London Advertiser. [Established by JOHN CAMERON, in 1863.]

LEADING DAILY IN WESTERN ONTARIO.

Advertising and subscription rates furnished on application. THE LONDON ADVERTISER COMPANY LONDON, ONTARIO

London, Saturday, Feb. 1.

hon. James Sutherland's Department of Marine and Fisheries.

For the first time, in the person of Hon. James Sutherland, the Department of Marine and Fisheries is held by an Ontario man. And yet it may remembered there are great present and future marine and fishing Interests associated with the Pacific as well as with the Atlantic that geography points west was well as east from the central Pro-The various services under the department, as given by Mr. Sutherland in his Woodstock speech, suggested much of importance and interest.

They are as follows: The construction and maintenance Dominion steamers.

Pilots, pilotage, and decayed pilot Ports, harbors, harbor commission-

ers and harbor masters. Piers, wharves, breakwaters and collection of tolls. Marine hospitals throughout the Dominion, and sick and distressed sea-

Humane establishments. Lifeboat services, and rewards for saving life.

Inquiries into the causes of shipwrecks and casualties, and collection of wreck statistics. Inspection of steamboats, and examination of engineers.

Examination of masters and mates. and registration and measurement of Meteorological and magnetic ser-

Climatology of Canada. Tidal observations. Inspection of vessels and the carry-

ing of live stock. Shipping of seamen, shipping mas-

ters, and shipping officers.
Winter communication land by steamer and iceboats. Hydrographic service.

Administration of deck-load law and deck-load lines. Removal of wrecks and other obstructions in navigable waters.

Although somewhat inland in Western Ontario, said Mr. Sutherland, his audience were aware of the difficulties and disadvantages that had to be contended with in the navigation of the St. Lawrence, owing to the increased rates of insurance on ocean ly selected, cleaned and placed in steamers as compared with American ports, which in extreme cases amounts to \$5,000 on each trip; therefore large expenditures might have to be made to improve the great commercial outlet of the whole interior of the Dominion, and new aids must be expected for the improvement of navigation on the Canadian route. "While the department has always been intimately connected with the seaboard," said the minister, "our magnificent stretches of inland navigation must not be overlooked: and an increase in the shipping trade of the great lakes should be fostered, and the large enterprises which have been inaugurated at Sault Ste. Marie, Midland, Collingwood and other lake ports will call for an immense increase in Canadian shipping, and it will be my care to foster these developments in every way possible. I am convinced that the impulse given to commerce by these large works, and by the completeness of the enlarged canal system on the St. Lawrence, will co-operate to create a better market for the immense resources of Ontario, giving increased marketing farm produce."

the St. Lawrence, Mr. Sutherland said it was his intention to consider the question of improving the pilotage system and the management of the pilotage commissions, so that none but competent men should be employed or appointed, with a view to the better protection of lives and property.

Among the important services is the hydrographic surveys. Surveys have been made on Lake Huron, Georgian Bay, Lake Winnipeg, St. Lawrence River, the coast of the Maritime Provinces, and the coast of British Columbia. Hydrographic charts have been made and completed of the various waters referred to, and it is now the purpose of the department to extend the survey to Lake Superior, and for tion in future. this purpose a steamer has been pur-

The meteorological service includes good account of the Department. storm warnings and forecasts of the weather, issued from the central office at Toronto for the great lakes and harbors in the Maritime Provinces and storm warnings are greatly appreciated by mariners, and also by forwarders of perishable goods, who are guided in their operations of shipments by them. The importers and exporters of fruit have manifested their appreciation of these forecasts and have taken advantage of them.

The inspection of machinery, hulls a very important service, and this has recently been extended to steamers trading between points in British Columbia and Skaguay in the United States and other portions of Alaska and lakes on the way to the Yukon

The department has a fleet of twenty

eries protection service, representing over the C. P. R. from local stations a value of over \$1,000,000, and the cost of maintaining these vessels amounts to over \$350,000 annually. These vessels are occupied at the lighthouse and buoy service, hydrographic work, and the protection of the fisheries, as well as the winter mail between Prince Edward Island and the mainland.

As to our Canadian fisheries, it is universally admitted that they are the most valuable and varied in the world; their value to the country is increasing year by year. Fifty years ago their value is stated at \$150,000; twenty years later, 1870, they exceeded \$4,000,-000; 1880, they exceeded \$14,000; 1890, they exceeded \$17,000,000; 1900, they ex-

ceeded \$21,000,000. "The fishing industry," explained Mr. Sutherland, helps to sustain other valuable industries, viz., boatbuilding, sailmaking, net and twine manufacture, barrel and box making, salt, ice and other industries, manufacture of cans for salmon, lobsters, etc., and many other trades giving employment to large numbers of people, but capable of still greater increase in value. Just as dairying has been bettered by improved handling and packing, and butter, cheese and dairy products packed up more neatly and efficiently now command better markets, so there is a vast improvement possible in putting up and packing our fish. Better prices and better markets will be secured. Take herring, for example; best methods of curing, neat packing, world's markets, and secured the highest price and best demand for them. supplied by Norway and Scotland."

The quality of Canadian herring is as careless curing, rough handling and not in demand in these markets, and scheme is completed and sanctioned by Mr. Sutherland for the improving of Prince Edward Island and the main- the packing of our Canadian herring

in Scotch and Norse methods. "Then, take our oysters as they are sent into the markets now; badly put up, including broken shells, small, immature oysters, mud and debris, all jammed in with splendid oysters; the oysters themselves so good that in 1899 in Paris they were granted the first place gold medal in competition with the whole world. They compare with Marenne oysters, and oysters generally, in the French markets, whenever neathandy baskets. Our men might gain ten times their present earnings by more careful packing, and I hope I may be able to carry out immediately an improvement in the direction indi-

Mr. Sutherland continued: "On the great lakes we have had sturgeon yielding the best caviare in the world. The eggs or roe sent from Canada and packed in New York, by German and Russian packers, have yielded enormous returns. With proper instruction and training, our fishermen, instead of foreigners, could reap the golden harvest. Some years ago our fishermen sold sturgeon eggs from 25 to 30 cents perpound, which the New York people, I am told, got nearly \$1 per pound for, after a little careful manipulating; and after exportation to Europe it sells at twice and three times that rate."

Our fishermen, largely as they have benefited, have not got one-fifth the returns they should have realized, almost solely because they have not sent their products into the market in a cleanly, neatly packed and attractive condition. prices as well as reducing the cost of The Minister sees the possibility of great improvements in this matter, and has under consideration a scheme for With reference to the pilotage on giving instructions in the best methods of putting up fish, thereby increasing the demand and the prices.

The following is the yield of the fish-

eries for 1900:	-uh-rahi
Nova Scotia	\$7,809,152
British Columbia	4,818,840
New Brunswick	3,769,742
Quebec	1,989,279
Ontario	1,333,294
Prince Edward Island	1,059,193
Manitoba and the Northwest Territories	718,151

Total \$21,557,639 In connection with fish-breeding establishments, numerous applications for fry of the sporting varieties convinces Mr. Sutherland that the operations can be extended in this direction. With this end in view the establishment at Ottawa will be an experimental institu-

Mr. Sutherland's address at the nomchased and is now being fitted out ination, from which we reproduce the to begin the survey at the opening of facts foregoing, was listened to with much interest. The new Minister is a splendid administrator, and will give a

Provincial Auction Sales.

The provincial auction sales British Columbia. The forecasts and live stock will be held at Ot-Guelph on Feb. 26. A large number of entries have been made, the number considerably in excess of what will be required. As a result, only those animals will be accepted that are in every way the best. People wishing to purchase stock can depend upon having an opportunity of choosing from stock and equipments of steamboats forms of individual merit and good breeding. A large number of the most prominent breeders of the province have offered

stock for sale. The animals to be sold at Ottawa include Shorthorns, Ayrshires, Yorkshires and Tamworths; at Guelph there will be only representatives of

the beef breeds and swine. Reduced railway rates will be grant-

vessels, including those used for fish- ed to parties who attended these sales, hand, "there was none who acclaimed east of Fort William and from all the discharge of our imperial obligapoints on the Northern and Northwestern division of the G. T. R., and factor in sound statesmanship." The also on the L. E. and D. R. R.. Those speech was, then, a great personal attending the sales must purchase first-Ottawa or Guelph, and obtain certificates to that effect on standard certificate form.

The provincial auction sales which the provincial sales this year.

Lord Rosebery's Great Speech.

The speech given by Lord Rosebery at Chesterfield is regarded all round as an event of great importance in the British political world. It may be true that there is no immediate visible results, but all the same it has caused a change in the situation. The account given by Sir Wemyss Reid, in his monthly Chronique, is, of course, from the standpoint of an ardent admirer, but it is not mere adulation, but a well-reasoned statement. He declares that the speech was not "boomed," and that there has been no intriguing on the part of Lord Rosebery's friends. The place where the speech was given is a small town, and there was no attempt to do more than gather together superior barrels, etc., gave Scottish the Liberals of the district. Others herring the supreme place in the went simply because they wished to be there. The building was a very bad one for speaking, and at first it seem-Norway engaged Scotch men and ed as if the speakers would not be women to teach Norwegians the Scot- heard at all. Lord Rosebery, however, tish methods, and now Norway her- laid hold of his audience, and delivered ring is in great demand. Chicago and a speech which applied to a wider conother great United States markets are stituency, and after the speech he stood on a higher platform as a statesman than ever before. "It is but a few weeks since men were speculating upon good, perhaps superior; but owing to the possibility of his being a leading figure in the ranks of the Unionist packing in inferior barrels, they are party, and there were thousands of good Radicals throughout the coundo not bring the highest prices. A try who regarded him as a greater enemy to Liberalism than Lord Salisdeal to remove that, while, on the other \$20,000 building.

him more loudly than those who make tions the essential and predominating

success. It was sober, serious, free class full rate, one way tickets to from all sectional devices; the calm and yet passionate words of a man concerned for the welfare of his country. The papers all agree that the speech was a great one, and they are were held at Ottawa and Guelph last still criticising. It was an independent year greatly exceeded expectations and speech, and criticised pretty freely the indications point in the direction of a views of both the extreme sections of very keen interest in the matter of the Liberal party; that is, it was the disposing and buying of live stock at speech of a leader. What precise effect the speech will have upon the Government and the Liberal party it may be difficult to say, but we can rejoice that a man of such striking abilities and strong convictions has again come to the front, and his influence will be felt in many ways that cannot be measured.

We have heard of people buying their libraries by the cubic foot, but Col. Matheson, M.P.P., has even gone so far as to estimate the value of a book by ascertaining its avoirdupois. Doubtless the colonel will next come forward with a similar scheme for weighing arguments.

Telegraphic Briefs.

Lieut.-Col. Dent has arrived in Que-

bec to buy horses for South Africa. The faculty at Kalamazoo College, Mich., is considering forbidding football playing.

James Osmond, an employe of the Ottawa Electric Light Company, was killed by a shock.

Capt. H. W. Lee, who died suddenly a few days ago at Ottawa, left an estate valued at \$24,500. Ignace Paderewski has arrived in

New York with his wife. He comes to see and oversee the production of his "Manru," at the Metropolitan Opera House. According to a report which has just

reached Port Towsend, Wash., an earthquake and landslide occurred in the Olympic Mountains in the western portion of Jefferson county just prior to the big storm last week.

The Ottawa civic finance committee recommends the expenditure of \$30,000 for the accommodation of an annual live stock show to be held at the capibury or Mr. Chamberlain." The tal in the winter. It is proposed to buy \$30,000 worth of land and put up a

CHANGE OF LIFE

Some Sensible Advice to Women by Mrs. E. Sailer,

President German Relief Association, Los Angeles, Cal.

Owing to modern methods of living, not one woman in a thousand approaches this perfectly natural change without experiencing a train of very annoying and sometimes painful symptoms.

Those dreadful hot flashes, sending the blood surging to the heart until it seems ready to burst, and the faint feeling that follows, sometimes with chills, as if the heart were going to stop for good, are only a few of the symptoms of a dangerous nervous trouble. The nerves are crying out for assistance. The cry should be heeded in time. Lydia E. Pinkham's Vegetable Compound was prepared to meet the needs of woman's system at this trying period of her life, and all women who use it pass through this trying period with comfort and safety. with comfort and safety.



MRS. E. SAILER.

*Dear Mrs. Pinkham:—When I passed through what is known as 'change of life,' I had two years' suffering,—sudden heat, and as quick chills would pass over me; my appetite was variable and I never could tell for a day at a time how I would feel the next day. Five bottles of Lydia E. Pinkham's Vegetable Compound changed all that, my days became days of health, and I have enjoyed every day since, - now six years.

"We have used considerable of your Vegetable Compound in our charitable work, as we find that to restore a poor mother to health so she can support herself and those dependent upon her, if such there be, s truer charity than to give other aid. You have my hearty endorsen nt, for you have proven yourself a true friend to suffering women."

—Mrs. E. Sailer, 7361 Hill St., Los Angeles, Cal.

When one stops to think about the good Mrs. Sailer derived from Mrs. Pirkham's advice and medicine, it seems almost beyond belief yet it is all true as stated in her letter published above at her own request. No other medicine in the world has received such widespread

and unqualified endorsement. Refuse all substitutes. As a matter of positive fact Mrs. Pinkham has on file thousands of letters from women who have been safely carried through that danger period "Change of Life." Mrs. Sailer's cure is not an unusual one for Mrs. Pinkham's medicine to accomplish.

No other person can give such helping advice to women who are sick as can Mrs. Pinkham, for none have had such a great experience—her address is Lynn, Mass., and her advice free—if you are sick write her—you are foolish if you don't.

TEWARD.—We have deposited with the National City Bank of Lyan, 3600 is ich will be paid to any person who can find that the above testimonial letter is the continuous continuou

208, 210,

208, 210, 2101/2 and 212

The crowning event of the year will be the crowning of King Edward in June. The crowning event in the Drygoods trade of London will begin in this store

Saturday Morning, Feb. 1st.

Stock-taking is now over and we find many lines that must be cleared out to make room for New Spring Goods. We are conscious that to accomplish this something

Stupendous! Extraordinary!

in price reductions must be made. No half-hearted ordinary methods will answer. For verification of this statement we draw your attention to the following incomparable bargain list:

Clearance Sale of Mantles. 17 only, Ladies' Mantles in Beaver Cloth,

black, brown and fawn. Regular price was \$6, Feb. Sale Price 99c.

15 only, Ladies' Mantles in brown and green Frieze. Regular prices were from \$4.75

Feb. Sale Price \$1.

7 only, Ladies' Jackets, in fawn Frieze. Regular price was \$6.25,

Feb. Sale Price \$1.50.

10 only, Black Curl Cloth Jackets. Regular \$5.50 to \$8.50.

ular \$62.50, for\$47 00

Feb. Sale Price \$3.50 to \$5.

Clearance Sale of Furs. r only, Sable and Seal Caperine, reg-

only, Electric Seal Jacket, regular \$36, for\$29 00 only, Astrachan Jackets, regular \$25, for\$19 00 only, Astrachan Jackets, regular \$36, for\$29 50

only, Astrachan Jacket, regular \$40, for\$31 00 only, Lamb and Electric Seal Cape-

Regular price \$30.

rine, regular \$18, for \$13 00 2 only, Sable Ruffs, \$12, for.. \$8 90 | 2 Black Opossum Ruffs, \$7, only, Sable Ruffs, \$10, for .. \$6 90

double breasted. Regular price \$12.50,

Feb. Sale Price \$4.90.

tian Cloth, braid trimmed, jacket silk lined.

Feb. Sale Price \$12.

2 only, Ladies' Costumes, in Blue Vene-

I only, Electric Seal Caperine, regular \$30, for\$22 00 1 only, Sable Caperine, regular \$30, for\$19 00 2 only, Gray Lamb Caperines, regular \$15, for.....\$11 00 I only, Black Lamb Caperine, regular \$20, for\$15 00 I pair only, Ladies' Seal Gauntlets, \$18, for.....\$13 00

for.....\$5 50 1 only Sable Ruff, \$6.90, for .. \$4 90 1 Mink Ruff, \$9, for \$6 50 2 only Thibet Muffs, \$6.75, 1 Silver Fox Ruff, \$12, for....\$7 90 1 only Sable Muff, \$9, for....\$6 90 for.....\$4 90 Bargains Ladies' in Skirts. Costumes. 15 only, Ladies' Skirts, in Plaid Home-7 only, Ladies' Tweed Costumes, Jacket spuns. Regular prices were \$4 and \$6,

Feb Sale Price \$1.90.

11 only, Ladies' Black and Navy Serge Skirts. Regular prices were \$3.50 to \$5.50, Feb. Sale Price \$2.25.

BOOTS AND SHOES

We are closing out our Boot and Shoe Department to give the space to other lines. The whole stock selling at cost and under.

Clearance Sale of Silks and Dress Goods. SILKS.



Silks, 50c for 39c. English Liberty Stripe Silk, light and dark shades, regular 50c, to clear, per yard 39c

50c for 29c. Fancy Crinkle Silks, all light shades, regular 50c, to clear 29c

Also 6 pieces Colored Satin, regular 50c, to clear 85c Taffeta 50c.

7 pieces Colored Taffeta Silk, regular 65c, 75c and 85c, to clear, per yard.................................. 50c

85c Cord Silks for 50c. 15 pieces Colored Cord Silks, for waists, regular 75c and 85c, to clear at 50c

\$1 50 Grenadine \$1 00.

44-inch Silk Grenadine, in white, cream, black, yellow, pink, cornflower, red, with stripes of white, for evening wear, regular \$1 50, to clear.....\$1 00



\$2 75 Golf Suitings \$1. 10 pieces Golf Reversible Suiting, in gray, green and brown, mixed, plain and plaid back, regular \$1 75 to to \$2 75, to clear, per

yard......\$1 00 \$2 Plaids for 59c. 10 pieces plaid Dress Goods, for girls' dresses, plain surface and camelshair plaids,

regular \$1, \$1 50 and \$2, to clear at..... 590

\$1 Homespuns 39c.

54-inch Homespun Suitings, all wool, plain and fancy, regular \$1 and \$1 50, to clear, per yard...... 39c

75c Dress Goods 29c. 20 pieces Fancy Dress Goods and Plaids, regular 50c, 60c and 75c, to clear, per yard 290

Sealette for Coats.

Regular \$3 90, to clear.....\$2 50 Regular \$6, to clear.....\$4 00 Beaver Cloth for Coats.

\$1 25 quality, to clear 85c

\$1 75 and \$2 quality, to clear \$1 25

CLEARANCE SALE



Carpets, Comforters. \$1 00 Brussels Carpet for 75c

70c Tapestry Carpet for .. 60c Tapestry Carpet for .. 35c Tapestry Carpet for .. 75c All-Wool Carpet for .. \$1 00 Comforters for \$1 25 Comforters for \$1 35 Comforters for \$1 00

57c 84c \$2 25 Comforters for \$1 50 \$2 50 Comforters for \$1 85 \$5 75 Eider Comforters . . \$4 25

Lace Curtains. 50c Lace Curtains for 39c

\$1 00 Lace Curtains for .. 69c \$1 50 Lace Curtains for .. \$1 10 \$2 25 Lace Cursains for .. \$1 60 \$3 00 Lace Curtains for . . \$2 20 \$3 50 Lace Curtains for . . \$2 50 \$4 50 Lace Curtains for\$2 90 \$5 00 Lace Curtains for\$3 20 \$5 75 Lace Curtains for\$3 40

Watch This Space From Day to Day.