

London Advertiser.
TWO EDITIONS DAILY - WEEKLY.
TELEPHONE CALLS.
Business Office 107
Job Department 175
Editorial Department 134
LONDON, WEDNESDAY, MAY 18.

The Birth Rate Again.

Ven. Archdeacon Williams, of Stratford, returns to the discussion of the birth rate of Ontario, a subject upon which he is deeply in earnest. He asserts that all western nations show a decrease in the birth rate, but of all communities in the new or old world Ontario has the lowest. In this Mr. Williams says he makes all allowance for defective registration; but an examination of the last report of the deputy registrar-general for Ontario, Dr. Bryce, strengthens the impression that a study of the problem cannot be based safely on the provincial statistics. The number of births registered in Ontario in 1902 was 47,796, an increase of 1,735 over the previous year. Yet there was a decrease of 66 in 1901, as compared with 1900. How can this be accounted for except by grossly defective registration? The variation of the birth rate by counties is another evidence of this. The rate was 21.7 births for each 1,000 of the population, but the following districts showed these percentages, which ought to please the most ardent anti-Malthusian:

Nipissing 39.9
Prescott and Russell 35.9
Algoma 30.3
Haliburton 29.4
Parry Sound 29.3

It may be said that these are new districts where the population is not exposed to the influences, moral, social or conventional, which operate to depress the birth rate in older communities. But the new district of Rainy River, where conditions are the same, shows a rate of only 17.5. The only explanation is that the vital statistics are not recorded as accurately in Rainy River as in the other portions of New Ontario. The city of Toronto in 1902 showed a birth rate of 24.0. London showed only 18.5, St. Catharines 18.9, Stratford 18.4 and Chatham 17.5. In all of these four places, Dr. Bryce says, "there is reason to believe defective registration plays a part in the abnormally low birth rate." Ottawa shows a rate of 26.3, which will be ascribed to the number of French in the city, but Dr. Bryce points out that the counties with a large French population show a decrease in the rate.

"Taken as a whole," says Dr. Bryce, "the returns of the birth rate for the Province, must, from the comparative standpoint, be looked upon as fairly satisfactory. It shows not only a total increase over 1901 of 8.7 per cent, but a rate satisfactory with the 1 per cent increase in population." He admits that it is not what might be looked for, as England and Wales have an average of 28.5, but, considering that the registration laws in this Province are so loosely observed and that probably thousands of births every year are not recorded, the statistics cannot be said to prove Mr. Williams' assertion that Ontario's birth rate is "about the lowest in the world." The tendency toward a decreased birth rate is apparent here as elsewhere, but not in an exceptional degree. One of the causes undoubtedly is that people are marrying later in life. In 1902 the bride's average age in Huron County was 26, in Hamilton 25.5, in London 25.3, in Ottawa 25.2, and in Toronto 24.3. The groom's average age in these municipalities was 29. The average age of the brides two or three generations ago was a good deal nearer 20 than 25; and there are many who will differ from the opinion that the postponement of the marriage age has been a social evil. A young woman at 25 or 30 is better fitted for the serious duties of matrimony than one of 20; and the same argument applies to the other sex. If the decrease of the birth rate were due only to this cause there would be no reason for alarm. Mr. Williams sees other causes—the reputation of religious sanctions, loss of veneration for the sacred character of marriage, and the craving for social pleasure. These are themes for the moralist and sociologist, but our point is that the statistical records of the Province are too imperfect to be employed with much confidence in a discussion of the question.

A Defense of the Battleship.

Captain Mahan, the naval expert, does not regard the days of the battleship as numbered. There is no reason to assume, he says, that the exceptional conditions that have prevailed lately in Asia are to become the rule in future naval wars. The torpedo boat has succeeded in accomplishing at Port Arthur precisely what it has always been known could be accomplished under similar circumstances. Unprepared, badly handled ships have fallen a prey to rapid, skillfully-directed attacks. The Japanese knew how to handle the tools of their trade; the Russians did not. Capt. Mahan does not say this in so many words, but the inference is obvious. He points out that though Russia has no lack of torpedo boats in the east not a single Japanese vessel has been struck by them, though the blockading fleet has repeatedly come within the zone of torpedo attack and under favorable weather conditions.

In this connection he recalls the interesting fact that when the Japanese torpedo destroyers discovered a Russian torpedo boat destroyer they went in pursuit, cut her off and destroyed her in ten minutes with their six-pound guns. In the excitement of the moment the torpedo was forgotten and the battle was fought with the guns in which lie the strength of the battleship. In this same connection

he shows how easily the Russian cruiser Bayan dispersed a flotilla of torpedo boats, which indicates that power concentrated in one vessel will prevail over power scattered over several.

Captain Mahan argues that in the long run command of the sea is decided by the heavy ships which form the main fighting line and which correspond to the masses of infantry which are generally the decisive factor in a land battle. In building a navy the prime objects are mobility and power, and Capt. Mahan holds that the battleship combines these as no other vessel can. Such a vessel can hit hard and travel long distances, whereas the smaller vessels, like torpedo craft, can travel only short distances and are helpless in a seaway. Moreover, battleships can launch torpedoes if necessary and, on account of their greater stability, with far greater effect than can the torpedo boat proper. Capt. Mahan thus sums up his conclusions formed after a close study of the war in the east:

"Nothing has occurred so far to confirm the opinion that torpedo attacks by small vessels against battleships will be frequently successful. However, even as a matter of mere good luck, success at times must be expected; hence it is desirable to regulate the size of the battleship that the loss of one may not be excessively felt. It will be impossible to wrest control of the sea with vessels, exempt by their draft from torpedo injury; and control of the sea is the one thing needed. For the most part, attack by torpedo vessels will be confined to coasts and the neighborhood of ports where they will be generally encountered, and in measure checked, by their own class."

A CHEERFUL MAN.

[Sam Kler.]
He always had a cheerful smile, He never was discouraged;
He held his head up all the while, He never was discouraged;
Within the big asylum yard He went attended by a guard,
And, thinking that he was a king, Made no complaint at anything—
He never was discouraged.

JUVENILE STRATEGY.

[Chicago Tribune.]
"What have you got in that package," said the attendant at the great public museum.
"Bananas," answered the boy.
"Dozen of 'em. Want one?"
"No, and you can't bring them in here."
"Why not?"
"It's against the rules. But you can check the package at that window and get it when you come out."
"Cost any thing to check it?"
"Five cents."
The boy said he wouldn't pay it, and went away.
Ten minutes later he reappeared, without the package.
"I guess I can go in now, all right," he said.
"Hold on. Have you got those bananas concealed about you?"
"Yes, sir; all but the skins. I threw them away."
And there was a grin of triumph on his face as he went through the turnstile.

MAN AND THE SABBATH.

[Archbishop of Canterbury.]
Each man is responsible to God for so using the Lord's Day as to fit him best for the working days that follow.

NO RELATION OF HIS.

[Boston Herald.]
A thin, nervous looking man stepped up to the pulpit as the latter came down from the pulpit.
"You have had a good deal to say this morning," he observed, "about a fellow that killed a man named Abel."
"Certainly," replied the pastor. "The Sin of Cain" was the subject of my discourse.
"I wish you'd do me the favor next Sunday," said the thin man, in some excitement, "to tell the folks that the man you were talking about this morning ain't no relation to the Kane that keeps a livery stable down by the mill. I don't want none of my friends to think that I had a hand in that killing. That's all. Good day."

WISE WORDS FROM FRA ELBERTA.

[The Philistine.]
"The world bestows its big prizes, both in money and honors, for but one thing, and that is Initiative. What is Initiative? I'll tell you. It is doing the right thing without being told. But next to doing the thing without being told is to do it when you are told once. Next there are those who never do a thing until they are told twice, such as get no honor and small pay. Next there are those who do the right thing only when necessity pushes them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard hat, still live in the turn of the wheel, and the scale than this, is the fellow who will not do the right thing even when some one goes along to show him how; and stays to see that he does it; he is always out of a job and receives the contempt he deserves, unless he has a rich pa, in which case destiny patiently awaits around the corner with a stuffed club. To which class do you belong?"

INCONTESTABLE.

[Smart Set.]
Insurance Agent—What are the proofs of your husband's death, madam?
The Widow—Well, he has been home for the last three nights.

ACROSS THE STIX.

[Montreal Herald.]
Has Sir Henry M. Stanley found Livingston again?

THE FACETIOUS CLERK.

[Cleveland Plaindealer.]
The low-browed ruffian entered the drug store and confronted the lonely clerk.
"Have you any knockout drops?" he hoarsely inquired.
"No," said the smiling clerk, "but there is something just as good."
And reaching over the showcase he rapped the ruffian heavily on the head with a stout iron bar.

CITY AND COUNTRY LIFE.

[Rochester, N. Y., Herald.]
The average young man or woman who has to work for a living would rather live in the turmoil and glitter of the city than to enjoy the far more healthful, if less exciting, less "stylish" perhaps, life of the country. We do not know by what means the surplus unemployed labor of the cities can be restored to the farming communities. It is certain, however, that an adjustment of the existing false and abnormal conditions—scarcity on the farm and over-supply in the town—would operate to their mutual advantage and benefit. There seems to be need of a campaign of education and enlightenment.

FORCE OF HABIT.

[Baltimore American.]
"Round Sergeant—What? Asleep again?" Can't be that this is from force of habit?
Walking Patrolman—N-n-no, sir, just a habit o' th' force.

AS THE SCENE SHIFTS.

[From the Philadelphia Inquirer.]
Harbin and Dally, says Count Cassini, in a magazine article written before the Japanese had done anything on land, "cost Russia more than \$300,000,000; to have abandoned them in the face of the menacing attitude of an ambitious and daring nation would have been an act of stupendous folly that would have made Russia not only the laughing stock, but the object of the scornful pity of the whole civilized world." But Count Cassini did not know of Kuropatkin's withdrawal strategy then.

A DOWNTRODDEN FAMILY.

[Cincinnati Commercial Tribune.]
Brown—"Then you've no sympathy for the Czars?"
Jones—Not much; you see, since our baby came, we know exactly what a Czars case like.

MORE UNFAIRNESS.

[Ottawa Journal.]
The Japanese advance into Manchuria seems to be another case of Japan's unfair use of striking force before Russia was ready.

MEETINGS ENDED FOR THE SEASON

Historical Society Will Not Assemble Again Until October—A P.ctic.

The closing meeting of the season of the London and Middlesex Historical Society was held in the Public Library building last night, the proceedings being very interesting.

In the unavoidable absence of the author, Mrs. Gahan read an article, "Pioneer Life in London Township." The paper dealt in part with Mr. Duncan Mackenzie, who was appointed township clerk in 1819 and who fought in the battle of Waterloo. On Dec. 19, 1818, Mr. Mackenzie's second daughter, Mary, was born to her father and a son-in-law, Mr. Donald McMillan. Mrs. R. J. Evans and the Misses Kate and Annie McMillan are grand-daughters of Mr. Mackenzie.

Another very interesting paper was that contributed by Mr. Frank Lawson, of the Presbyterian Church, of Hyde Park, three-quarters of a mile distant from his residence. Her name is Mrs. McDonald, a great-granddaughter of her son-in-law, Mr. Donald McMillan. Mrs. R. J. Evans and the Misses Kate and Annie McMillan are grand-daughters of Mr. Mackenzie.

Several matters of business were dealt with during the meeting. Dr. Woodworth was appointed delegate to the Ontario Historical Society, the meeting of which is to be held at Windsor on June 1, and it was decided to offer prizes for the best historical essays to school children in the county. A committee was appointed to make arrangements for a picnic to be held in the course of the summer, on the site of an old Indian fort, on the late Mr. Shaw-Wood's farm. The society will resume its meetings in October.

Violin selections by Misses Albright and McNab, and also solos by Miss Baldwin, enlivened the evening's proceedings.

WORK AT CANADIAN SOO

Busy Summer Anticipated—Work on New Docks Will Start Soon.

Sault Ste. Marie, Ont., May 18.—Work on the new Government dock will soon be started. The steamer Erin is en route from Welland to the Soo, having on board the outfit which will be used in the work of construction.

The timber to be used is ready for delivery as soon as the workmen get in a position to receive it. The work will furnish employment for about a hundred men during the summer. In addition to the new Government dock the other Government works will do much towards making a busy summer in the Soo.

The expense which will result in the expenditure of more than \$50,000 is under way and Contractor Birmingham will start as soon as possible the work of extending the eastern canal piers.

A LACK OF MILK

Cheese Factories Unable to Secure Sufficient Cream.

Toronto, May 18.—The supply of milk throughout the Province is showing a serious falling off, and the cheese factories are suffering in consequence. Such is the gist of numerous reports which have been received by G. A. Putnam, superintendent of Government Institutes, from the cheese factory inspectors. The decrease in the milk supply of the factories is attributed to several causes; first, the low price of cheese; second, the lack of sufficient food for the cows, on account of the late spring; and third, the poor condition of the cows, owing to the long winter.

Mr. Putnam added that the prospects are good for a large supply later in the season. The inspectors report that a great many improvements are being made to the factories this year.

THE DEADLY BASEBALL.

Boston, May 18.—One woman killed and three boys, between the ages of 5 and 10, fatally injured, is the sacrifice Boston paid yesterday for baseball. The accidents were in different parts of the city. Two boys suffered fractured skulls, a third, while playing ball in the street, was mangled by a street car, and an unknown woman was run down and killed by a car that was loaded so heavily with baseball fans the motor-man could not stop it.

SHABBY BROTHER WAS RICH.

Derby, Conn., May 18.—When Miss Lydia P. Harris of Coventry, went to Worcester, Mass., yesterday to give her brother Charles decent burial she found that instead of being penniless he had died rich. In a musty old trunk in the man's aqual room were cash and bank accounts amounting to \$35,000. Harris was 60 years old and had lived apparently in poverty. For years he had been a small game warden with the



Miss M. Cartledge gives some helpful advice to young girls. Her letter is but one of thousands which prove that nothing is so helpful to young girls who are just arriving at the period of womanhood as Lydia E. Pinkham's Vegetable Compound.

"DEAR MRS. PINKHAM:—I cannot praise Lydia E. Pinkham's Vegetable Compound too highly, for it is the only medicine I ever tried which cured me. I suffered much from my first menstrual period, I felt so weak and dizzy at times I could not pursue my studies with the usual interest. My thoughts became sluggish, my head ached, backaches and sinking spells, also pains in the back and lower limbs. In fact, I was sick all over."

"Finally, after many other remedies had been tried, I was advised to take Lydia E. Pinkham's Vegetable Compound, and I am pleased to say that after taking it only two weeks, a wonderful change for the better took place, and in a short time I was in perfect health. I felt buoyant, full of life, and found all work a pastime. I am indeed glad to tell my experience with Lydia E. Pinkham's Vegetable Compound, for it made a different girl of me. Yours very truly, Miss M. Cartledge, 533 Whitehall St., Atlanta, Ga."—\$5000 forfeit if formal of above letter proving genuineness cannot be produced.

trunk as his only apparent property, and subsisted on lunch-counter fare. How he made his money no one can say. The entire fortune will go to Miss Harris.

A MALAHIDE PIONEER

Lived in the Township 75 Years—Was Forty Years a Deacon.

The late Deacon James McConnell (father of Mrs. (Rev.) T. S. Johnson, of this city), whose death at Lakeview, Erie, Pa., was referred to in these columns, passed away at the residence of his son Carey. Mr. McConnell's mental faculties remained unimpaired to the last, although for the past four years he had been physically infirm. Over 75 years ago he came with his parents from Weymouth, Nova Scotia, and settled on Nova Scotia street, the first concession of Malahide, where he had ever lived. He resided there for 40 years and was buried and for 40 years had been a deacon of Calvary Baptist Church. In the spirit he had been a true missionary and for several years maintained a native preacher in India. He was highly honored and deeply beloved by all who knew him, and of him it can be truly said that "He fought the good fight." His funeral sermon was preached on Sunday morning in Calvary Church by Rev. J. E. Stobo, from a text selected by himself.

Besides a large circle of sorrowing friends, he leaves two sons, Carey at home, and J. Borden, of Port Burwell, and two daughters, Mrs. (Rev.) T. S. Johnson and Mrs. W. W. Wainwright, London. Several grandchildren and two sisters, Mrs. Charles Chute and Mrs. Walter Chute, both of Lakeview, and two brothers, William, of New York, and Joseph, of Minneapolis, also survive the patriarch and pioneer.

CAN MAKE MEN SOUND AND STRONG

Detroit Specialist Discovers Something Entirely New for the Cure of Men's Diseases in Their Own Homes.

YOU PAY ONLY IF CURED.

Expect No Money Unless He Cures You—Method and Full Particulars Sent Free—Write for This Very Day.

A Detroit specialist who has 14 certificates and diplomas from medical colleges and state boards of medical examiners, has perfected a startling method of curing the diseases of men in their own homes; so that there may be no doubt in the mind of any man that he has both



DR. S. GOLDBERG, The Possessor of 14 Diplomas and Certificates Who Wants No Money That He Does Not Earn.

the method and the ability to do so, he says, Dr. Goldberg, the discoverer, will send the method entirely free to all men who send him their name and address. He wants to hear from men who have stricture that they have been unable to get cured, prostatic trouble, sexual weakness, varicose veins, hemorrhoids, piles, hydrocele, enlargement of parts, impotence, etc. His wonderful method not only cures the condition itself, but likewise all the complications, such as rheumatism, bladder or kidney trouble, heart disease, nervous debility, etc. The doctor realizes that it is one thing to make claims and another thing to back them up, so he has made it a rule not to ask for money unless he cures you, and when you are cured he feels sure that you will willingly pay him a small fee. It is a wonderful secret, and that it is to the best interests of every man who suffers in this way, to write the doctor confidentially and let him know before he reads the method, as well as many booklets on the subject, including the one that contains the 14 diplomas and certificates, entirely free. Address him simply, Dr. S. Goldberg, Room 2, Detroit, Mich., and it will all immediately be sent you free. This is something entirely new and well worth learning more about.

DAINTY WHITE LAWN BLOUSES

"THE NEWEST OF THE NEW."

We have received another most unique assortment of Ladies' White Lawn Waists, prettily trimmed, beautiful and dainty. They are made from the best materials, in modern design and the daintiest novelties.

LADIES' WHITE MERCERIZED DAMASK BLOUSES

Full blouse fronts, trimmed with half-inch tucks, point bishop sleeve and tab collar. Price.....\$1.75

LADIES' MOST STYLISH BLOUSES

Finest selection of Ladies' Blouses in white linen, large pleats back and front, bishop sleeve and tab collar. Price.....\$2.00

LADIES' EXTRA FINE BLOUSES

Ladies' Blouses in linen shade, fronts embroidered in black, bishop sleeve and tuck back. Price.....\$3.75

LADIES' DAINY BLOUSES

Ladies' Blouses in linen shade, fronts embroidered in white, tucked back, bishop sleeve. Price.....\$3.25

LADIES' WHITE LAWN BLOUSES

Handsome selection of the Daintiest Blouses—the newest styles (no two alike), trimmed with embroidery and fine lace insertions, bishop sleeves, all the newest patterns and ideas. Ranging in price from 75c to \$6.00

LADIES' WHITE AND COLORED BLOUSES

Very neatly made and trimmed, the largest assortment to choose from, just arrived. Selling at...75c to \$1.00

LADIES' STYLISH NECKWEAR

SILK STOCKS—In all the newest shades, the latest out. At from.....25c to 75c

CHIFFON COLLARS—The "newest of the new." At from.....90c to \$1.50

HAND-EMBROIDERED WASH STOCKS—In white and assorted colors.....88c to \$1.25

WHITE AND COLORED WASH STOCKS—The largest assortment.....25c to 55c

What We Advertise Is So.

Kingsmill's

Special Sale of Ladies' Blouses.

COMMERCIAL FLIM-FLAM.

"THAUMATURGY—consists in first making a stranger feel at home, and then in taking that home away, without his knowing it."

Trade mark parasitism is a modern example. —Walter Baker, of Worcester, perfects a Cocoa, invests a fortune in advertising it, and begins to make two fortunes out of it—on merit.

Enter now, Walter Faker, who calls his factory a village, and dubs it Worcester also, — by accident.

Soon he sells the Retailer, at a lower price, a seeming duplicate of the standard goods of Walter Baker, of Worcester.

And the Retailer puts them forward joyously, because of the longer profit in the untried substitute.

Of course, Walter Faker suffers, but Walter Faker can't afford to recognize that.

He makes the public "feel at home" by the similarity of name, and then "takes that home away" by forgetting to put into his substitute the more costly items, which made the original article, famous and worth substituting.

These abstracted items, through people's confidence in another's brand, he expects to transmute into a fat pocketbook.

By and by, consumers begin to admit a surprising difference between "Baker" and "Faker" Cocoa, but not till they have royally paid for the privilege of sampling the Thaumaturgic kind.

Beware of Thaumaturgic Shoes.

No shoe is a genuine "Slater Shoe," unless it bears these identical words—"The Slater Shoe"—set in a slate frame, and stamped on the soles.

Goodyear Welted, \$3.50 and \$5.00.

"The Slater Shoe"

SLATER SHOE STORE

171 Dundas Street, LONDON, ONTARIO. C. A. HARDEMAN, Manager.

WAS THIS CASEY?

Pawtucket, R. I., May 18.—An amateur game of baseball was the means this afternoon of stopping the big mill of the Slater Cotton Company, and throwing several hundred hands into idleness for the remainder of the day.

Two Mills by Means of a Large Rope

cable and a "batted ball" was thrown upon the cable and drawn into the pulley. This caused some of the strands of the cable to part, shutting off the power.

Notion.

Feather Pillows and Mattresses cleaned and sterilized. New Feather Pillows, art tickings, and Cushions, Hair Mattresses, Wool Mattresses, Spring Beds, Iron and Brass Bedsteads. Feather sold by the pound at Hunt & Sons', Feather Pillow and Mattress Manufacturers, 163 Richmond street north. Tel. 444.