

London Advertiser.

TWO DAILY EDITIONS AND WEEKLY.

The Leading Medium for Advertisers in Western Ontario.

THE LONDON ADVERTISER COMPANY (Limited).

LONDON, ONTARIO.

London, Wednesday, July 2.

The Council and the Street Railway.

The city, according to the advice of its solicitor, is entitled to two miles, or 10,560 feet, of new street railway track.

The Street Railway Company offers to make extensions of 5,800 feet on South street and 2,550 feet on the Hamilton road, conditional upon being allowed to tear up 1,800 feet on Rectory street.

Briefly stated, the company agrees to increase its trackage by 6,250 feet, while the city, in the opinion of its own counsel, can claim 10,560 feet.

The City Council has voted to accept the 6,250 feet. The Council snubs its own solicitor, and capitulates to the Street Railway Company without a show of fight. It votes to permit the tearing up of 1,800 feet of track, to the great inconvenience of a large section of the city. It surrenders all right to over three-quarters of a mile of track, when outlying portions of the city are asking for more street railway accommodation.

The Council has greatly obliged the Street Railway Company—but what about obliging the citizens?

London and Niagara Power.

The long-distance transmission of electrical energy is becoming a live question in Western Ontario. Power generated at Niagara Falls can easily be transmitted as far as London—in fact, much farther—but the problem of cost has yet to be worked out. Perhaps in no part of the world has long-distance transmission been demonstrated with such success and on so large a scale as on the Pacific Coast, particularly in California. The history of several great electrical undertakings in that state was outlined in a paper recently read before the New York Electrical Society by T. A. C. Perrine, D.Sc. "The traveler in the mountains," he said, "finds far away from any appliances of civilization, a well-kept canal, or ditch, as these pioneer engineers would call it, and following it for a few miles, a low, constant, not unmusical note reaches his ear, and he knows that beneath his feet along the river banks lies one of those power plants, ceaselessly generating current to be used in the neighboring mines or the distant cities." The most notable enterprise is the Bay Counties line. The power is generated at Colgate, on the Yuba River, in the Sierra Mountains, and is transmitted to San Francisco, 222 miles distant, to Stockton, 218 miles, and to several intermediate cities and towns. In a word, "energy aggregating several thousand horsepower is distributed in every day hard commercial service at a distance of 220 miles from its point of generation." Mr. Perrine adds that "these distances are met successfully in every day working, and the interruptions in supply have at no time been serious, nor has there at any time been any reason to fear that the work is at all of an experimental character. Up at Colgate their generators run day and night supplying power to these distant points with the result that the company is successful, not only from an engineering point of view, but financially successful with the success that has given confidence and strength to all electric transmission securities along the Pacific Coast. These plants operate lights, mines, railroads, flour mills, and in every operation give such service to their customers that in spite of the fact of recent discoveries of large quantities of fuel oil, their only difficulty is to find enough power to supply the demand made upon them."

Another great enterprise is the Standard Electric Company which is now stringing aluminum lines to transmit power from Electrica, the point of generation, to San Francisco, a distance of 154 miles.

The distance from Niagara Falls to London is 119 miles, so that London is easily within the Niagara power belt. In California the power is generated in limited quantities by small rivers and irrigating ditches and is conveyed over hills and mountains. In Ontario electrical energy will be developed in unlimited quantities by the greatest natural power in the world, the Falls of Niagara, and will be carried over an even landscape.

The Imperial Conference.

The Imperial Conference has held a preliminary sitting, and will resume next week. In an interview, Premier Ross takes an optimistic view of the preferential trade question. Mr. Ross is an advanced Imperialist, and rather favors Col. Denison's scheme of raising an Imperial defense fund by a tax of 5 or 10 per cent on all foreign imports entering British countries. This would give an advantage to colonial products in the British market, and might be a step toward a larger measure of Imperial preference. Mr. Barton, the Premier of Australia, dismisses the idea of an Imperial Zollverein as impracticable, and any scheme of Imperial federation as premature. Australia and New Zealand, he points out,

not only provide for their own land defenses under existing conditions, but contribute toward maintaining auxiliary squadrons in Australasian waters. On both these questions—trade and defense—Mr. Barton says his desire is to keep an open mind. Sir Wilfrid Laurier has preserved silence in public, but in the deliberations of the conference he will be the most potent voice among the colonials. The remark of the Duke of Argyll at the Dominion Day dinner last night confirms the assurance that a fast British-Canadian steamship service is in sight. The subsidizing of this line will be one of the topics of the conference, and there will be agreement in this if in nothing else.

Wanted—a man with backbone in the mayor's chair.

If Mr. Fielding and Mr. Tarte refused titles, they suffered no loss of prestige.

Now that King Edward and Joshua Sanford are both out of danger, the world breathes easier.

The London Spectator says the time is coming when every farmer will have his individual electrical supply generated by his windmill, and performing a large part of his farm work.

The act of the United States Congress repealing the war taxes took effect yesterday. This will reduce taxation \$70,000,000 a year; but the people are entitled to the relief as the Government had a surplus of \$90,000,000 last year.

The city engineer has several times complained that the street cars are being diverted from the city lines to the Springfield route. The jolly board of works, at each complaint, tells him to write another letter to the company. The correspondence goes on and the cars go off.

Sheriff Brady, of Woodstock, makes the suggestion that subscription lists be opened in neighboring towns and villages for the purpose of raising a testimonial for Joshua Sanford. Sanford's heroism should have some public recognition. He became a well-digger to earn money to educate himself, so that any aid given him now would further a praiseworthy ambition. The man is a miracle of courage—one of nature's noblemen.

The independent American tobacco manufacturers and dealers have filed a complaint with the attorney-general of the United States against the American Tobacco Trust, reciting that the trust which now controls the output of plug and smoking tobacco, refuses to supply dealers unless the latter buy Trust cigars. This method of coercion, it is affirmed, is gradually destroying active competition in cigar manufacturing throughout the country, and by consequence demoralizing the cigar leaf tobacco trade everywhere. The tentacles of the American octopus are also reaching over into Canada, and the tobacco manufacturers of this country have entered a complaint.

The King's illness recalls the time, 31 years ago, when his life hung by a thread. On Feb. 17, 1872, a service of thanksgiving for his recovery was held at St. Paul's attended by the Queen and the prince himself. In his poem, "To the Queen," Tennyson refers to it:—

"That memorable day
When, pale as yet, and fever-worn,
Who scarce had plucked his flickering life again
From halfway down the shadow of the grave,
Passed with thee through thy people
And their love,
And London rolled one tide of joy
Thro' all
Her trebled millions, and loud leagues
Of man."

Attention is called to the degree in which the five leading religious denominations in Canada have maintained their relative proportions in the last 40 years. According to the census returns of 1861, 1881 and 1901, the number per hundred of the population attached to the various religious bodies has been:

Roman Catholic 1861. 1881. 1901.
Methodist 44.42 41.43 41.50
Presbyterian 15.29 17.18 17.07
Church of England 15.06 13.35 12.67
Baptist 6.44 6.55 6.50
Others 6.53 6.56 6.58

In this connection the Guelph Mercury remarks that it would seem that in Canada, at least, the people as a whole had given heed, denominationally, at least, to Paul's injunction, "Let every man abide in the same calling wherein he was called."

The Boston Herald thinks wheat fields in the Canadian Northwest will be better served by southern railroad connections than by systems running east and west like the Canadian lines. It would be of great advantage to Minneapolis, says the Herald, to have these wheat fields as direct tributaries to its flour mills. Our contemporary should remember that the great bulk of the wheat crop of the Northwest will be exported, and the shortest route to the head of navigation on the great lakes will be over Canadian lines. The Canadian Northwest will not object to selling its wheat to Minneapolis, but the United States must first lower the duty. No doubt the American millers would like to secure the high grade Canadian wheats to improve the quality of their export flour, but Canadian millers would not welcome the competition.

Any Old Thing.

Ottlinger—My wife has a perfect mania for collecting antiques. Henriques (wearily)—So has mine. She is always ready to buy any old thing.

..Poems the World Has Read..

The Song of the Camp.

[Bayard Taylor.]

Bayard Taylor was born in Pennsylvania, in 1825. He was connected with the New York Tribune, 1846-50. Most of his life was spent in travel. In 1853 he joined Perry's expedition to Japan. He corresponded with the American papers, and on his return to the United States he lectured. From 1858-63 he lived at St. Petersburg, as secretary of the legation there. He died in Berlin, where he was United States minister, in 1878. He has written of his travels, has translated Goethe's "Faust," and was besides a poet and novelist.

"Give us a song!" the soldiers cried,
The outer trenches guarding,
When the heated guns of the camp
Grew weary of bombarding.

The dark Redan, in silent scoff,
Lay grim and threatening under;
And the tawny mound of the Malakoff
No longer belch'd its thunder.

There was a pause. A guardman said:
"We storm the forts tomorrow;
Sing while we may, another day
Will bring enough of sorrow."

They lay along the battery's side,
Below the smoking cannon;
Brave hearts from Severn and from Clyde
And from the banks of Shannon.

They sang of love and not of fame;
Forgot was Britain's glory;
Each heart recalled a different name,
But all sang "Annie Laurie."

Voices after voices caught up the song,
Until its tender passion

'Twill Happen Yet.

[Baltimore Herald.]

"I wonder if it will happen," says the Inspired Idiot.

"To what do you refer?" we ask, of course.

"Supposing Plerp Morgan gets an idea from the Martinique disaster to harness volcanoes and make use of their energy for his numerous enterprises?"

Sir Wilfrid and Mr. Barton.

[Toronto Globe.]

We publish today a letter from Mr. Gahan, a Canadian, who is now settled in Australia. In New South Wales Mr. Gahan was somewhat surprised to find little sympathy for the objects of the proposed coronation conference. Evidently Mr. Barton is being closely watched and told that he must not commit the commonwealth, and he has promised that he will not in any way touch on the powers of the parliament. Mr. Gahan finds a good deal of opposition to the proposed preferential tariff, especially among free traders. There is also a disinclination to take any act in which will interfere with the German market for Australian wool. Proposals for increased military burdens do not find favor.

We may add that there is evidence that Premier Barton is being subjected to criticism not unlike that which is being directed against Sir Wilfrid Laurier. The Sydney Bulletin, a free lance in journalism, represents him in a cartoon as cutting the throat of the Australian kangaroo, in order to win imperial honors. One hand holds the bloody knife, the other is stretched out to receive a bauble labeled, "To Baron Barton, from Joe." In this country, the Journal represents Laurier as eager for the ornaments, and the sturdy democrat who doubts the colonial secretary.

Wise Doctor.

[Philadelphia Press.]

Mrs. Pondina—Sorry to disturb you at this hour, doctor, but we can't imagine what ails the child.
Doctor—Cold, perhaps; did you have him out today?
Mrs. Pondina—Yes, but only to his grandmother's.
Doctor—Ah! overtaken, that's all.

The Record.

[Puck.]

Smith—Brown is the laziest man on record.
Jones—How so?
Smith—When his wife asks him to water her flower-bed he throws a bucket of water on his Newfoundland dog, and then has him stand in the middle of the flower bed and shake himself.

POLICE ARRESTED DONKEY

Jerusalem Pony Ate Contents of a Market Stall

And Was Taken Into Custody by Parisian "Bobbies."

Paris, July 2.—Miss Lizzie Van Buren, the daughter of a wealthy New Orleans merchant, got herself into serious trouble, the result of her ownership of a bob-tailed donkey named Czar, which, under peculiarly laughable circumstances, resisted arrest, knocking out two policemen, one of whom is now in the hospital as a result of the encounter.

Miss Van Buren and her maid had gone to market, driving the donkey in a little cart. While his mistress was engaged among the stalls Czar helped himself to a copious assortment of carrots, lettuce, asparagus and strawberries. Despite the rumpled appearance of the disheveled market woman Miss Van Buren refused to pay for her donkey's meal, asserting that the owner of the stall should have guarded against such depredation.

Two policemen summoned to the scene said that pending adjustment by the courts they would be compelled to remove the guilty animal to the pound. Then the policemen got into the cart and whipped the donkey, while Miss Van Buren stood by, shouting.

SUNLIGHT SOAP

Prof. W. Hodgson Ellis, Official Analyst to the Dominion Government, reports that Sunlight Soap contains "no adulteration whatever,"—that means pure ingredients.

SUNLIGHT SOAP REDUCES EXPENSE

Ask for the Octagon Mark

July Sales Commence

Tomorrow, July 2, we start the ball rolling for July. The cold weather through June has interfered with the sale of summer goods. The story will be short now. They must go quickly, and our moving system is prices cut in two. Read this list for Wednesday and Thursday, and watch this space for startling prices this month. **Special sales every day.**

WEDNESDAY AND THURSDAY SELLING

5c LIST

15c Crash Suiting, 5c
50 yards 32-inch Linen Crash Suitings, heavy, for boys' suits or ladies' skirts, regular 15c, for .. 5c

10c Wrapperette, 5c
20 pieces Figured Wrapperette, dark and medium colors, spots, stripes and figures, regular 10c, to clear, per yard .. 5c

15c Curtain Muslin, 5c
Pink, Blue, Yellow, yard wide, Curtain Muslin, striped, fine Madras goods, regular 15c, to clear, per yard .. 5c

Men's Socks, 5c
5 dozen only Men's Socks, white and brown, double thread cotton, assorted sizes, regular 8c, to clear, per pair .. 5c

25c Lace 5c
4 to 6 inch White Cotton and Cream Fancy Lace, regular 15c and 25c, to clear, per yard .. 5c

15c Applique, 5c
3 pieces only Black Applique, Indian, 1 and 1 1/2 inches wide, regular 10c and 15c, to clear .. 5c

Ladies' 15c Ties, 2 for 5c
Ladies' Colored Silk and Muslin Bow and String Ties, regular 10 and 15c each, special, to clear 2 for .. 5c

7c Embroidery, 3c
270 yards Swiss and Cambric Embroidery and Insertion, 2 to 5 inches wide, regular 5c and 7c, to clear, per yard .. 3c

12 1/2c Curtain Net, 8c
For Sash Curtains, Muslin and Net, regular 12 1/2c, to clear, for yard .. 8c

Extension Curtain Rods, 7c
Brass Extension Curtain Rods for short curtains, vestibules, special, each .. 7c

40c Grenadines, 29c
3 pieces Black Figured Grenadines, 42 inches wide, regular 40c, to clear .. 29c

40c Black Serge, 29c
42-inch Black Serge, all wool, good smooth finish, regular 40c, to clear, per yard .. 29c

Men's 30c Shirts, 19c
8 dozen only Men's Navy and White Check Shirts, full size bodies, assorted sizes, regular 30c, to clear, each .. 19c

Men's 85c Shirts, 59c
10 dozen Men's Fancy Soft Front Shirts, "Celebrated Crescent Brand," large assortment of colors and styles, regular 85c and 88c, Wednesday and Thursday, each .. 59c

Ladies' Silk Waists, Half Price

We specify below the colors, quantity and prices to clear:

2 Black Silk, \$6, for\$3 50
1 Colored Silk, \$4, for\$2 00
2 Colored Silk, \$4 50, for\$2 25
2 Colored Silk, \$5, for\$2 50
1 Colored Silk, \$5 50, for\$2 75
1 Colored Silk, \$6 50, for\$3 25
1 Colored Silk, \$7, for\$3 50
1 Colored Silk, \$8 50, for\$4 25
1 Black Silk, \$9 50, for\$4 75

ONLY 12 WAISTS. COME EARLY.

Bath Towels

TRUCKS BATH TOWELS, special, large sizes, 5 dozen to clear, red and white stripes, large, each, 10 dozen extra large size, red stripes, Heavy Turkish Bath Towels, to clear, each12 1/2c

208, 210, 210 1/2 and 212 Dundas St.

The Runians

208, 210, 210 1/2 and 212 Dundas St.

Bind Your Magazines

Every opportunity to save your book by having them satisfactorily bound. Blank books made to order. All classes of repairing.

H. P. BOCK.

FITS STOPPED FREE. Permanently Cured by DR. KLINE'S GREAT NERVE RESTORER. Positive cure for all Nervous Diseases, Pile, Epilepsy, Spasms and St. Vitus' Dance. No Fits or Nervousness after first day's use. TREATISE AND 200 TRIAL BOTTLES sent through Canadian Agencies FREE to FIT patients, they paying express charges only when received. Write to King's Limited, 321 Arch street, Philadelphia, Pa.

CURE YOURSELF

The Big 4 for uncurable Irritations or Ulcerations, discharges, inflammation, Pains, and not satisfied with a poultice. Sold by Druggists, or sent in plain wrapper, by express, prepaid, \$2.00, or 3 bottles, \$7.50. Circular sent on request.

INTERCOLONIAL RAILWAY

the route of the

Maritime Express

leaving Montreal 12 noon daily, except Saturday, for Quebec, St. John, Halifax, Prince Edward Island—the Garden of the Gulf—and the Sydney. Grand Trunk express leaving London 6:45 p.m. makes connection at Montreal.

Write for copy and other railway information to Wm. Robinson, 10 King street west, Toronto.

MICHIGAN CENTRAL

"The Niagara Falls Route."

July Excursions.

Minneapolis, Minn., July 5, 6 and 7. Portland, Maine, July 5 to 10. Providence, R. I., July 7, 8 and 9. Victoria, Vancouver, Sandon, Nelson, Rossland and Trail, B. C. Seattle, Tacoma and Spokane, Wash. Helena and Butte, Mont., Portland, Ore., July 10 to 21.

ALLAN LINE

ROYAL MAIL STEAMSHIPS. MONTREAL TO LIVERPOOL, via Mobile. RATES OF PASSAGE: First cabin, \$35 and upwards; second cabin, \$25, third class, \$15 and \$8. NEW YORK TO GLASGOW and London. First Cabin, \$45 and upwards; second cabin, \$30; third class, \$15. London Agents: E. De La Hooke, W. Fulton, F. B. Clarke.

ANCHOR LINE.

Steamers from NEW YORK weekly for Glasgow via Londonderry. First Saloon, \$50 and upwards; Second Saloon, \$35 and upwards; Third Class, \$25 and upwards. Henderson Brothers, New York; E. De La Hooke, Dundas and Richmond Sts.; F. B. Clarke, 416 Richmond St.; W. Fulton, 181 Dundas St., con. Richmond.

Quebec Steamship Co., Limited.

River and Gulf of St. Lawrence. Summer Cruises in Cool Latitudes. The twin-screw iron steamship Campana, 1,700 tons, with electric lights and bells, and all modern comforts, leaves Montreal on Mondays, at 2 p.m., 18th and 20th June, 16th and 18th July, 11th and 25th August, and 8th and 22nd September, for Boston, N.S., calling at Quebec, Father Point, Gaspe, Percé, Grand River, Summerside, P.E.I., and Charlottetown. P.E.I. The finest trip of the season for health and comfort. For full particulars apply to E. WARD, DE LA HOOKE, or W. FULTON, London, or ARTHUR AHERN, Secretary, Quebec.

Telephone wires have been strung through the San Gabriel forest reserves, California, for the purpose of warning the rangers of the presence of forest fires.