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The London Advertiser Printing Co.,
Limited.

LONDON, FRIDAY, OCT. 31.

THE SIGNIFICANCE OF SOUTH BRUCE.

It is a most unusual thing in Canadian history for a Government to be defeated at a by-election within two years of its return to power by an overwhelming majority such as Mr. Borden got in Ontario. Rarely has any by-election gone against a Government. A Liberal win so unprecedented as that in South Bruce, taken in connection with the halving of the Conservative majority in East Middlesex, calls for some other explanation than local causes.

There was no want of energy and vigilance on either side. The Government tried everything possible in East Middlesex and North Bruce. Cabinet ministers came thick and fast into both constituencies, particularly the latter. There was no over-confidence, and the workers in the Government's interest made use of all its advantages in prestige and patronage. The result must therefore cause some searching of heart among our Conservative friends.

It is a fair and obvious inference that the abnormal Conservative majority is receding all over Ontario. Two explanations may be confidently given: (1) The farmers and others are being undecieved as to the trade campaign of 1911, and the utterly factitious cry of loyalty. Many Liberals see now what a farce the game was and are returning to their colors.

(2) The Government have tried without success to make something out of the naval issue. They have put it in the forefront, counting on popular indignation at the Senate's rejection of the emergency contribution, and no navy bill. But the electors are quite unresponsive. The Government can make less than nothing out of the naval question.

What, then, have the Government to offer to the people? What constructive policy can they recommend? They have nothing; they are bankrupt, except for the power of office and patronage. They are hopelessly wrong on both trade and navy. No wonder Ontario is going back to normal electoral conditions, to the profit of the Liberals. Measure Ontario by the South Bruce or East Middlesex by-elections, and you find a slump that in a general election would almost wipe out the Government's majority in this Province. All that Mr. Borden can do now is to wait out his remaining 30 months, hoping for something to turn up. His instinct of self-preservation was right in risking no general election. The only emergency was his own.

THE OPERATION OF THE L. AND P. S. R.

The municipal machinery takes on a new complication with the civic operation of the London and Port Stanley Railway. The road is nominally controlled by the London and Port Stanley Railway Board, which is practically a committee of the City Council, a legal fiction to meet the requirements of the municipal act. The Board, on behalf of the city, leases the road to the Pere Marquette, collects the rental and turns it into the city coffers. Under the new arrangement the board will lease the road to the city itself. For the purpose of municipal operation a new body is to be created, an elective commission, with the Mayor as a member ex-officio. The commissioners have been already hand-picked by Mr. Beck, though electors will be given the privilege of going through the form of voting.

As the directors of the road, the London and Port Stanley Board, propose to charge the city a rental averaging \$27,000 for the 99-year period of the lease. For the first ten years, the rental will be \$20,000, increasing later by degrees. This sum may be taken as the Board's guess at the surplus to be earned by the road after paying operating expenses and fixed charges upon the \$700,000 of new capital expenditure. If the surplus should exceed the guess, the city will get the benefit of it. If there is a deficit, the taxpayers must make it good.

The city is the creditor of the London and Port Stanley Board to the extent of about \$1,800,000, on mortgage bonds, including arrears of interest, and legislation requires the Board to apply its receipts to this indebtedness, which carries 5 per cent interest. Here is an annual charge of \$30,000 against which the Board estimates it will receive \$20,000 annually for the next ten years—about the same sum as it receives from the Pere Marquette. The Board's expectation of an average of \$37,000 for 99 years shows that it is not counting on any fulfillment of the pledge that electrification will materially reduce taxation. The Canadian Northern Railway Company offered an

equal amount to the city for an 83-year lease, and in addition would have reconstructed the road without a cent of charge to the city. If the London and Port Stanley Railway Board's calculations are correct, the city has assumed a debt of \$700,000 for nothing. Of course, the electrificationists say the surplus will be much greater. We shall see what we shall see.

THE AGE OF DECAY.

When so great an authority in medicine and physiology as Sir William Osler announced his belief that man's best work was completed before he was 40, and that after that date mental and physical decay approached, people of middle life began to feel humble, and to fear that their usefulness was gone. But there was a comforting thought when it was noticed that he coupled his dictum regarding the age of decay with Anthony Trollope's amusing novel, wherein it was proposed to chloroform those who had reached the fixed period which indicated the approach of failing vitality. There was hope that the whole thing was a joke. Indeed, Sir William Osler afterwards explained that he was half in jest.

Because, you know, it would really have been a sad thing if the age of 40 meant the beginning of failure. There are a great many men and women who have passed that age. They are occupying the most important positions in the country. They are our leaders in politics, in commerce, in manufactures, in railroading, in the professions and in the arts. Some of them have got very far beyond the 40-year limit, and seem to be rather active people. If mental decay began soon after 40 the country would be in a bad state with these 40-year-old men in charge.

But if any of them are inclined to be a little timid, and doubtful of their fitness to do things, there is some consolation and encouragement in a statement by the chief statistician of the United States census bureau. He has been going over the returns of the last decade, and announces as a fact which can be supported by figures that man is not past his prime at 40. We always thought so. But it is gratifying to have the assurance of a person who is an expert in the knowledge of practical conditions. Theories give way before columns of statistics. There is a chance for the young-old man yet.

The fact is, you cannot make a rule that will be of general application to millions of men and women. We have no doubt that there are those who have passed their prime at 40. Indeed, we know of some who never reached their prime at all, and had become useless before they arrived at the critical two score. On the other hand, there are those who, like the venerable but lusty patriarch of old, retain their youth, and arrive at three score and ten with the eye undimmed and the natural strength not abated. A great deal depends on the individual himself, something on his natural temperament and constitution, something on his surroundings, but far more on his conduct and manner of life. He who uses his mental and physical powers with judgment, as well as with energy; he who works as hard as he can and worries as little as possible; he who cares for his body and keeps his soul clean; he who can find time to think for others and to work for others as well as himself; he who can go through life with an active brain, a busy hand, a warm heart and a cheerful spirit; such a man will be very likely to carry youth with him through all his allotted years, and will not be past his prime until his task is accomplished and his life-work done.

Stocks have slumped badly this year, including the Borden Government's.

The emergency has appeared, and danger signals are flying. Mr. Borden sees them in South Bruce.

There's one Conservative in South Bruce who can be philosophic over the result. He is Senator Donnelly.

The long evenings are setting in again, and society people in London will, of course, return to the study of Shakespeare and the Bible.

Mr. Borden says Canada Can't; Mr. Bourassa says Canada Shan't. But South Bruce says Canada can and will. And what South Bruce says today, Ontario will say when it gets the chance.

Evidently, Messrs. Clare and Welch were no good as missionaries in the German settlements of South Bruce. We doubt if even Col. Hughes could "teach these Germans a lesson." Better leave them alone in the future.

"Our local contemporary continues to cling to the delusion that British shipbuilding firms would have established a Dreadnought building plant in Canada that would have cost Canada nothing."—London Free Press.

Nothing for the plant itself; something, doubtless, in the increased cost of building in Canada. But as our local contemporary said four years ago: "Patriotism will gather more closely about battleships built in Canada than battleships built in England. The may cost more to build in this country, where facilities are not complete, but it probably will be money well spent."

"The Senate will accept the verdict (South Bruce) gratefully, and the outcome will have the heartiest approval of Henri Bourassa."—Free Press.

Doubtless, the Senate will feel that South Bruce, speaking for the people of Ontario, has approved its course. But why Mr. Bourassa? After the Chateaugay election, Mr. Bourassa declared that the Nationalists preferred Mr. Borden's policy to that of Sir Wilfrid Laurier, because it was "less advanced," and "less imperialistic." There is no reason to suppose he has changed his mind in the last two or three weeks. The Borden-Bourassa alliance still exists. The two leaders are still united in their support of a Canada-Can't and Canada-Won't policy. They will both feel sore over the result in South Bruce.

CLIMBING OUT OF A HOLE.

[New York Evening Post.]
Every one has heard authentic stories of the man who asked another, "Who is that old tramp over yonder?" and got the reply, "She is my wife." But the story doesn't go far enough. Jones observed an old lady sitting across the room from him. "For heaven's sake!" he remarked to Robinson, "who is that extraordinarily ugly woman there?" "That," answered Robinson, "is my wife!" Jones was taken aback, but moved up front again. "Well," he said, persuasively, "you just ought to see mine!"

AT LEAST ONE.

[Cleveland Plaindealer.]
"Every one has some secret sorrow," says a philosophizing friend. "Even the fattest and jolliest of us has a skeleton in his midst."

EARNING HIS PAY.

[London Teller.]
Sportsman (who has passed everything he has fired at)—Did I hit him? Keeper (anxious to please)—Not exactly, 'im, sir; I can't say that. But, my word! I never see a rabbit wuss scared.

INHERITED SUPERIORITY.

[Washington Herald.]
The Declaration of Independence states that all men are born free and equal. I believe? "Something of the sort." "Then why do you hold yourself so aloof?" "My dear man, I'm descended from one of its signers."

NO LET-UP.

[New York Sun.]
Knicker—Life is hard.
Bocker—Yes; by the time your mother stops forbidding you to eat jam, the doctor begins.

WELL POSTED.

[Judge.]
"You seem to be very intimate with the Digbys. I didn't know you had met them."
"I haven't met them. I patronize their dressmaker."

THE AMERICAN DRAMA.

[New York Evening Mail.]
Theatres we have, but lack three trifling factors:
Some dramatists, a public, and good actors.

DEAD SLOW.

[Puck.]
"My dear," said Mr. Bickers to his wife, "I saw in the papers to-day the vision of a Virginian court that the wife may, in some cases, be the head of the family."
"John Henry," replied Mrs. Bickers, "the courts are sometimes very slow in finding out things!"

NELSON'S LAST FIGHT.

[Rev. Thomas B. Gregory, in the New York American.]
It was 198 years ago, on Oct. 21, 1805, that England's greatest admiral died in the midst of his glory at Trafalgar.

When Nelson fell mortally wounded upon the blood-stained deck of the Victory he knew that he was leaving his name to live forever in the naval annals of the empire. It was Nelson's genius that brought Napoleon's Egyptian expedition to a disastrous close; and it was the recollection of what that genius had wrought at the battle of the Nile that saved England from the proposed French invasion with the great emperor at its head. Nelson had his failings, but his country has agreed to forget his weaknesses and try to be duly grateful for what he did for her in the hour of need.

A little dwarf of a man, Nelson made even his puny statue serve him. When passing over the quay at Yarmouth to take command of the ship to which he had been appointed, he overheard someone sneeringly remark, "Why make that little fellow a captain?" And the sneer stuck to him as long as he lived. "Little fellow," he answered; "this little fellow will yet be the biggest man in the king's navy." It was the memory of that sneer that helped to make him the most wonderful sea fighter in British history.

Nelson was noted for his unflinching promptness. When at the very height of his fame, with the laurels thick about him, he was asked by an ardent admirer how he accounted for his great success, he replied: "I was always a

quarter of an hour ahead of time." He never forgot that in war position was half the battle, and he was always at the right place at the right time.

BELYING APPEARANCE.

[Punch.]
Editor—Did you say you evolved this joke yourself?
Artist—I did, sir.
Editor—H'm, and yet you don't look more than thirty years of age.

EVIDENT.

[Life.]
In a registration booth in San Francisco an old colored woman had just finished registering for the first time. "Am you shore," she asked the clerk, "dat I've done all I has to do?" "Quite sure," replied the clerk; "you see it's very simple." "I'd ought to knowed it," said the old woman. "If those fool men folks been doing it all dese years, I might 'a' knowed it was a powerful simple process."

USUALLY.

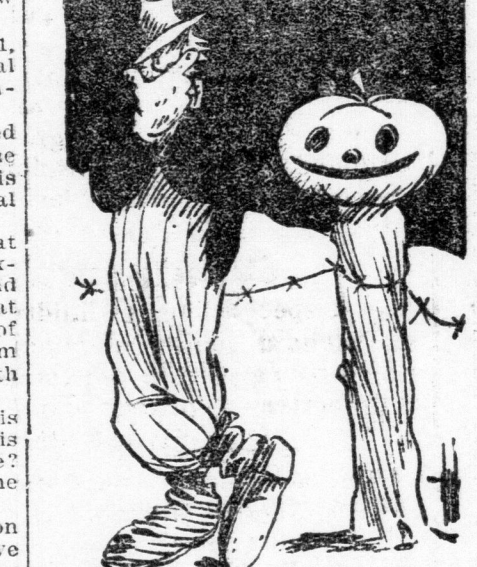
[Judge.]
"What is frenzied finance?"
"Financing your friends."

BRAIDS.

[Chicago Tribune.]
There are no young girls in America, asserts a French observer. Our girls, he says, become young ladies too soon. They become sophisticated too early. They are trying to charm and to attract at an age when they should properly take orders from mothers. The Frenchman bases his conclusion on his observations in our large cities. No doubt if he had gone in the smaller towns he would have found less sophistication and more braids. Nevertheless his criticism is not amiss. It is the big cities that are the standard for the rest of this country. They set the pace. And the squid type, with naive, innocent eyes, is indeed becoming rare in our cities. In the poorer shifts of society the shop and the factory are responsible for the appearance of the young girl type. A girl of 14 when thrown in the company of older girls day after day is quickly dragged into the whirlpool of life. With the will to do as she sees the girl is willfully spoiled by the overindulgent parents. Too little discipline is as bad as too much. The early disappearance of the braid and the acquisition instead of worldly-wise ways and manners by our young girls lend a coarseness to our civilization which it could profitably lose.

A FEW LINES of MOST ANYTHING

ABE MARTIN



"Th' most pop'lar kind o' fire trouble is laziness. All th' world is a tirm an' its men an' women merely cowboys an' Indians."

The spectacle of an octogenarian teaching physical culture should put a lot of flat-chested youths to shame.

Have you got out of the habit of looking for the missing corner clock yet? Neither have we.

The Order of Hustlers may be expected to serve a mandamus on Mr. Woodrow Wilson Ruse if he doesn't replace it.

The Liberals are justified in march-

BRALEY'S POEM TODAY

STRENGTH.

To love the Truth and to fight for it
No matter what fate betide,
To toil through the day and night for it
And never to turn aside;
To hold his honor dear to him
As long as the game shall last,
To follow the course that's clear to him
To the End of the World—and past.

To help the weak and the faltering,
The weary among the throng,
Yet keep, with a Will unaltering,
His place with the Stern and Strong;
To bear the ills that are bearable
With a courage that will not tire,
Being slow to wrath, but terrible
When roused to a righteous ire.

To stand by his comrades loyally
Through stormy weather or fair;
To spend his substance royally
Whenever the need is there;
To face his Fate and be bold to her
Whenever she blocks the road;
To love One Woman and hold to her—
That is the Strong Man's Code!

—BERTON BRALEY.



Saturday Morning Specials, 9 to 12 o'clock

The following items will be on sale from 9 to 12 o'clock Saturday morning only.

7 dozen Women's Kid and Lamb Gloves—Two domes, French sewn and perfect fitting. These are odd pairs of dollar qualities and left-overs from former sales. All perfect goods, mostly tan and black. Nearly all sizes. Be here early tomorrow to get a pair of these. Saturday morning special, per pair 49c

HANDKERCHIEFS—Women's Fine Lawn Handkerchiefs, hemstitched. Reg. 5c each. Saturday morning only 2 for 5c

CASHMERE HOSE—Women's fine English Llama Cashmere Hose, all wool, seamless throughout, reinforced feet. Sizes 8½ to 10. Saturday morning, pair 30c (Half dozen pairs at \$1.75).

MEN'S UNDERWEAR—Special table of Men's Fleece-Lined Undershirts and Drawers, heavy weight, well finished garments, full sizes, 36 to 42. Best 50c line. Saturday morning only, garment 44c

Per Suit 85c.
WOMEN'S VESTS—Fine knit fleece-lined goods, cream color and natural wool, full-sized. Were \$1 and 75c. Saturday morning, special, per garment 69c

Don't ask for these prices after 12 o'clock Saturday morning.
Men's Raincoats
24 only Men's Waterproof Raincoats, fine quality, good weight, stitched and taped seams; will wear well and thoroughly waterproof. Regular \$10. On sale at \$7.50
7 only Young Men's Waterproof Coats, heavy weight paramatta cloth, thoroughly waterproof. While they last, only \$5.95

CHAPMAN'S

Where high quality and low prices are linked to your advantage.

This week-end list is rich in values. Shrewd shoppers will not miss a single item.

COATS

18 only Women's Long Tweed Coats, dark gray trimmed with reverse side of tweed, fastened with large buttons; good style and warm. Sizes 34 to 42. Extra special bargain \$4.95

20 only Women's Long Tweed Coats, light colors, all pure wool, black velvet trimmed cut-away fronts. Regular \$10. Special at \$6.50

10 only Women's Black Caracul Coats, lined throughout with Venetian lining, handsome collar effect. Sizes 36 to 42. Comfortable and warm winter Coat. Special bargain at \$14.00

Low Priced Skirts

Women's Vienna Cloth Skirts, natural waistline, braid and button trimmed. Choice of navy or black. Lengths 38 to 42 inches. A good work skirt \$1.50

Women's Black Cheviot Skirts, high waistline, panels trimmed with buttons. Lengths 38 to 42 inches. Serviceable everyday skirt \$1.75

Women's Vienna Skirts, in black or navy, guaranteed not to spot, braid and button trimmed, natural waistline. A nice skirt for elderly ladies \$2.50

Also Women's Black Cheviot Skirts, high waistline, trimmed with braid and arrow heads. All lengths. Price \$2.50

Women's Box Cloth Skirts, in black or navy, trimmed with braid and arrowheads, high waist effect. All lengths \$3.50

\$10 Suits \$10

52 only Women's and Misses' Suits go on sale today at \$10 each. The biggest Suit bargain offered anywhere this season. Choice of blue and black serge and cheviot, also a variety of tweed effects. Women's sizes, 34 to 42. Misses' sizes, 16 and 18 years. Regular prices \$15 and \$16. On sale today and Saturday, \$10. Don't miss this opportunity to get a handsome Suit.

CORSETS.

10 dozen Long Hip Corsets, made of fine white coutil, popular style, perfect fitting; draw string at top, four hose supporters attached. Bargain price 69c

FLANNELETTE.

Soft and fleecy plain white Saxony Flannelette, 27 inches wide. Per yard 8½c (Or 12 yards for \$1.00).

BUNGALOW NETS.

For all kinds of curtains, new designs, at 15c, 20c, 25c and 35c per yard.

BLANKETS.

Scotch Wool Blankets, absolutely pure wool, full size. At \$4.00, \$4.50, \$5.00, \$6, \$6.50, \$7, \$8, \$9 pair.

BEAUTIFUL SILKS

They're of supreme interest to every woman just now. Soft, supple silks for afternoon and evening wear.

DUCHESSE MOUSSELINE SILK, beautiful quality for drape dresses, in all wanted shades, such as cerise and paddy green, also cream, ivory and black, 36 inches wide \$1.00

BROCADED SILK CREPE DE CHINE—A favorite this season, in Persian blue, golden brown, tan, pink, yellow and black; 38 inches wide \$1.50

POPLIN DE SOIE—A pure silk fabric for drape dresses, in all wanted shades. 38 inches wide 95c

BLACK PAILLETTE SILKS

\$1 QUALITY FOR 85c YD. \$1.25 QUALITY FOR \$1 YD. Beautiful qualities of rich black Paillette Silk for dresses and waists, 36 inches wide. See these specials.

J. H. Chapman & Co., 239, 241, 243 Dundas Street

Cattle Shipments Break All Records

Canadian Farmers Are Depleting Their Stocks and Will Have To Buy Back at Higher Prices—Big Jump in the Cost of Living Unless American Products Are Admitted in Competition.

[Special to The Advertiser.]

Sarnia, Oct. 31.—Nearly seven thousand head of cattle have passed through the Sarnia tunnel this month, and every head is Canadian, en route to the big packing houses at Chicago, and to Michigan buyers.

During the same time, from ten to fifteen cars of dressed beef have been shipped through the tunnel daily from the Montreal district to the big meat buyers in the American city.

No influx neutralizes the exodus of Canadian beef, and in practically a steady stream one of the most vital food necessities of the Dominion is flowing into the States.

Both Will Suffer.

Authorities on the cattle question are of the opinion that not only the consumer, but the farmer as well will suffer. Under the tempting prices offered by the American buyers, farmers are practically denuding the province and themselves of beef, and it is very possible that the man who sells the beef will buy it back again from the States at a price that will knock the profit from his sale of today.

All the cattle are going to the States, and the who hath, hath the disposal thereof. Michigan buyers have been cleaning up the herds in Western Ontario.

Unable To Buy.

Butchers in Sarnia are unable to purchase beef to kill. It has all been sold to American buyers. Butchers in other towns are facing a similar predicament. Canadian butchers will be forced from now on, to buy from the wholesale dealers in the big Canadian cities, and these wholesale dealers purchase and must purchase their meat from the Chicago packing houses.

It looks like a case of Canadian cattle pawned on an American market, to be redeemed at exorbitant interest (duty added) in the near future. Standard authorities across the line claim that even with the increased supply there is not more than enough beef to

By Only choice.

It has been proven by statistics that American housewives buy only the choicest meats, and Armour himself claims that it is this extravagance that is responsible for high prices. It logically follows that if the neighbors across the line consume principally the best portions of the beef, that Canada will be a market for the cheaper grades, at a price not much cheaper than they pay across the border for the best, and as for the choicest cuts, they will be a luxury for the rich only. Meat is selling in Port Huron cheaper than it is in Sarnia, and the Port Huron butchers buy direct from Chicago.

Prices Will Jump.

It is possible that the anticipated Canadian demand for meat, together with that of consumers in the States will tend to make uniformly high prices in both countries. Swift & Co. are hiring meat killers and sending them through to Toronto and dress the purchased beef.

Incidentally, but not the less important, other food necessities will advance in price, and in more than one case have already.

Those who have hitherto subsisted largely on meat as part of their daily diet, are now purchasing other foods to take the place of meat, and with this increased demand for other necessities, of which, as in the case of eggs, there is but a limited supply, the prices of these articles will also soar. Boarding houses in Sarnia have already raised the price of meals, and the boarding house is an almost infallible indicator of the municipal market.

ROYAL YEAST
MAKES PERFECT BREAD