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TORONTO REPRESENTATIVE.
 F. W. Thompson, 55 Mail Building.
 The London Advertiser Company, Limited.

LONDON, WEDNESDAY, JULY 29.

A WAR OF RACE AND GREED

AUSTRIA'S declaration of war with Germany backing is a piece of the most brutal and undisguised violence. It is an assault by a giant upon an annoying but petty neighbor; it is also an outrage upon the peace and pocket-books of the world. Austria professes to be a very Christian country.

The case is somewhat similar to that of Great Britain and the Boers fifteen years ago, though the differences are in Great Britain's favor. Like the Boers, the Serbs are a simple, hardy, rustic people. Most of them seem to keep pigs and saw timber. They are, like the Boers, rather ignorant, bumptious, and as the Boers had their cousins in the Dutch farmers within old Cape Colony, so the Serbs have their race-brothers and potential sympathizers in the neighboring Austrian province of Bosnia, and in the "South Slavs" of the Dual Empire.

Why this attack from Vienna? The Serb political agitation conducted from Belgrade and culminating, it seems, in the recent assassination of the archduke, is the cause alleged. Ever since 1908, when Austria annexed Bosnia after an occupation and development of 30 years, the Serbs have cherished ill-will towards the neighboring empire, and Austro-Hungarians have manifested a growing suspicion of the Serbs. It is estimated that there are about six million race-brothers of the Serbians in Southern Austria and Hungary, and the race has a natural aspiration after political unity. Intrigues have been prosecuted by clubs and societies, but more has been imagined than has been, or could be, actually effected. It was much the same with the Boer intrigues and dreams of driving Britain from South Africa.

The great differences between the present case and that of 1899 are, first, that Austrians living in Serbia have no "neighbours" like those of the Uitlanders, and second, that whereas the Dutch in Cape Colony were well treated, the "South Slavs" in Austria (Serbs, etc.) have been outrageously trampled down, especially in the Hungarian provinces. This is all to Great Britain's advantage in a comparison.

To strike a blow at real or imaginary racial disaffection within her own borders, viz., "South Slav" sympathy with Serbia, is, then, a leading motive of Austria, as it was Chamberlain's motive to suppress Dutch feeling against Great Britain within Cape Colony by attacking the source of trouble in Pretoria. This may be the most conscious motive, at present, sharpened by the assassination. But are there not some really deeper motives? Two or three hundred years ago religion would have counted. Catholic Austria would have been exchanging buffets, for the glory of the Lord, with the Greek Church of Serbia or the Moslems of Turkey. Not creed, but greed, counts now.

Just as Big Interests forced on the South African war, so they control and direct the aggressive stride of Austro-Hungary and of Germany. It is soulless, all-grasping, murdering, mail-clad Capitalism and Commercialism that starts its juggernaut car towards Belgrade. The Big Interests count more land for exploitation, more material for soldiery, and they perceive in a great war, or any war, a way of chloroforming Radicalism, Socialism, or Social Reform. War gives them a greater chance than ever of waving the flag and spluttering patriotism. We have the breed in this country, but war prospects are hard to scare up here. Humanitarianism and trust-busting cannot be expected to advance in war time. In Great Britain social reform was staved off by the billion-dollar Boer war. Might not the same arise that Armageddon would altogether check or ruin the cause of democracy and humanity?

Austria and Germany pursue their commercial aims and their policy of giving to him that hath, and taking from him that hath little. That is why they pounce upon Serbia. Constantinople is the golden prize just ahead of Serbia, and broken Bulgaria, a glittering lure to the bondholders and promoters of Teuton Europe. What do they care about killing half a million pig-keepers or simple Austrian youths, or the misery of women and children, or the other horrors. Their countries will be more loaded with debt than ever, and all suffer. Let them suffer, provided these patriots get their trade concessions.

Will Russia stand aside in fear? Or will her patriots dig in, too?

THE CORPULENT COLLIER.
 THAT nobody loves a fat man has long been a popular saying, and now no less an exalted institution than the British House of Lords has, in a manner, subscribed to the sentiment. Recently, a Scotch minor, through an accident, became too fat to work in the low roofed narrow passages of the coal pits, and as a consequence, applied for compensation under the Work-

men's Compensation Act. The British upper house, however, decided that he was not entitled to the benefits. Most fat persons are ridiculously, even ludicrously happy, but this corpulent collier is quite the unhappiest man in the United Kingdom, because he must either reduce weight or remain idle. Perhaps the decision of the House of Lords is a blessing in disguise, as it may drive him to worry, and as a flesh reducer worry has rolling-on-the-floor-forty-seven-times-before-breakfast looking like a flesh producer.

THE PROFIT OF TORYISM.

IT PAYS to be a good Tory. That is, it pays some people. For instance, it paid Mr. W. R. Doran, when he sold property to the Dominion Government for a quarantine station at Lewis. He sold it for \$32,750. Four days previous he had purchased it for \$25,400 from Dr. Duseault. But the doctor did not lose anything. A month before he sold out to Mr. Doran he bought the property for \$12,000. In five weeks the price paid for this little plot ran up from \$12,000 to \$32,750. And it paid Major W. T. Rodin to buy a piece of land near Dorval, Quebec, for \$30,000, and sell it shortly after to the Government for \$180,000. It paid Mr. A. D. George when he got an option on two pieces of land at St. Francis for \$4,500, and sold it to the Government right away for \$16,500 for a site for a post-office. It paid Mr. N. W. Eaton, a defeated Tory candidate in Nova Scotia, when he sold for \$2,000 land at Canning for a site for a public building, though the land was not worth more than \$400. The fact that a free site had been offered the Government by another person did not affect the transaction so far as Mr. Eaton was concerned.

The New Brunswick revelations give another illustration of how it pays some people to be Tories. The Southampton Railway is a little line of eleven miles constructed by a company, the most prominent figure in the corporation being a Tory member of the Legislature. The Dominion Government assisted it with a double subsidy. Under the law a double subsidy can only be paid where the road costs not less than \$21,400 per mile. When the matter was subsequently investigated during a law suit it turned out that the cost has been only \$12,100 per mile.

In these, as in some other cases, it paid certain individuals to be Tories. It was very unprofitable for the poor milk cow the people, out of whose pockets came the money. But it was all right for the men who got the money. And it is safe to say that there was no loss to the Government which spent the people's money for the benefit of its party friends.

In some cases it may be admitted the profits are not quite as good as in those we have mentioned. The lumber dealers in New Brunswick did not find their profits as large after they had paid for their licenses and contributed to the campaign fund to the extent of \$70,000. The contractors for the building of the St. John Valley Railway had some deductions from their profits when the Government officials extorted liberal subscriptions. In Ontario the fishermen of Manitoulin and the liquor dealers of the province on whom Mr. Gagey dumped Elizabeth mining stock may have some reason to be dissatisfied. Still, licenses and contracts are worth something, even after deducting the extra contributions. But a license is not nearly as good as a sale of land you have held for a week at a price more than double what it cost.

In the meantime, whether the profits to the individual be large or small the country foots the bill, and goes down in its pockets for more as required.

THE OLD BOYS.

IT WILL be well for the city to get the pump that draws from the well of enthusiasm in operation at once. Thousands of old boys and girls will be in the city next week and it will be an occasion for the demonstration of old-fashioned joy-making. London will take its mind from the war in the east, because all with which anyone will concern himself or herself will be the renewal of old acquaintances and the entertainment of exiled brothers, sisters and dear boyhood friends. Into the city will pour hundreds of those who have adventured in search of a competence: they will be but a small representation of all who have called the Forest City home, brought "from far and near," with old enemies forgotten and old companions never erased from their minds.

London was the conservatory in which the old home week seed was developed. We are a Burbank to that extent, and we may be proud of it, for a field of wonderful flowers of pure sentiment grew from it, and we did not seek to claim a monopoly for our creation, with the result that a new bloom spread over the continent. Its fragrance filled homes that had been empty; its radiance soothed the mind; it was a plant with a secret love potion in its petals that awakened old memories of a cosy cottage, with fond mother and father at the fireside. There is a gaiety about the flower; it is decorative, yet its most true function is to set the heart throbbing with home love.

Old home week is the antithesis of the wanderlust. None wish to go from home. All wish to come to it. Behind it all is an idea big in beauty. It is a softening influence, an oasis in the desert of toil for most of us. It is individual and it is communal. Let the community make the most of it. The individual is certain to do so.

Decorate! Decorate!

Kipling calls war imperial. Also it is infernal.

The Kaiser's mailed fist is half raised to strike.

The Tecumsehs can afford to lose an

occasional game, just to keep interest alive.

Those Hungarians appear to be hungering for war.

How was it that Madame Caillaux overlooked the dictograph?

Why fight leprosy or consumption or smallpox while war continues to be permitted?

And again, Western Ontario's prosperity will not be affected by a war in Europe.

Mr. Sulman's majority in West Kent is placed at the ominous total of thirteen.

Perhaps Austria and Serbia need only the services of a B. I. F. mediation commission.

Although it may serve Serbia right, the sympathy of the world, as usual, will be with the little dog.

Seems rather unfortunate that little Serbia should butt in this and interfere with Ulster's publicity propaganda.

The speeches of Prince Henry of Teck, Canada's next Governor-General, are short and snappy. That will help some.

Unknown to her husband a Brooklyn woman saved \$20,000 from household expenses. Are there any more at home like her?

Debt, Death and Destruction, the three handmaidens of war, gave one cartoonist the opportunity for an awful indictment against mankind.

A Brussels, Ont., farmer has succeeded in growing strawberries that measure eight inches in diameter. Montreal Mail—Come on up, the farming is fine.

The Caillaux trial is over. Mme. Caillaux is acquitted. The opposing lawyers kissed each other and Mme. Caillaux kissed everybody. The crowd cheered—and is the worst yet to come?

The St. Thomas Times devotes an editorial to the number of mysterious disappearances in this district. It is a strange thing that a man can lose himself. Very few could do it if they set out to arrange it.

So it seems, after all, Toronto's efforts to start a new revolution in Mexico are to be futile, except that the announcement served to turn the eyes of the world momentarily toward the Queen City. Is it possible that Toronto has at last engaged a press agent?

IDENTIFIED.
 [Puck.]
 Observing an unfamiliar shrub by a country roadside a student of botany stopped to make an examination.

"Are you acquainted with this flower, young man?" he asked of a passing yokel.
 "Yes," the boy laconically answered. "To what family do you think it belongs?"
 Indicating a nearby house with a pudgy thumb the boy answered "Higginses."

HELPING TRAFFIC.
 [Fort Wayne, Ind., Journal-Gazette.]
 Before you cross the street look both ways and it will help you to avoid dangers, as it will help automobile drivers and motorcycle drivers to avoid you.

THE GRADUATE.
 [Kansas City Journal.]
 "Has your boy landed a job yet?"
 "Not yet. But he seems to be getting gumption."

"He has quit carrying his diploma around with him to show to prospective employers."

THE MAXIXE—AND OTHERS.
 [Judge.]
 Grandma told me all about it. Told me so I couldn't doubt it. How she danced the gay maxixe.

All last night Grandma's gown was tight and trig (Grandma never was a prie). But I thought her new blue wig Was a fright.

Have you seen my dear old tante (No one nowadays says "tante"). Since she danced off fifty pounds From her hips: She who walks today with vim Taken one step toward being slim. Tante's a mermaid in the swim. Doing dips.

Sister Anne, our debutante. Goes to all the the-dramas; Mother tangles, trots and glides (Father laughs and says "she's a prude"). But same day he'll change his view: Both my married sisters, too, With their other halves now do Half-a-halfs.

Ready for my own debut, I've a "dancing partner," too. We can do the innovation With eclat. Do you think we'll hesitate? No: we'll strike a lively gait—Who is he? My frisky great-Grandpapa!

BUMP!
 [Washington Herald.]
 Some of the aviators go up like a stick and come down like a rocket.

CONSOLING.
 [Cleveland Plaindealer.]
 In looking around for things to be thankful for, Mexico may note that she has no militant suffragettes.

SUGGESTIVE.
 [Chicago Herald.]
 Congressman Witherspoon has returned to the treasury pay for four days. He was absent. Without meaning anything personal, we would suggest the absence of some congressmen is more valuable to the Government than their presence.

WARNING.
 [Chicago News.]
 Diaz had his Madero. Madero had his Huerta, and Carranza would do well to bolt the doors of the national palace before he goes to bed of nights.

WITTY.
 [New York Mail.]
 Dull times. But sometimes it takes dull times to make sharp wits.

HOW TO TELL A SMALL TOWN.
 [Aitchison Globe.]
 A small town is one in which a silk hat attracts as much attention as the fire department.

BIRDS ON A FEATHER.
 [Everybody's.]
 Two motorists, having almost ruined their tempers—and their tires—in a vain attempt to find a hotel with a vacant bed, were at last forced to make the best of a small inn. Even then they had to share a bed, which

---and the Worst Is Yet to Come



was—and on this the landlord laid great stress—a feather-bed.

They turned in, and one of the pair was soon fast asleep. The other was not. He could not manage to dodge the lumps, and heard hour after hour strike on the church clock until three. Then he violently shook his snoring friend.

"What's the matter?" growled the sleeper. "It can't be time to get up yet."

"No, it isn't," retorted his friend, continuing to shake him, "but it's my turn to sleep on the feather."

A MODERN LULLABY.
 [New York Evening Sun.]
 Rock-a-bye, baby, upon the bough. You get your milk from a certified cow! Before your eugenic young parents were wed They had decided how you should be fed.

Hush-a-by, baby, on the tree-top. If grandmother trots you, you tell her to stop. Shun the trot-horse that your grand-mother rides—it will work harm to your little insides. Mamma's scientific—she knows all the tricks. She kisses her darling through carbolic gauze.

Rock-a-by-baby; don't wriggle and squirm; Nothing is near you that looks like a germ.

LOOKING AFTER ITS FRIENDS.
 [Kingston Whig.]
 The Government's choice of a chairman of the workingmen's compensation commission is not popular with the labor men, and for the reason that he has not given satisfaction in the labor difficulties which he investigated. The government has been concerned, apparently, more about the politician than the discriminating and wise judge.

MELLOWED BY TIME.
 [Hamilton Times.]
 On Saturday the Battle of Lundy's Lane was fought over again in a peaceful way. A hundred years makes a great difference in the point of view.

A WOMAN SOLOMON.
 [Tit-Bits.]
 An old "Wee Free" Woman was walking to church in Scotland with her family. The Church of Scotland minister rode past at a tremendous rate, and the old body said to her children: "Steak a way to be ridin', and this 'Auld' man is marvellous to his beast."

Shortly afterwards the "Wee Free" minister rode past just as furiously, but she changed her tone.

"Ah, there he goes," the Lord bless him! "but man, his heart's in his work, and he's easier to be at it!"

STUPID MAN.
 [Montreal Mail.]
 "Man can wiggle, and squirm, and lodge all he likes to explain his failure to adopt common sense dress in summer. Nevertheless, he stands convicted of idleness to convention. He lingers in the chains of serge and woollens. Meanwhile, he pays for beer and buttermilk what he might better pay for getting his white clothing washed."

From Western Ontario Papers

A DISCOVERY.
 [St. Thomas Journal.]
 A New York woman was surprised to discover \$20,000 that her husband didn't know anything about. Now we begin to suspect where our money's going!

A HIGH PRICE.
 [Gough Mercury.]
 No wonder Mr. Price is an ardent Conservative. It pays him handsomely and often. It is certainly a case where the Price comes high.

LESE-MAJESTE.
 [Brantford Expositor.]
 The army worms which have taken possession of the military camp ground at Niagara, are guilty of lese-majeste against Col. the Hon. Sam. Just what steps that gentleman may take to indicate his imperial mightiness can only be conjectured.

PROFESSIONAL POLITICIANS.
 [Stratford Beacon.]
 It would not be surprising to find another demand soon made for another increase of sessional indemnity. If it goes on it will tend to create a class of professional politicians who will go into politics for what they can make out of it, a most undesirable thing. The idea of an indemnity, a sum to compensate for loss of time, etc., seems almost to have been departed from as it is.

GET BUSY, LIBERALS!
 [Brantford Expositor.]
 However, with the certain knowledge that a federal election will be held next year, Liberals through the country should get their candidates into the field immediately and plans be completed for a first-class organization. The recent election in Ontario demonstrated once again that contests cannot

CLEAN—No dust or flying ashes. Ash chutes guide all ashes into convenient pan.

McClary's Sunshine Furnace
 No ash shovelling necessary. See the McClary dealer or write for booklet.
 Local Agents: J. A. Page, 807 Dundas Street; J. H. Bull, Hamilton Road and Rectory Street.

Redpath SUGAR

"I'm glad you're buying sugar in these Original REDPATH Packages, dear! It is worth a lot to know that it is absolutely pure and clean."

"Yes, Jack, it certainly is! And it is worth a lot more to know it is genuine Redpath Sugar. I know I used to get fooled sometimes when I asked for REDPATH in bulk."



STRENUOUS COURTSHIP.
 [Junction City (Ark.) Press.]
 Norman Tucker and Jesse Hall carried their best girls to Caledonia last Sunday.

Steamer State of Ohio For Cleveland
 LEAVE PORT STANLEY 12 midnight, even dates in July, odd dates in August, even dates in September. Arrive Cleveland 6:30 a.m.

FARE FROM LONDON
 One way, \$2.75; round trip, \$4.75. Saturday excursions on above dates. \$2.75 round trip. Lake rides, Wednesday and Saturday afternoons, 3:00 o'clock. FARE, 25c.

William Fulton, C. T. A., corner Dundas and Richmond streets 587

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 It is the most nutritious and most economical of all foods. The best bread is made with Fleischmann's Yeast

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 Double Track All the Way.
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 Ar. London 11:06 a.m.
 Ar. Detroit 1:45 p.m.
 Ar. Chicago 8:40 p.m.

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 Lv. Chicago 5:45 p.m.
 Lv. Detroit 11:05 p.m.
 Lv. London 5:45 a.m.
 Lv. Toronto 9:00 a.m.
 Ar. Montreal 8:46 p.m.

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 Aug. 20.....ASCANIA.....Sept. 5
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 Rates: Cabin (1st), \$16.25. Third class, British, eastbound, \$30.25 up. Westbound, \$30 up. For particulars apply to W. Fulton, 161 Dundas street, E. B. Clarke, 416 Richmond street; R. E. Ruse, Clock Corner; E. De La Hooke, 432 Park avenue, or The Robert Reford Company, Limited, General Agents, Montreal, Quebec, Toronto, St. John, N.B., and Portland, Me.

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—Possesses important exclusive features found in no other player-piano.

—The only player with an aluminum action, assuring safety against climatic changes.

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 From June 22, Limited car will leave London 5:15 p.m., daily, except Sunday.

A VACATION TRIP ON A FREIGHT steamer, 1,400 miles—7 days—\$32, including meals and berth, from Port Huron to Duluth and return, stopping at the Soo, Houghton and Hancock. See your agent, or write us. Port Huron and Duluth Steamship Company, Port Huron, Mich. Aug. 23

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 NEW LINE
 Between Montreal—Toronto—Chicago Via Canadian Pacific and Michigan Central Railroads.

Between Windsor and Detroit. Leave London 9:30 p.m., arrive Detroit 12:35 a.m. arrive Chicago 1:45 a.m. Eastbound. Leave London 8:30 p.m., arrive Toronto 11:30 p.m. Montreal 8:25 a.m.

Through Electric Lighted Equipment.
 Toronto—Vancouver—Seattle. No. 3 leaves Toronto 5:55 p.m., daily. Connecting train leaves London 1:30 p.m. Manitoba Express No. 1 leaves Toronto daily except Sunday 10:30 p.m., arriving Winnipeg second day. Connecting train leaves London 5:40 p.m.

For further particulars apply to C. F. B. ticket agents, or W. FULTON, C. P. A., corner Dundas and Richmond, London.

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 SERVICES FROM
 New York—Boston—Montreal—To—
 England—Ireland—Mediterranean and the Continent.

INCLUDING THE
LARGEST British Steamers
 Largest Steamers from Canada

Particulars from
 E. DE LA HOOKE, W. FULTON, F. B. CLARKE, or R. E. RUSE, Local Agents.

CANADIAN PACIFIC STEAMSHIPS

Liverpool Service
 Virginian July 23
 Lake Manitoba (one class) Aug. 1
 Empress of Britain Aug. 6
 Virginian Aug. 20
 Empress of Britain Sept. 3

Direct Antwerp Service
 One Class Cabin Ships.
 From Antwerp. From Montreal.
 July 1.....Mount Temple.....July 22
 July 15.....Tyrolia.....Aug. 5
 July 29.....Dorsetshire.....Aug. 19
 Aug. 12.....Montfort.....Sept. 2
 All particulars from Steamship Agents or from W. FULTON, C. F. A., C. P. R., London, Ont.

AN IDEAL SEA TRIP

TO EUROPE VIA
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MEGANTIC
 AUGUST 1
 Sails every Saturday thereafter

RATES TO LIVERPOOL ONLY
 \$32.50 First Class 11 \$53.75 Second Class

LARGEST STEAMER FROM MONTREAL

Local Agents—F. B. Clarke, 416 Richmond St.; E. de la Hooke, 422 Park Ave.; R. E. Ruse, G.T.R.; W. Fulton, C.P.R.; H. M. Hayes, G.T.R.

Drumming Up Business

WHEN the hot weather comes, wise business men will add to their selling efforts rather than reduce them.

They will do extraordinary things to stimulate trade and will make their offerings exceptionally attractive as to both kind and price.

The merchants of this community whose business will keep up this summer will solicit business by the most expeditious and least expensive of all known methods—newspaper advertising.

Advertising is a drum, an instrument of attention and incitement; a resonant thing that calls to action.

Buyers wait on the call of advertising to spend their money. They look for the summons to them in

the columns of their newspapers. The newspaper is the instructor and director of the public. For a merchant to shut his eyes to this fact is costly blindness.

Tell the public of this community about your offerings and service for the summer months. Tempt them in various ways. They have as much money to spend in summer as at other times, and are willing to spend, but they must be shown what to spend on and for.

The supreme medium of appeal is the daily newspaper.