

London Advertiser.

ESTABLISHED BY JOHN CAMERON IN 1853.

Managing Director and Editor, John Cameron

London, Wednesday, March 7.

The Canada Life--Probable Interest Earnings.

The annual meeting of the Canada Life, held the other day, was of more than usual interest to its shareholders, its policy-holders, and the public generally. The Canada Life had changed its head office. The act providing for representation by the policy holders had come into force--the new Government standard of 3½ per cent was clearly in sight, and it was the duty of the management to look the situation fairly in the face.

The Canada Life is the leading "old line" or stock insurance company of Canada. Its assets exceed \$21,000,000, and its business in force exceeds \$80,000,000, having increased during the year over \$5,000,000. Canada has some very powerful corporations, such as the Grand Trunk, the Canadian Pacific, the Bank of Montreal, and others; and in the insurance world the Canada Life is a powerful corporation. Anything that concerns the Canada Life and its stability is a matter of public concern in Canada.

It reached another stage of its existence this year, and was subjected to various tests. Its large assets, and the enormous and increasing business transacted by it, require sound judgment and strong nerves in the management. At the present time the Company is fortunate in having at its head one of the master minds of finance in Canada, Senator George A. Cox. His address at the annual meeting gives evidence that he has carefully considered the facts of the past and present, and estimated the prospects of the future. He announced their motto to be "conservative progress," and there was throughout the whole meeting the ring of "courageous conservative progress."

There can be no doubt of the wisdom of the course adopted by Senator Cox. "Safety first," should be the motto of all shareholders and policy-holders alike. It was wise, therefore, to declare a bonus addition of three-fourths of one per cent instead of, as formerly, two per cent. It was wise to create a special reserve, to enable the Company all the sooner to reach the Government standard of three and a half per cent, and it must have been a source of satisfaction to the old management to know that their assets were in such splendid condition that their president was able to announce that "when the two sides of their balance sheet came together, it was found that the Company had a substantial surplus over all liabilities, even upon the high standard of H. M. three and a half per cent--the new Government basis."

The public generally are interested in this state of affairs also. The Canadian banks are looked up to the world over, and this will cause Canadian Life Insurance Companies to be favored with similar confidence. The extracts from the opinions of bank presidents and authorities on financial questions, all prove the wisdom of the action of the Government in requiring the standard to be at least three and a half per cent, while some even went further, and apparently favored three per cent. That the Canada Life can so readily adjust itself to the new requirements, is a subject for congratulation.

There is no doubt that the other great Canadian companies, such as the Sun Life, The North American, The Confederation, The Manufacturers, The Temperance and General, The Federal, and the London Life Insurance Co., all well managed companies, will be able to adjust themselves readily to the higher requirements, while the younger companies, such as The Royal Victoria, The Imperial, and The Northern, which has its head office in this city, will have no difficulties in that respect to meet. Their rates have already been adjusted to the new order of things, and all may follow in the lines laid down by Senator Cox, and with "conservative progress," reach as high a state of excellence as the Canada Life. There is no branch of business in which the future looks so bright as life insurance. Canadian companies have proved to the Canadian people that they can be safely trusted, and the ordeal through which The Canada Life has passed is the best proof that it and all other companies conducted on similar principles are entitled to the confidence of the investing and insuring public. The Canadian public can safely trust Canadian life insurance companies.

The lesson which insurance companies should bear in mind, judging from the opinions of the financial experts quoted, is that it would be the part of wisdom for them to conduct their business with an eye always to a possible further reduction in the rates of interest obtainable.

First Division of the Session.

Premier Ross has been sustained by a sufficient majority in the first test vote of the session. And the majority will grow. As the progressive and practical policy of the First Minister is unfolded, it will win approval from all moderate-minded men.

It is a pity so much time has been wasted in factious and insincere talk about West Elgin. The truth is, we believe, that the bulk of the electors of both parties desire pure and inexpensive elections; and the best men in both parties should unite in an honest effort to find an efficient measure of prevention of corrupt practices. The Advertiser believes that obligatory voting would greatly help.

Pursuing Mr. Tarte.

Mr. Charlton and Mr. McMillan, in the House of Commons, were not far wrong in their view that the persistent and unfair pursuit of Mr. Tarte was creating a strong feeling of sympathy for the Minister of Public Works in Ontario. The manner in which his every word is caught up and misconstrued; and the ill-concealed rejoicings whenever it is reported that his health is for the moment not so good as could be desired, are not doing much good to his opponents in this Province.

A Leading British Journal's View.

The London Spectator, of Feb. 10, refers to Sir Wilfrid Laurier's "admirable speech in defense of the British cause in South Africa," and says of our Prime Minister's statement of Britain's policy of giving equal rights to all: "That is not only admirably expressed, it is absolutely true. If the colonies believed it was our intention to make 'helots' of the Boers, not a hundred men would have volunteered for active service under our flag." The same journal refers to Mr. Chamberlain's statement of the case, which puts the matter in a nutshell: "The Boer policy was to get rid of every vestige of British supremacy. The Boer policy meant the inferiority of every other white race. 'Our supremacy meant equality for the white races, and justice for the black,' but supplements this with the declaration, 'We are not fighting for supremacy at all. The proof that this is so is to be found in the fact that in Cape Colony and Natal, one with a Dutch and the other with a British majority, absolute equality and complete self-government have been established.'"

In the same issue of this important journal we find a noble article on "The Colonies and the Empire." When Mr. Chamberlain asked, "What brought these young nations to Britain's aid, and induced them to spring to arms even before you called them?" Sir J. Brunner interjected the reply, Liberal policy. On this the Spectator says: "If by that, Sir J. Brunner meant, as presumably he did mean, liberal policy, not in any mere party sense, but a policy based on liberal principles, upon true freedom, and upon whole-hearted trust, he was unquestionably right." And this journal thinks that the cause of all the trouble is that President Kruger has resolutely set his face against applying to the problem presented by the grievances of the Outlanders the liberal principle upon which the Empire is founded, while we slowly, tentatively, and at first somewhat half-heartedly, have insisted upon the recognition of these principles."

These statements have a bearing upon our own life. It is important that in Canada the liberal principles, which have made us a nation, should be honestly and thoroughly applied. It would be a strange thing, yes, a disgraceful thing, if we sent our boys across 8,000 miles or sea to fight for liberal principles and failed thoroughly to recognize and carry these out at home. Like the Spectator, we are not now using the word "liberal" in a party sense, but in that broad sense which the word has for every liberty-loving Briton. Without true liberalism of this kind there cannot be the highest and most healthful kind of constitutional government. It means that whatever views we hold, or to whatever party we belong, we should avoid narrow sectarianism and sectionalism, and seek the good of the whole country.

In view of what is taking place in South Africa it means a careful avoidance of all appeals to the mere passion and prejudice of race. Let men be judged according to their policy, conduct and character, and not misjudged on account of their language, race or creed. To oppose a man and slander him because he is an Englishman or a Frenchman is illiberal and un-British. If a statesman, English or French, acts unwisely or does wrong in his public capacity, let him be judged and held accountable for his actions, but let him not be denounced simply because his origin and language are different to ours. It has been well said that the British Empire is the most catholic institution in the world. It is not founded on any narrow uniformity, but allows all the diversity that is consistent with justice. It is the application of these principles that has built up the different parts of Canada into a great nation, a nation that is self-governing and loyal to the Empire; and when our fellow-citizens are fighting for such principles in a distant land, it behooves us to apply them intelligently and loyally at home.

The Montreal Students' Blow-Out.

There is no need for too much perturbation of mind over the escapades of either body of students at Montreal on the receipt of news of the relief of Ladysmith. It is not well to exaggerate these things; and it is a pity that an M. P. like Mr. McNeill should have allowed more astute politicians to persuade him to bring up the schoolboy pranks for grave discussion in Parliament. After the authorities of McGill College--the English College--had expressed their regret at their boys having first started it, by going too far in their exuberance, the whole matter might surely have been dropped. The Opposition, whose journals have been industriously, and under the circumstances disloyalty, fanning the flames of racial and creed differences, have much to answer for. To the extent to which they have given a false and gratuitous impression of division of sentiment in Canada, they have done

THE RUNANS, GRAY, CARRIE CO.

War-o-Scope Views

EXHIBITIONS EVERY DAY THIS WEEK

4--PERFORMANCES DAILY--4

10:30 a.m., 1:30 p.m., 3 p.m., and 4:30 p.m.

Every Customer
Purchasing
50c Worth or
Over,
Will Be
Presented
With a Ticket
for the
Entertainment

NEW DRESS GOODS.

While every Department is receiving its full share of the New Importations, the Dress Goods Section is probably more to the front than any other. If you have not already visited this important department you should do so at once. Just now you can select from the most Aristocratic Dress Goods Stock in the Dominion, and do it, too, without going beyond a moderate price. There is everything to be gained by buying when assortments are complete and more particularly when price inducements are largely on your side of the counter. There is more enthusiasm over the New Spring Suitings than we ever remember. So much so it's sure to make this class of goods scarce later on. Come and see the new things whether you buy or not.

A Brilliant
Set of
Moving
Pictures,
Military,
Naval,
Historic
and Comic.

Some Interesting News and Prices for Thursday.

We always keep this one aim in view, to serve more people and serve them better than ever before. We have taken extra pains to make the store perfect, and the new stocks will be found full of abounding interest to shoppers. You can get nearly everything you want here and have it delivered in time. The stocks are so arranged that it's easy for customers to see what they want, and you're not forced to buy if you don't want to. You'll learn more and see more here than anywhere else, and you're welcome to all the facilities the store affords, besides anything you buy that is not satisfactory you'll get your money back.

NEW
RIBBONS,
LACES,
EMBROIDERIES,
SMALLWARES,
HOSIERY,
GLOVES,
WASHGOODS,
STAPLES
ETC.

Spring Wash Fabrics.

Have received more than usual attention, and the exhibition in this section simply surpasses anything we have ever shown.

Black Mercerized Satens, with white polka dot, looks like satin; 20c

Colored Mercerized Satens, for waists, can't tell them from silk; 22-inch; thoroughly fast colors; while they last, 25c

36-inch American Percales, all the new colors in stripes; very elegant goods; 15c and 18c

Crum's Cambrics, 32-inch, all the new checks and stripes; this is the best English cambric made; 12½c

Navy Blue Cambrics, 32-inch, unique foulard designs; all new blue shades; elegantly fine and 12½c

New Zephyrs, in blue, black, pink, navy and helio stripes, novelty goods that won't last long; 25c

32-inch Striped Batistes, in pink and white, blue and white, two lines, bright new goods; 12½c and 20c

Handsome Gingham, in large solid and broken checks, for blouses or dresses; all the new colors; very choice 25c

Printed Sublimes, 27-inch, fine silk finish, in navy, pink, blue and cardinal stripes; also small figured effects; very special 25c

Whitewear.

Corset Covers--Fine Lonsdale Cambric, embroidery and lace trimmed, low cut, at 25c, 35c, 40c, 50c, 55c and \$1.00

Gowns--Fine Cotton Gowns, at 50c, 55c and 75c, trimmed and embroidered, or lace trimmed.

Regular \$1.50 Gowns, fine White Cambric, Empire style, round yoke in back, and embroidery trimmed, we offer you for \$1.00

Corsets.

P. N. AMERICAN CORSETS.

Fine Gray Satens, steel filled, hip medium long waist, with cork protection on front steel; special 1.00

Ladies' Fine Satens, newest cut, low bust, long waist and long on hips, and guaranteed. This is our leader 1.25

Ladies' Fine White Batiste, steel filled, in two lengths, medium and short; these are most comfortable and perfect fitting 1.50

Smallwares.

The latest designs and novelties in Comb Goods. The new half-circular, in fancy cut top, worth 25c, each 25c

Fancy Black Combs, Darts, Cyranos Neck Combs, Combs, ranging from 10c to 60c

See our perfect assortment of Bone Hair Pins, from tiny invisible to a handsome comb effect.

Toilet Combs, extra special values, from 5c to 60c

New Denham Cushion Tops, in rich colorings, each 25c

We are showing the latest fads in Fancy Neck Pins, in crescents, circles and darts.

The new Military Belt Buckles, with Neck Buttons to match, one of the newest features of the war craze.

New Stationery in Dainty Note Papers, Programs, Pencils, Note Books, Fancy Paperies.

School Supplies--Scribbling Books, Dictation Books, Notes and Pencils.

Kid Gloves.

Perrin's, Fowne's and Penneys Gloves Guaranteed and Fitted.

Regular \$1.25 undressed kid gloves, in tans, grays and blacks, selling for 75c

We are showing a special line of Black Kid Gloves, with black or white stitching at \$1.00 to any \$1.25 glove that can be purchased.

Extra Fine and Elastic Kid Gloves, at \$1.25; newest stitching, in new grays, blue, white and 50c

White Kid Gloves, with self or black stitching, at, per pair 75c

Hose.

Extra Fine Cotton Hose, natural cashmere soles, and shaped, for, per pair 25c

We have received our import of Cashmere Hose, extra special lines, in ladies', at 25c pair, 3 pairs for \$1; also at, per pair 50c and 75c

Blouses.

Have just received a few lines of American Blouses, fine zephyrs, with white Valenciennes yoke and sleeve cap; dainty shades, at .32 00

Other lines at \$1 and \$1.50, with embroidery and tucked yokes, made of muslin and American percale.

Ribbons.

Plain Taffeta Ribbons, pure silk, 4 inches wide, new shades, in green, old rose, rose de chine, regent, cornflower, cerise, sky, royal, turquoise, navy, white, and others; good value at 25c; our special, per yard 19c

Fancy Ribbons, in stripes and plaids, all colors, 4 to 7 inches wide, and worth from 35c to 60c; very special, per yard 25c

Velvet Ribbons, narrow and wide, special line for this week, in all colors; No. 8, 18 yards for 25c

Handkerchiefs.

New Linen, hemstitched and embroidered; just a few dozen of these at, each 25c

Hemstitched and fancy drawn work; very special, at, each 17½c and 25c

Special lines, in plain linen, hemstitched Handkerchiefs, very fine, at, each 12½c, 15c and 18c

Embroideries.

Allover Embroideries and Tucking, for wash goods; also narrow and wide embroideries, insertions and Plantagenet frillings.

Laces and Chiffons.

Allover Laces, in all the new designs and patterns, such as French Valenciennes, bow knot, rosebud, and stripe effects, guipure, point d'esprit, Brussels, Battenburg, jetted nets, and other laces, at all prices, from, per yard 75c to \$5.00

We are showing new laces suitable for dress and whitewear trimmings, tuckings and Valenciennes, with insertion to match; guipure, Oriental, point d'esprit, fleur de lis, Flemish, Battenburg, and others, at very low prices.

Fancy Chiffons, mousseline, crepe, lisse, with Honiton and ribbon trimmings, suitable for evening wear.

Chiffon Ruchings.

We have these new trimmings, in all colors; several styles in lisse, mousseline, chiffon and lace, narrow and wide, at special prices, per yard .10c, 12½c, 15c and 25c

New Ties in Chiffon Silk and Brussels, with Honiton and Battenburg trimmings, hand made; special at, each, 75c, 90c, \$1.25, \$1.50

Chiffon Bows, just the latest; white and black only, each 75c

The RUNANS, GRAY, CARRIE CO.

THE YAQUIS WON

Rebel Mexican Indians Attacked a Mail Escort--300 Soldiers Dispersed and Two Hanged.

Potam, Mexico, March 7.--Three days ago the rebel Yaquis intercepted the Mexican mail, which was being conveyed under an escort of 300 soldiers. Of the 300 soldiers all were dispersed except two, who were hanged to near-by trees. The Indians carried off the mail.

On Monday the Yaquis laid siege to Cocorit and captured Tegota, a mile below. They will attempt to burn Cocorit if it holds out.

There are 2,000 Yaquis between Potam and Torin. Twenty-four Mexican soldiers have been brought into the military hospital, and nine Yaquis are reported dead on the field. Mail communication between Potam and Guaymas has been stopped.

Yesterday 27 Yaquis fired into a body of 200 Mexican soldiers on the road between Potam and Torin, and disappeared. Between Potam and Torin, fifteen miles distant, sixteen bodies are

hanging to trees, fourteen being Yaquis and two Mexicans.

An expedition of 400 men has left Potam to open the road to Cocorit, and great fighting is expected.

"Opportunity Is the Cream of Time."

Now is your opportunity. There is no time when the system is so much in need of a good medicine, like Hood's Sarsaparilla, and no time when it is so susceptible to the benefits to be derived from such a medicine. By purifying, enriching and vitalizing the blood and toning up the system, Hood's Sarsaparilla starts you right for a whole year of health.

Constipation is cured by Hood's Pills.

There is a new railroad car that by its own motion compresses ammonia gas to liquid, which in going through the pipes expands and produces the necessary coldness in the air.

The great lung healer is found in that excellent medicine sold as Pickle's Anti-Consumptive Syrup. It soothes and diminishes the sensibility of the membranes of the throat and air passages, and is a sovereign remedy for all coughs, colds, hoarseness, pain or soreness of the chest, bronchitis, etc.

DIVORCED.

Toronto, March 7.--A St. Louis paper just to hand reports the granting of a decree of divorce to Ann Madeline Thomas from her husband, O. Wolverton Thomas, of Montreal. Mrs. Thomas was formerly of this city. Her husband is at present in South Africa, having enlisted in the Montreal company of the first contingent.

A Great Builder--The D. & L. Emulsion of Cod Liver Oil is a great builder. It gives weight, adds healthy flesh, and overcomes any downward tendency of health. Davis & Lawrence Co., Ltd., makers.

A Jack-rabbit sausage factory is to be started in Kansas, in order to utilize the heavy and yearly increasing crop of this creature.

A DINNAGE PILL--Many persons suffer excruciating agony after partaking of a hearty dinner. The food partaken of is like a ball of lead upon the stomach, and instead of being a healing nutrient, it becomes a poison to the system. Dr. Parmelee's Vegetable Pills are wonderful correctives of such troubles. They correct acidity, open the secretions, and convey the food partaken of into healthy nutriment. They are just the medicine to take if troubled with indigestion.

TO CURE A GOLD IN ONE DAY.
Take Laxative Broom Quinine Tablets. All druggists refund the money if it fails to cure.
E. W. Groves' signature is on each box.