### Tondon Adbertiser. FOUNDED IN 1863.

TELEPHONE CALLS.

The London Advertiser Company,

LONDON, SATURDAY, AUG. 18.

"LET THE PEOPLE KNOW IT."

will not succeed unless it is backed up unless it is backed up by advertising. will soon find it out. But he may have uses printers' ink. Advertising will bring customers to the man who has goods to sell, but he can only keep his customers by delivering the goods just as he advertised them.

The successful businessmen of today are liberal advertisers. They are not only liberal, but expert, advertisers. In every well-regulated mercantile establishment increasing attention is being paid to the publicity department. Advertising has become an art, a science. Men and women are making it political unrest among the people, and cipal requisites in matchmaking." space in a newspaper he should make is the initiative of an enlightened Shah. tractively-written advertisement, which should tell the truth and nothing but By bright, persistent, and friendly and familiar footing with read-

The merchant who takes no stock in worn stock on his shelves.

### ART AND MORALITY.

means and energy, and carries on an unsleeping crusade against vice in every form. There is a field for this She let the legions thunder past, species of reformer in New York, as in other large cities, and no doubt Com-He has brought a hornet's nest about influence upon lay minds.

The case has revived a discussion of which reams of platitudes have been rain. It laid the dust. written. One of Comstock's critics contends that modern education has grievously erred through an excess of prudery. He argues that a great moral Influence would be exerted if the youth the nude in art, and he would have pic- will be counterbalanced by the infinite marked: "What did the young man tures and statuary in every school relief of the parents. room. He thinks that by this process the human form divine in the plastic erts will convey no prurient suggestion to the minds of the young, and art will be emancipated from a stifling con-

There are some great truths of life, striking to the foundations of morality, and in ways that taint and poison the ant temperament of the west imagination. These truths should be imparted by parents, but it is a duty they sometimes shrink from, and sometimes are not qualified to teach. It is a question whether our educational systems should frankly deal with problems of sex which are now treated as something to be veiled from the young as long as possible.

bishops to refuse assent to any such tries. Special attention will also be few rings, a jeweled fob, a set of

TWO EDITIONS DAILY - WEEKLY. the church be recognized as supreme the Mother Country, while the half-formerly. They are being displaced by and immutable, and until these rights tone illustrations will be continued on are protected by modifications in the a lavish scale. present law he forbids the formation of cult associations.

of an establishment of public worship, this property will be assigned by decree to the town establishments of charity and beneficence situated within the ter-"Advertising is the backbone of all ritorial limits of the ecclesiastical dissuccessful trade." So Mr. F. Hunter, of trict in question." The bishops have a fixed time within which the cult associations may be formed, but the Pope has decided to forfeit the property of the best machinery, turn out the the church rather than submit to what best products, and then let the people he terms a violation of its sacred rights. lish may be attributed to our abnormal state will not exact the full penalty of him, or he would not recom-It is an equally safe infer- to risk expropriation. In many parts guage, so that any one desiring to acnce that Mr. Hunter makes good bread, of the country, where religious feeling quire refined speech may learn from advertising would not make is seen that the church is determined its pages what to avoid." The pubbread to go down with his custo- fiscatory provisions of the Separation lishers of the book are the Funk & for success: First make good products, and may lead to something more than and then let people know it. Advertising passive resistance. In this country where any church may manage its own by merit; but merit will not succeed property in its own way, the French regulations are hard to understand. Most Protestants approve the principle or advertising dishonestly, the public of the separation of church and state, but in France the law appears to be to bear before I'd confess it." wares in the world and the purely Erastian. Whether the Pope has taken the wisest course under the

#### THE AWAKENING EAST.

The report that democracy is rearing its head in Persia is almost incredible, but there is no doubt that some form shape. Until fuller particulars are received, the world is left in doubt as to whether the movement is caused by occupation. If a merchant buys the stirring of new ideas, or whether it

In Japan a constitution was the voluntary gift of the Emperor. The reno- seen him runnin' to beat de band." classes The Emperor and his nobility imbibed the lessons of civilization, and institutions have been the growth of In New York they have a self-con- tion of Japan and the manifest awak- the American ambassador. The only Irish language are governed by this stituted custodian of public morals ening of China, Persia, India and other parallel we can think of to this grip religious feeling. "When he takes snuff named Comstock. He has unlimited Oriental nations are falsifying the of geography on the part of the powers from you he will say: 'The blessing of poet's picture of the East:

> In patient, deep disdain; Then plunged in thought again."

The Orient is thrilling with the imstock has done good work in purging pact of western civilization, and the day will come when Oriental nations will shake off the tutelage of western his ears, however, by laying Philistine their own way and through their own to club an umpire or push in the face thereof are born courteous, and seem hands upon the sacred person of Art. efforts. It would be a calamity if In- of an opponent. His offense consists in a raid of art dia and Egypt, for example, should be stores, and the seizure of pictures in thrown upon their own resources at the nude, drawn by professing stu-this stage in their evolution; but if dents. His defense is that these are they are not being fitted for self-gov- of J. P. Whitney in the gallery at acknowledgment of a salute from that not circulated for purely artistic pur- ernment, and developing a political Westminster he must have felt that he poses, and that they exercise an evil genius of their own, then even British was introducing his Transvarl measure rule must be pronounced a failure.

the question, as old as civilization, of The people of London can literally the relation of art and morality, upon breath more freely after last night's

Schools will reopen in two weeks and ness, and so I cut it out." of both sexes were familiarized with any regret among the boys and girls And the listening foreigner re-

> Toronto has appointed a commissioner of industries. It will be his duty to attempt to kidnap industries in other is a dead-letter.

The Premier of Manitoba estimates political campaigns? which the young are left to discover the western wheat crop at 125,000,000 for themselves, and too often those are bushels. We all hope this is true, but learned through corrupting associations, allowance must be made for the buov-

> All the personal charges against When I could not sleep for I had fire enough in my Hon. W. S. Fielding, in his election And builded with roofs case, have been abandoned. Mr. Fielding is the soul of honor, and the Since then I have toiled day and night; charges could only have been laid to I have money and power good store.
>
> But I'd give all my lamps of silver bright

The chief Canadian offices of "Canada," the illustrated weekly published in London, England, for the promotion CHURCH AND STATE IN FRANCE. of Canadian interests in Great Britain, The Pope's encyclical on the situation have been removed from Montreal to In France is epitomized in a cable dis- Toronto. The Canadian management in England. His address is at least not patch. Briefly, he refuses to accept the of the paper has been assumed by Mr. terms held out by the French Government with regard to the disposal of ecadian daily press, and for the past clesiastical property. The law requires three and a half years a member of the that a lay board of trustees, called a staff of the News. The policy of the cult association, shall be established in diversion to British manufacturers of each parish to hold church property and trade in goods which are at present be responsible for the mantenance of almost entirely imported from the worship. The Pope instructs the United States and other foreign coun-form with informal outing dress. A

rights of the Roman pontiff and the cial interests, with a view of developbishops over the temporal property of ing trade between the Dominion and

"A Desk-Book of Errors in Eng- spoiled by shirt sleeves, and no self-Limited, 191-193 Dundas street, Lon- association to take over the property associate editor of the Standard Dictionary, will be found highly useful to everyone who has regard for the purity be worn when Jersey mosquitoes are much bad English is used uncon-"The one besetting sin of Englishspeaking people," says Mr. Vizetelly, an upset. Perhaps he has a latent hope that the passion for novelty. The purpose of may be had at reasonable prices in this book is to correct careless diction most stores, but youths should be the law, or will modify the law when and to point out common errors and Act will be a work of great difficulty, Wagnalis Company, New York and will scare the farmers' horses.

> NOTHING TO BOAST ABOUT. [Chicago Record-Herald.]

"Mrs. Wappleton says she made her husband what he is.' "Well, if I were in her place, they'd have to bring pretty strong pressure

AND GROWING OLDER.

[Toronto Star.] There seems to be no reason for revising the tariff, except that it is nine years old.

#### STRIKING ADVICE. [Troy Budget.]

Mrs. Anxious (mother of two marriageable daughters)-Really, I don't know whether to send Grace and Ethel to the seashore or the mountains this summer. What do you advise?

Mrs. Knowing-Well, I would advise Sulphur Springs for a change. Sulphur, you know, is one of the prin-

### PERFECTLY LEGITIMATE

"W'at's de matter wid 'Forty-two?' asked the first messenger boy. "I jist through the popular diffusion of knowl- on'y runnin' to ketch up to de band. risks when there is a good thing on. edge and the spirit of freedom, but Dey wuz a parade jist went down de

# SHY ON GEOGRAPHY.

[London Globe.]

order of development has been differ- tickets for the royal inclosure at As- is the making of an unbeliever. God is cot for self, daughters and for a Miss for him assured, true, intelligible. When "X," of Montreal. She received tickets he meets a neighbor, instead of saying for herself and daughters, with a com- 'Bon jour' or 'Good morning,' he says, centuries, and have been wrested piece- munication that Miss "X," of Mon- 'God salute you.' Indeed, all the ordintreal, should apply for a ticket through ary invocations and salutations of Duke of Newcastle, who, on being in- If a sudden wonderment surprise him, formed that Newfoundland was an he will cry: 'A thousand laudations to "She bowed her head before the blast island, shook hands warmly with his God,' and if he be shown a young child informant, and said: "Thank you, or anything else for the first time he thank you. You always bring us good will say: 'Prosperity from God on it.'

# A DECENT GAME.

[Toronto Globe.] splendid time. Bowling, by the way, is delight, free from beggars, organ-grindpowers, and insist upon developing in a game in which it is not good form ers, and stray dogs. The inhabitants

# DISTINGUISHED AUSPICES.

[Toronto Globe.]

As Winston Churchill caught sight under distinguished auspices.

#### EH? [Somerville Journal.]

If, in addition, transfers are required, "Yes." said the college student. "Dad got the idea that I was cutting up too itely. Yet there is always time enough much, and so he cut in and threatened The people of the Maritime Provinces to cut down my allowance unless should learn that in union there is took a brace. I felt all cut up at first, but I didn't want my allowance cut off. or cut into, just for a little funny busi-

# SYMPATHY.

[St. Catherines Star.] Our sympathies are with the Hamilton Typographical Union in their recities and towns of Ontario. The law fusal to pay more than others into a against this form of industrial rivalry Yankee strike fund. Indeed, why should a Canadian union pay anything into a be something in the smoky Pittsburg strike fund likely to be used in Yankee atmosphere which makes its men

# ALADDIN.

Llames Russell Lowell.1 When I was a beggarly boy And lived in a cellar damp, I had not a friend nor a toy, But I had Aladdin's lamp My beautiful castles in Spain.

For the one that is mine no more. Take, Fortune, whatever you choose; You gave and may snatch again I have nothing 'twould pain me to lose, For I own no more castles in Spain.

# A PREMIER IN HIDING.

[Kingston Whig.] Premier Whitney has lost himself known which is an evidence that he wants to be free from the pursuit of the officeholders-at least for a few

# AUGUST FASHIONS FOR MEN.

[New York American.] Derby hats are going out of style for wear with bathing sutts. Ties are usually worn around the

Much jewelry is not considered good

#### diamond studs and one large stone the pin are the only articles conserva-Bulldogs are not worn so much as

a coat should be worn. The rule is simple enough-formal functions are the supper table. Coats should also

servers when canoeing. It seems to indicate a lack of confidence in the abil-

"Gauche" is derived from "goat," and is the Parisian way of saying you're a

one should not select a pattern that

### bathing suits. BUSINESS IS BUSINESS.

Good form is especially desirable in

Gotrox-What are your lowest terms as a son-in-law? Count-One million

Gotrox-All right; I'll sign a check tomorrow. Count-And how soon shall I marry

your daughter? Gotrox-Oh, you won't marry her. I'm going to hold you for a rise and sell you to somebody else.

#### JOURNALISM AND BALLOONS. [Hamilton Times.]

A London, England, journalist was sent to interview an aeronaut, but the balloonist declined to talk unless the scribe went along with him to the skies. That is no new experience in newspaper work. The late Archie Bremner accompanied the famous aeronaut, Donaldson, on his last successful trip to the clouds, made in this very city 30 years ago.-London Advertiser.

Just about that time the late Joshua Buchanan, of the Times staff, made a similar balloon ascent, and detailed his experiences for the benefit of Times readers. You may depend on the news-"Gon!" replied the other. "He wuz paper man being ready to take the

# PLENTY OF THE IRISH GAEL.

[The Spectator.] As Dr. Douglas Hyde points out, "the Irish Gael is pious by nature, there is A lady applied the other day for not an Irishman in a hundred in whom

# COURTESY IN COPENHAGEN.

[Four Track News.] Copenhagen, Denmark, is a city of The British bowlers are having a canals and cleanliness—a land of pure never to have recovered from the habit. When a passenger boards a car in Copenhagen, he exchanges greetings with the conductor; a gentleman, on leaving the car, usually lifts his hat in ductor drops it into his cash box, thanks the passenger, and gives him a little paper receipt. He offers change

#### in Copenhagen. PITTSBURG MILLIONAIRES. [New York World.]

with a preliminary "Be so good," and

the passenger accepts it with thanks.

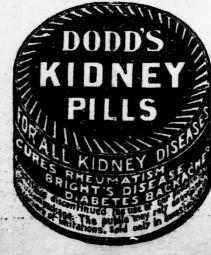
complimentary exchanges go on indefin-

The Duke of Rutland has just died in England at the ripe age of 86. All his life he had the control of vast estates and ample wealth. He was twice married, but never divorced. He had literary gifts, ambitious and accomplishments. Cultured tastes made

him fit for refined society. What a contrast such a life, not unusual among the British aristocracy. presents to those of so many suddenly rich men out of Pittsburg! It cannot change their wives when they become rich. The divorces, murders, extravagances and general notoriety which the Pittsburg millionaires inflict on public attention must result from general primary causes.

What a woman likes about a trip of twenty or thirty miles to see mother is the way she can talk about it afterward as a tour.

It is usually a great shock to a woman to discover later in the game that her husband knew exactly what he was talking about.



# J.H.CHAPMAN & CO

# Tonight's Big Economies Told Very Briefly

**78c** 

# Ladies' Long Kimonos

Delightfully cool. Of fine white lawn and muslin. Full length. Were \$1.00, \$1.25 and 

Pretty Figured Dimity Kimonos, neck, front and sleeves finished with border of white. 

# **Last of Summer Gloves**

Ladies 2-clasp Liste Gloves reduced.	
Isual 50c kinds at	39c
Jsual 35c kinds at	
Jsual 25c kinds at	18c

# Straw Hats---Men's Dept.

Men's and Boys' Fine Straw Sailor Hats and Men's Straw Fedora Hats. Regular 500 values, clearing tonight between 7 and 10. choice......25c

# Men's Ties---Half

Men can economize in the tie direction. Usual 50c Nobby Four-in-Hand Ties at halfprice. See display in window, choice......25c

# **New Elbow Silk Gloves**

Reseda, navy, brown, castor, champagne, white and cream Elbow Silk Gloves, good fitting, high-grade qualities, at

\$1.00, \$1.25 and \$1.50

# Men's Shirts and Hose

Fine White Honeycomb Shirts, with attach-

ed cuffs, the ideal summer shirt, tonight ......\$1.25 A clearing in Fancy Half Hose at ...... 28c Tan and black Cotton Half Hose, reduced

## to roc pair, or...... 3 for 25c Children's Pinafores

Pretty White Cambric Pinafores, sizes I to 4 years. Were 30c, tonight.....20c

# **Cups and Saucers and Bowls**

Cobalt Blue Cups and Saucers and Bowls and Floral Decorated German 

# Lace Curtains

100 pairs Brand New Lace Curtains, artistic effects, 31/2 yards long, 48 inches wide. Special 

# **Boys' Washable Suits**

If your boy needs a Washable Suit to finish out the summer, here's your chance to get it at half-price. Our regular \$1.25 suits on sale tonight ......69c

Boys' Two-Piece Tweed Suits, good dark colors, serviceable for school wear, sizes 10 to 15 years. Were \$2.50 and \$2.75, clearing the balance tonight at......\$1.69

### Wash Dresses

Always a great many Wash Dresses sold 

# **New Fall Hats**

The Millinery Department will interest you with our advance showing of New Felts. White and colored felts in the new Darcey shape, tonight......\$4.00

"Marion"-a shape similar to the Napoleon, suitable for little girls, finished with buckles and pom poms. Can begin to wear hat right away. Tonight......\$2.00

Large showing of Trimmed Felt Hats in new shapes. Upwards from......\$2.25

# **Summer Baby Bonnets**

Cute little, white Organdy Baby Bonnets, made in New York, got slightly mussed and crumpled. Press them with a hot iron and they'll be alright again. 

### **Back Combs** Jet Black Back Combs, rhine-

stone effects. Tonight

Tonight......50c

Unbreakable Shell Flex Hair

Pins. A box......35c

20c, 25c, 35c Teweled Shelled Back Combs.

### Belts, Etc. Silver Belts, assorted color-

ing, with buckle. Were \$1.25, tonight ......75c Little Gem Skirt Supporters

15c each, with dip attachment .....25c Wash Belts at a goodbye price

# Princess Ribbed Tan Lisle

Hose, for children, sizes 5 to 91/2. At per pair......25c Ladies' Light-Weight Black Cashmere Hose and Black Cotton Hose with natural feet. The best for the money......25c

**Hose Specials** 

# J. H. Chapman & Co., 126, 128, 128, Dundas St.

# **VOLIVA MEETS DOWIE**

Zion City Overseer Confers With the hind closed doors for an hour. Deposed Apostle.

stirred yesterday when Wilbur Glenn

It was the first time that the two opponents met face to face since the that I talked with him for an hour.

throne and defied him. No communication since had passed which took the initiative in bringing Dowie was made soon after his return. about the meeting. All Zion suddenly Whether his trip had any relation to awoke to learn that the younger man the necessity for communication with had been seen walking into Shiloh his old leader is unknown. House, and before long it was known Stories are being circulated in the that he had passed directly to Mrs. city that Dowie's health is breaking

told. If any of the Shiloh House occu- upon which he is free to draw.

pants witnessed it he has kept his secret to tell in after years, but it is known that the two were together be-

The story spread, and, by the hour

of Voliva's meeting in the tabernacle,

the populace was awaiting with ex-Chicago, Aug. 18.—Zion City was pectant eyes some explanation from him. The air was full of questions, and, under pressure, he was compelled Voliva spent an hour closeted with to give some sort of an answer. This John Alexander Dowie, the deposed is all he would say: "Since it is known that I went to Shiloh House this afternoon, I want to say that I called on Dr. Dowie and

"revolution." When Voliva came from Our conversation was absolutely con-Australia to act as Dowie's representa- fidential, and as soon as I have anytive the founder of the church was in thing to announce I shall tell it to Jamaica. When he returned Voliva, the whole people. For the present I the rebel, was safely seated on the must ask you to trust me to do what is right and not to be alarmed." Voliva was in Cincinnati from Tuesbetween them and it is not known day until yesterday and his vish to

Dowie's apartments on the east side of the house, now occupied by Dowie him. he is again subject to delusions about Express Prepaid. money matters, and that he imagines The manner of their meeting is un- he has made large deposits in the bank

# LOST FOUR HORSES

Walker Bros. Lose Fine Animals Through Burning of Stables.

Walkerville, Aug. 18. - During & heavy thunderstorm last night lightning fired one of the horse barns on the Walker farm, two miles from here. The stablemen succeeded in getting out a dozen of the horses, but four others, together with a large quantity of hay, were destroyed Loss, \$4,000.



GRAY RESTORED TO its original color by the use of DR. TREMAIN'S HAIR NATURAL HAIR RESTORATIVE. This is not a Hair Dye and will

not injure the scalp, as it is a Vegetable Compound and con-tains no Grease or Oil. It will restore your hair to its natural color even though it has been gray for years. We guarantee it in every case or money re-funded. Ask your druggist for it or send direct

Dept. G. Buchanan St., Toronto.