

The London Advertiser
FOUNDED IN 1852.
NOON AND EVENING DAILY.
WESTERN ADVERTISER WEEKLY.
THE LONDON ADVERTISER CO.,
Limited, Publishers,
191-193 Dundas Street, London, Ont.

PHONE NUMBERS.
Business Department 107
Editorial Rooms 114 and 115
Job Printing Department 175

TO SUBSCRIBERS.
Readers of The Advertiser are requested to favor the management by reporting any irregularities in delivery.

SUBSCRIPTION RATES.
Daily delivered by Carrier in City: \$5.00
One week 10c
Daily delivered by Carrier outside City: \$5.00
One week 10c
Daily, by Mail, Outside City: \$5.00
One week 10c
One year \$52.00

The Advertiser is on sale regularly at the following news stands, where subscriptions may be taken:
Buffalo, N. Y.—R. J. Seldersberg, Ed.
Chicago, Ill.—Chicago Newspaper Co.
London, Ont.—Kentucky International News Company.
Toronto—Toronto News Stand.
Rosedale House News Stand.
(Entered as matter of the second class.)

LONDON, MONDAY, SEPT. 4.
39,000,000 CONSUMERS AT OUR DOORS.

What has to be ever firmly borne in mind is that Canada's production of food grows faster every year than her population and consumption, and if a larger and nearer market be opened to her produce, it will advance much faster still. It is no argument to say that Great Britain can take up all our surplus wheat today, but she will not be able to take care of it a few years hence. Already the total production of Canadian wheat is greater than the total quantity of wheat which Great Britain purchases from all countries. In the British market our farmers have to compete with the whole world, whereas they will have a protected market in the United States. The export of Canadian butter to Great Britain has dropped from seven millions to one million dollars, almost an extinction; in the same time our total export of provisions has fallen off fifteen million dollars. It is all nonsense to talk about the home and British markets being enough for a country with Canada's immense natural resources.

Note the conditions. Right at the door of Ontario there is a population of 39,000,000, three in Ontario and Western Quebec, thirty-six in New York, Pennsylvania and parts of Ohio, Illinois, Indiana, Michigan, Virginia, Maryland, New Jersey, Delaware, Connecticut, Massachusetts and Vermont. On the Canadian side are but two cities over 100,000, on the American side 28, totalling among them fifteen millions of people. The increasing needs of the consumers within this populous region will under reciprocity be met rather by the Ontario and Quebec producers, who are nearby, than by the farmers of the agricultural states farther west. The Western American farmers see this very well, and are out against the pact. Ontario and Quebec farmers will come in for the lion's share of the increasing markets south of the lakes. Reciprocity will be a boon, particularly to New Ontario and to the provincial railway from Timiskaming, which, by the way, as an iniquitous north and south concern, should be suppressed by that great economist, Sir James Whitney.

Farmers of Ontario who wish to make more money, who know that they can raise more stuff and better than their American cousins, and who wish success to the T. and N. O. Railway, will vote for Dr. Routledge, Mr. Alex. Smith, Mr. Duncan Ross, Dr. Fairbank, etc. They will refuse to vote for men like the Armstrongs and Marshalls, some of whom brazen out an opinion the opposite to what they expressed a year ago, and while fattening their own purses on the American market, seek to deny farmers the same privilege. Vote for Laurier, larger markets and freer conditions of commerce. All that is necessary is simply to enter into the Promised Land that Sir John Macdonald hoped for and Sir Wilfrid Laurier has attained. The great advantage that will accrue to both Canada and the United States from free trade in natural products is that these

FLOODED WITH CANADIAN MILK

The Eastern States are equally strong with the central and western in opposing the reciprocity agreement. Mr. C. M. Gardner, master of the Massachusetts State Grange, and chairman of the Massachusetts Dairy Bureau, states (Page 64, Senate Committee Report): "Our agricultural people in Massachusetts believe it is going to be disastrous, and I can bring you, gentlemen, instances—a good many of them—where negotiations that were in progress for the purchase of farms in the last few months have stopped, and where proposed extensions of farms, in the increase of buildings and in the purchase of machinery, have stopped, because our wide-awake farmers are fearful that the future prospects do not warrant this expenditure."

Gentlemen, we are interested in the production of milk, and we have been finding for the last few years one of the most difficult phases of that problem—the incoming of Canadian milk. You would be surprised if you knew how many thousands of cans of Canadian-produced milk are sold in the city of Boston every week of the year."

natural products will follow natural lines of trade to the natural and best markets—those nearest.

CANADA CLOSER TO MARKET

Mr. John A. McSparrrow, of Pennsylvania, representing the grangers of Pennsylvania, Kentucky, Maine, Colorado and Washington, told the United States Senate committee on reciprocity (Page 57 Senate Committee Report): "If there was an ocean between the United States and Canada, it would be different, but Canada is closer to some of our extensive operations than we are ourselves; Canada is really closer."

THE ADVERTISER AND THE FREE PRESS.

A newspaper war of words has little more interest than profit for the public, but we should like to know that many readers desire a controversy with some point to it, if it is honestly and fairly waged. A newspaper intent on building up a case owes it to its readers, as well as to its own self-respect and reputation, and its hope of influencing others, not to willfully falsify its premises. In an election campaign the average elector is absolutely dependent upon one newspaper—the one to which he regularly subscribes—for the facts and figures, the speeches and arguments, from which he draws his inferences and conclusions if he doesn't wish these ready-made. To misrepresent speeches, to pervert facts and figures, to conceal or distort information necessary to the reader if he is to use his judgment rightly, is to betray a sacred trust. It is polluting the springs of public opinion. It is like poisoning the wells, a practice ruled out of civilized warfare.

Take the dispute between The Advertiser and the Free Press over the lumber schedules of the reciprocity bill. It began with an attempt on the part of the Free Press to make political capital of an irrelevant circumstance, the importation of a few carloads of Georgia pine in a rough state from the United States to be planned in a London mill and used in the construction of a church. Rough lumber has been duty-free in Canada for many years, and there are not twenty public men in Canada who would advocate taxing it, especially in these days when the conservation of standing timber in Canada is the policy of all parties, to be pressed as far as is consistent with meeting the demand for lumber and permitting the wood-working industries of the country to flourish. The more rough lumber that can be imported to feed these industries, the more will Canada be able to conserve her own forest wealth, particularly her valuable white pine.

Now the Free Press was not only wrong in objecting to the importation of this rough lumber and in representing that it deprived local labor of employment, but it proceeded to clinch its absurd error by an untruth which could not go unchallenged. It declared that the reciprocity bill would put dressed lumber also on the free list, thus transferring to the United States the employment furnished here by working up the timber from its rough to its finished state. We quote its words again:

"WHEN RECIPROCITY COMES INTO EFFECT THE DUTY OF 12½ PER CENT ON DRESSED LUMBER COMES OFF. RECIPROCITY MAKES THE DRESSED LUMBER FROM THE UNITED STATES FREE. RECIPROCITY STRIKES AT THE LONDON WORKINGMEN'S EMPLOYMENT."

This gross misstatement may have been written in ignorance by a subordinate and have slipped in unobserved by the editorial eye. In that case it should have been immediately corrected, but no correction was forthcoming in the next edition. The Advertiser, which modestly professes to have made some study of the reciprocity agreement before discussing this phase of it, denounced the attempt to deceive the workingmen. It asserted that dressed lumber would not be placed on the free list. Its own reading of the schedules as printed in Hansard left the duty exactly as it had been for years.

Thus challenged the Free Press apparently began to study the lumber duties, and two or three days later reproduced a set of schedules copied from the Toronto Globe bearing out The Advertiser's contention that dressed lumber remained dutiable, but not bearing out The Advertiser's contention that the lumber tariff remained untouched. The reciprocity scale of duties as set out in the Globe's table, showed a considerable reduction from the present scale, but this was no justification for the Free Press claiming as it did that it was substantially correct in saying that the tariff had been wiped out. If our contemporary had been strictly

scrupulous it would have admitted its own mistake in addition to retorting on The Advertiser. The difference between the two papers was this: the Free Press brazenly refused to confess its error, while The Advertiser, for the moment too readily accepting the Globe's schedule as correct, had regard to its own honor and its obligation to its readers by acknowledging that it had made a mistake in saying the tariff had not been touched.

Further inquiry, however, showed that typographical or telegraphic errors had crept into the Globe's tables quite excusably in the hurry of compiling them the night of Mr. Fielding's speech. The Advertiser found that its first reading of the schedules and of Mr. Fielding's speech as printed in Hansard, was the correct one; that the reciprocity agreement made no reduction in the duties on dressed lumber. So far as The Advertiser is concerned the case rests there. The Free Press, thinking it had got The Advertiser in a corner, loudly challenged it to publish the lumber schedules. Well, The Advertiser has published the schedules taken from the official source—the records of Parliament itself. Now The Advertiser asks the Free Press to set its own readers right by doing the same thing. If it refuses to do so, or to plainly set forth the facts in another way, it will be convicted of "poisoning the wells" of party warfare.

IRRESISTIBLE LOGIC OF FACTS.

Since 1896, when the Laurier Government came into office, Canadian trade with the United States has grown as follows:

1896	\$102,022,424
1897	111,022,513
1898	124,419,925
1899	138,110,687
1900	178,462,401
1901	182,867,258
1902	192,041,734
1903	209,389,119
1904	223,539,447
1905	223,608,501
1906	234,964,509
1907	241,172,325
1908	272,031,127
1909	336,052,587

Is anyone so foolish as to say that this increase of trade has undermined Canadian loyalty or sapped Canadian national spirit or self-reliance? Then why should a further increase of trade carry these evil consequences?

THE ATTITUDE OF THE PRESS.

In the present campaign the Liberal press is standing solidly for reciprocity.

The daily Conservative press shows a number of notable desertions to the side of the agreement, while some of the present newspaper opponents of the natural-products programme cannot square their present positions with their "good bargain" utterances of a few months ago.

The weekly Liberal press is lined up unanimously in favor of reciprocity. It is producing two columns of editorial matter to every one it publishes in an ordinary campaign.

The weekly Conservative papers are nearly all "mum" on reciprocity. Some are saying nothing to antagonize their subscription list, composed almost exclusively of farmers, and others are damning their party's policy by faint praise.

The agricultural press, some representative of which finds its way into the home of nearly every up-to-date farmer, is united in support of reciprocity in natural products, independent of the party proclivities of its owners or editors.

The attitude of the agricultural press may be fairly taken as that of the farmer voter.

"HOMES SOLD OVER THEIR HEAD"

Addressing the United States Senate Committee on reciprocity, Mr. T. B. Collins, editor of the Northwestern Agriculturist, said: (Page 191 Senate Committee Report): "There is no other subject, gentlemen, before the farmers of the Northwest today; there is no issue that will compare with the issue which has been presented to them in this pact with Canada, by which their interests are to be betrayed and their homes sold over their heads."

THE CARSHOPS CANAD.

Turning from its misrepresentations respecting farm implement duties and dressed lumber, our local contemporary shows its inventive faculty in a new direction, alleging that reciprocity will cause the Grand Trunk car shops in East London to close up. Fortunately, The Advertiser is able at once to nail this fiction by a dispatch from Grand Trunk headquarters.

The story was not only untruthful but unfeeling. Great anxiety is necessarily caused to hundreds of homes in East London. Over 400 employees

would be directly affected by the closing of the car shops, and the whole East End and the city itself would suffer a hard blow.

If any railways are going to benefit by the pact it will be the Grand Trunk and Canadian Pacific in this part of the country. What railways will carry to Detroit and Buffalo the flood of Canadian cream, butter, cheese, eggs, cattle, horses, hogs, hay and grain? Traffic is going to be immensely stimulated especially in this part of Ontario. The car shops stand not to lose but to expand under the strain of an unprecedented trade.

A vote for Beattie will help Bourassa and the anti-British crew.

A vote for Beattie is a vote for a candidate who voted against the British preference.

Mr. Borden has thrown the naval question overboard, in order to keep Mr. Bourassa and the Nationalists on board the Opposition ship.

There is no distinction between the Nationalist and Conservative positions in Quebec, and Mr. Borden took mighty good care to create none in his Quebec tour.

Even the Ontario Government are loyal, though in calling for tenders for a public building they specify Georgia pine as a necessity—Toronto Globe.

Georgia pine! Horrors! The Whitney Government is guilty of taking the bread out of the mouths of Canadian workmen, according to the teaching of the London Free Press.

The farmers have to choose between reciprocity with the United States and competition with thirty million American farmers, or a preference in British markets and prices from 5 to 10 per cent greater than can be obtained by American farmers for the bulk of their exports—Toronto News.

Who has offered the Canadian farmers a preference in the British market? Let the News answer that question. A large wing of the British Unionist party is against both duties; and that is a badly beaten party.

THE SQUEAL OF THE PACKERS.

(Bait Baiter.)

The squeal of the packers is typical of everything nowadays generally. It is a squeal that originates in the desire to continue putting up economic points at the expense of the farmer and the consumer.

A DEDUCTION.

(Harper's Weekly.)

"Look at that fellow, Gassaway," said Hooks, "I say, look, if ever a man was born with a silver spoon in his mouth he's the one."

"Think so," said Dinkins. "Now, I should have said, looking at Gassaway's mouth, that he's been a soup ladle he was born with."

THE LOYALTY CRY.

(Vancouver World.)

That Sir Wilfrid Laurier has endeavored to keep not only Quebec, but the whole Dominion within the British Empire, the least possible sacrifice of national dignity and ideals, is, indeed, true, and it is that very course of action which has now brought down the loudest-mouthed disapproval of the self-seekers, who make their loyalty a password for pretension.

NO FOURTH.

(Los Angeles Times.)

A farmer posted a board to a farm laborer and the rental was to be one-fourth of the crop raised.

The laborer was amazed to find that the farmer was in due course, and he gave up his annual rent, but that he got nothing. The tenant hauled three loads of produce to his own farm, which was nothing left for the farmer. He, of course, remonstrated.

"Here," he said, "how's this? Wasn't I to get a fourth of the crop?"

"Yes, sir, you was," the tenant answered excitedly; "but, hang it, there was only three loads, sir!"

ANOTHER WAY.

(Pontiac Press-Gazette.)

It was a misguided youth who when arriving in New York police court for picking pockets exhibited the desire to grow up to be a lawyer. Lawyers don't do that way.

WHY HE IS LOVED.

(Stratford Beacon.)

It may well be said of Sir Wilfrid Laurier: "We love him for the enemies he has made."

COMPLETE.

(Harper's Bazar.)

Judson—"What is your wife's plan for a country home?"

Hudson—"Fourteen closets and a pergola."

LOVE'S MIRACLE.

(Louisiana Morgan Still in Harper's Magazine.)

Many wonderful things there be—Wax and honey of the bee, Milk of cow, and song of bird, In the dawn of morning heard; Bloom of flowers from dark earth, Myriad creatures come to birth, Children's laughter, and the sea's Deep, anthral harmonies; Sun that kindles with a spark Day's strange conquest of the dark; Moon and stars that glow afar Where unheard-of beings are; Clouds that paint the wistful sky With ethereal artistry; Winds that weave long symphonies On the hush-strung harps of trees—All these things, but none to be So divine, miraculous, Hath such awe the mind to bow As—thou art I, and I am thou.

GROUSE SHOOTING DE LUXE.

(New York World.)

A young New York millionaire has taken a party of friends to England for a week's grouse shooting under conditions of spectacular luxury that will give the public in prospect a new conception of American prodigality.

The passage over cost the host "several thousand pounds," and the total expense of the trip is estimated at \$50,000. The party occupied "specialty fitted suites" at a charge of \$700 each, the sitting-rooms were decorated with fresh flowers daily at a cost of \$500, and the gowns and the \$50,000 diamond necklace of the host's wife made a

MONDAY, SEPTEMBER 4, 1911

For a Business Training Which Is Not An Experiment

Attend the Long-Established

Westervelt School

(Y. M. C. A. Building, London, Ont.)

First in point of Equipment, Teachers, Results. Business Course in charge of a Chartered Accountant, Principal of Shorthand School is a graduate of the author of a system taught—Hogg.

Students assisted to positions.

Fall Term from September 5

You will take a Business and Shorthand Course but once. Why experiment?

CATALOGUES FREE.

Forest City Business and Shorthand College

(Y. M. C. A. Building, London, Ont.)

J. W. WESTERVELT, Jun., Chartered Accountant, Vice-Principal.
J. W. WESTERVELT, Principal.

proper impression on the other passengers. The party will motor to the moors, less than an hour from the hotel, where a hundred beaters will beat up the hand-fed "game."

Shooting grouse under such conditions is an improvement on putting song-birds in the elms and maples of Montreal. There is a social zest to it and the satisfaction of having beaten the English at their own "sport" and at a cost that will figure in the annals of American lavishness. It is a "stunt" which shows an originally not much tested by the millionaire who buys an old master or an old look for \$50,000, and should excite the admiration of all the young man's friends.

A POUND OF CURE.

(Yorker's Statesman.)

"You know there are microbes in everything nowadays," remarked the hearing-house lady.

"And when I heard of cook poisoning this steak before breakfast was she trying to kill me?"

VALUE TO NOVA SCOTIA.

(Halifax Chronicle.)

If the maritime provinces are to grow in production and wealth they must secure means of extension by markets for their surplus natural products. We cannot stay at home, swap jackknives with one another, and thereby grow rich and multiply. We must have outside markets for our products.

NUMBER THIRTEEN.

(London Letter.)

The London authorities are having a little trouble with aristocratic householders who refuse to allow the number 13 to appear upon their street doors. Curiously enough there is no such trouble with the poorer classes, who either hold the law in greater veneration or are less susceptible to the influence of superstition, or who already have so much ill-luck that a little extra does not count. London is very strict about the numbering of houses, and an official notification speedily brings the reluctant to foot.

FIXING THE BLAME.

(Newark News.)

The coroner's jury viewed the wreck and found that the accident had been caused by the negligence of one Simon Turner, deceased.

It was pointed out to them that Simon Turner had been merely a passenger on the ill-fated train.

"But he is the only dead man we can find," they answered.

NOT EVEN THERE.

(Harper's Bazar.)

Gabriel—Wasn't that spirit satisfied with her mansion?

Sir Peter—No; she said she certainly expected even closer.

WHAT SHE TOLD HIM.

(Houston Post.)

"He told her that he would gladly die for her."

"The same old bluff. Did it catch her?"

"No. She told him she would gladly let him."

EXCESS OF SLEEP IS A REAL DISEASE

The African Sleeping Sickness Is Not the Only Malady of That Kind.

London, Sept. 3.—That excess of sleep may be a symptom of serious even of fatal disease, has become familiar to the public in the descriptions of the "sleeping sickness," or African lethargy and the medical study of its causes and cure. The African sleeping-sickness, however, is by no means the only malady of this kind. A contributor to Cosmos (Paris, June 3) tells us of numerous cases where what he calls "hypersomnia," or excessive sleep, is present. And first he notes that mere excessive sleepiness—tendency to go to sleep—is not the same thing. This latter symptom, which accompanies many forms of brain affection, often interferes with real reparative sleep, the sleeper being in a state between sleep and waking. Real hypersomnia

In business offices where best ink is necessary

Stephens' Ink

is used.

USE IT AT HOME

-it costs no more.

W. G. M. SHEPHERD, MONTREAL, SOLE AGENT FOR CANADA

MONDAY

Why

Jellied Chicken
knuckle of veal, a
cupful of cold water, and
the boiling point
six-pound fowl.
Remove the
cook. Remove
until reduced to
with salt, pepper
clear. Force the
veal through a
upful of the at
alt. paprika and
add cupful of
pieces. Force the
stock in bread
third inch. Set
ice water, and w
hard-boiled eggs
ing stock. Whe
layer of veal, c
chicken meat,
with buttered
on top and let

Spiced Beef Tri
your neck of tri
tongue; then dr
to cover well; a
small pepper be
the tongue can
adding boiling w
time if needed.
the skin. Put s
clean sauceron
ful of sugar, o
of ground allsp
cupful of water
sawyer, and st
has been evapor
into very thin sl
diced lemon at

"PUPI"

It was "Pup
your Niece de
things" acting
night. And you
therefore not w
Father laugh
TIA! relief. And
Your Niece
slip. N. full of
call of potentia
rect. You, well
is being forced
sex-actant and
the soil of nat
You fail to
the sacredness
ed but you "h
"Have beauty."
familiarity and
may one day d
know her, save
love" of Toun
divinity "K
and tear.

You are not w
and shrink loo
for your—

RIVALS OF

Stevens are
such a manne
less of a reput
body portion t
which, if still
good many riv
are the variat
model that sho
curves always
long point at
draped effect
ting a rebu dou
Then there a
those that are
cases of unifo
to elbow, and

MADE RAVING MANIAC BY EXECUTION SCENE

French Navy Quartermaster a Prey to Hallucinations.

Paris, Sept. 3.—A prey to hallucinations induced by scenes at the execution of two sailors, at which he was a member of the firing party, Quartermaster of the French Navy, died in a hospital here.

After attending a comrade to death, the two sailors were fired and consigned to the flames. Their execution occurred on Aug. 9. The following day Balis was taken to the hospital where he had been a raving maniac ever since.

STOLE WHILE DRUNK.

Ottawa, Sept. 3.—John Alexander McEwan, arrested in Rochester, N. Y., on a charge of stealing a horse and kept from Archibald McMillan, some well-known, admitted in the police court today that he had stolen the outfit but had not intended to do so when he had been taken to the police station. He had been taken to the police station by a charge of stealing a horse and kept from Archibald McMillan, some well-known, admitted in the police court today that he had stolen the outfit but had not intended to do so when he had been taken to the police station. He had been taken to the police station by a charge of stealing a horse and kept from Archibald McMillan, some well-known, admitted in the police court today that he had stolen the outfit but had not intended to do so when he had been taken to the police station.

FROM BROADCLOUT WITH BLACK
Shirts will be
Madam Fashion
the last couple
walking and ind
in many instan
ankle and some
of this is over
promenade and
the ground. In
iron tied train.
Following the
clothes are bein
row, giving the
that every wom
seeking.
In the bron
The color is ru