Falmouth.)

From Montreal, Sept. 27 ... AUSONIA ... Oct. 12

From Bristol, From Montreal, SEPT. 26 ... FELTRIA ... Oct. 12

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S. 20, ywt

16-YEAR-OLD DESERTER SENT TO PRISON FARM

Warden Says He Has Others of Same Age in Custody.

TORONTO, Sept. 27.—A year and a half in the prison farm at Guelph is the bright future which looms ahead of 16-year-old H. W. Simpson. Justice of the Peace George Hunter yesterday at Kingston handed out this sentence to the boy when he was arraigned on a charge of deserting from the 15th Battalion.

Warden Gilmore said that he could do nothing but accept the prisoner. He had about 25 or 30 other deserters there, and other prisoners as young as 16.

Attorney-General Lucas' opinion was that the minister of justice at Ottawa alone could interfere with the sentence.

TURKS HESITATE TO LET FUGITIVES GO

No Reply to Request of United States to Permit Men to Sail.

WASHINGTON, Sept. 27.—Ambassador Elikus at Constantinople advised the state department today that he had presented to the Turkish Government the request for permission to transport several hundred refugees from Jaffa to the United States on the cruiser Des Moines, but so far had received no reply. The Des Moines was due today at Alexandria, Egypt.