

London Advertiser.

FOUNDED IN 1853.
TWO EDITIONS DAILY - WEEKLY.
TELEPHONE CALLS.
Business Office107
Editorial Department134
Job Department178
The London Advertiser Company,
Limited, 191-193 Dundas street, Lon-
don, Ont.

LONDON, TUESDAY, JULY 3.

ANOTHER EXTENSION OF IMPERIAL PENNY POSTAGE.

Canadians will welcome the postal reform which will be put in force next New Year's Day, when letters weighing an ounce will be carried through-out the British empire for two cents. This will be double the weight now allowed.

When the Dominion Government led the way in establishing ocean penny postage, reducing the cost of carrying a letter to Great Britain and other portions of the empire from five cents to two cents, the postage on letters mailed to any place in Canada and the United States was reduced from three to two, and the weight allowed was increased from half an ounce to one ounce. But the weight of letters addressed to Great Britain was retained at one-half ounce for two cents.

There has been, in consequence, a good deal of trouble. Persons used to sending "fat" letters to points in North America did not always remember that only half the weight allowed in these letters could be carried for two cents when the mislaid was addressed to someone across the ocean, and so over-weight letters have been of common occurrence to the annoyance of the receiver.

With a uniform postage for all letters addressed to any point in the British Empire—a marvellously liberal rate—this disadvantage will be got rid of. It is a distinct step forward in postal reform, and the Deputy Postmaster-General of Canada, who was a warm advocate of the change at the recent postal congress in Rome, is to be congratulated on the achievement.

LIGHTNING—REVIVING THE ROD.

The National Electric Light Association and the American Institute of Electrical Engineers, in their recent conventions, had before them the subject of lightning protection, especially with reference to electric plants and lines. Referring to the discussion, the Electric World says: "Dealing with lightning at present is a frankly empirical matter, which needs united effort for its elucidation." There is no unanimity of opinion among the experts even as to how lightning kills, and though there is an old saying that lightning never strikes twice in the same place, it shows a decided preference at times for repeating its vagaries in the same locality. In Baltimore, for example, there is a trolley line at junctions of which, and particularly on sharp curves, the wires have been again and again injured, whereas there are long, straight stretches where no lightning stroke has ever been recorded. There have been instances of hills-tops and of trees upon them which were particularly liable to attacks, and in other districts the lightning has confined its destructive tendencies to narrow valleys. Beyond information of this elementary nature, even the experts do not care to go in the matter of instructing the public; but a committee organized by the Royal Institute of British Architects and the Surveyors' Institute, including a representative from the Royal Meteorological Society, has recently made a report embodying the following practical suggestions:

1. Two main lightning rods, one on each side, should be provided, extending from the top of each tower, spire, or high chimney stack by the most direct course to earth.
2. Horizontal conductors should connect all the vertical rods (a) along the ridge, or any other suitable position on the roof; (b) at or near the ground-line.
3. The upper horizontal conductor should be fitted with aldrifts, or points, at intervals of 20 or 30 feet.
4. Short vertical rods should be erected along minor pinnacles, and connected with the upper horizontal conductor.
5. All roof metals, such as flues, ridging, rain-water and ventilating pipes, metal cowls, lead flashings, gutters, etc., should be connected to the horizontal conductors.
6. All large masses of metal in the building should be connected to earth either directly or by means of the lower horizontal conductor.
7. Where roofs are practically or wholly metal-lined, they should be connected to earth by means of vertical rods at several points.
8. Gas pipes should be kept as far away as possible from the positions occupied by lightning conductors, and, as an additional protection, the service mains to the gas meter should be metallically connected with house services leading from the meter.

If these conclusions of "The Lightning Research Committee" are well-founded, it may have been a mistake for Canadians to largely give up the lightning rod habit. Twenty-five or thirty years ago, lightning rods were in much demand, and here in London we had a flourishing factory for their manufacture, but the lightning rod vendor became the sport of the newspaper humorist and one way or another the people were laughed out of the habit of protecting their houses and barns by means of these rods. Now it seems that the highest authorities on the subject of protection believe in their efficacy. The destruction arising from recent electric storms may suggest a reconsideration of the propriety of adopting the lightning rod as an insurance agency.

SAN FRANCISCO AND CANADA.

President Roosevelt, no doubt, had the very best of motives when, within a week after the catastrophe at San Francisco he published his famous declaration that the city would not require outside aid—that the United States could take care of the situation. It is, nevertheless, true that after President Roosevelt made this statement not only were the sources of help from other countries dried up, but there was a speedy falling off in aid from many states of the republic itself. This view is emphasized by the Argonaut, in its last issue, and confirmed by accounts related by Canadian visitors recently returned from the stricken city. The Argonaut is one of the better types of journals, and it condemns the boomers and irresponsible writers in the press for instilling into the minds of the outside world that there is little or no need for outside aid in San Francisco, "when on the contrary the need is pressing and urgent; in impressing on the country at large that we are busily engaged in beautifying San Francisco, when in reality we are trying to stave off starvation from a hundred thousand destitute refugees."

The Argonaut points out that instead of a fund of twenty million dollars reported to have been received by the relief committee the total cash receipts to date—ten days ago—were \$4,242,000. Instead of abundance of food and supplies being on hand, and the general population living in reasonable comfort and security, there are, according to General Greeley's report to Washington, 125,970 destitute persons in San Francisco, and 20,000 destitute outside of San Francisco. "Further," says the Argonaut, "to prove the presence of great destitution in San Francisco, and the fear that it will be with us for many months to come, is General Greeley's warning to Mayor Schmitz—that by the first of next November, before the rains begin, the authorities should erect wooden barracks to house seventy-five thousand persons. For General Greeley believes that at least that number will still be dependent upon charity six months hence."

Let those unfamiliar with the facts go through the stricken city of San Francisco today. Let them see the scores of thousands of people dwelling under tents in parks, squares and vacant lots, and on Government reservations surrounding the city. Let them gaze on the melancholy lines of men, women and children waiting to receive food, clothing and shoes at the various relief stations. Let them reflect on how little hope there is for these hapless thousands for many months to come. Let them ponder over the fact that these sufferers must still be wards of the charitable, wards of the benevolent, wards of those more fortunate than themselves all over the United States. . . . The destitution over! With a hundred thousand people living on the bitter bread of charity! Do you know what a hundred thousand people means? Do you know it means the population of a hundred villages, of fifty towns, of half a score of small cities? That all these people, men, women and children, have no food to eat, no roofs to their heads, no shoes to their feet, no clothing to wear? And this is the appalling kind of situation which the hysterical boomers have so misinterpreted as to mislead the warm-hearted and benevolent people of this great, rich, and most prosperous country."

This all goes to show that the President spoke a little too quickly. Having discouraged outside aid it now devolves upon him to see that the suffering and distress which yet prevail, and are likely to exist for many months to come, are not overlooked in his own country, and that food, clothing and shelter are not denied the needy. Canadians have much satisfaction in knowing that the President's edict did not restrain the hand of their Government and Parliament, and that the handsome donation of this country is being applied where it will do the most good.

It is made apparent, too, that unless perhaps, for experts in the building trades San Francisco is now no place for the out-of-work. This is demonstrated most effectively by the return of many Canadian residents to their own country, the general belief being expressed that from now onwards the Dominion affords a better opportunity for her sons and daughters than San Francisco, or, indeed, any other part of the continent.

MAKING HIMSELF SOLID.

[Rusk, Texas, Press-Journal.] We defy any town in Texas to show us a set of girls superior to our Rusk girls. We want to say to you again, girls, you are a band of queens. We certainly are proud of you; we love to hear you talk, sing and play; you are social clubs of a literary nature—are putting you on a very high intellectual plane; your friendliness and frankness are commented upon by many; your beauty and your lofty characters make

us feel like rising right now and making you a great bow.

JOHN BULL'S BUMP OF VENERATION.

[Cleveland Plain Dealer.] In these days when practically it is the one great rule of life, we are also rather too prone to scoff at the English for their cherishing of traditions, for the Latin inscriptions on their coins, for the ceremonial and customs which have long since lost practical significance. The spirit of veneration for the past is much stronger in England than in America, perhaps because America has not much of a past to venerate, and this spirit is one of the reasons why the British nation is the greatest in the world.

SURE DEATH FOR MOSQUITOES.

[Kansas City Star.] A Memphis (Mo.) man has discovered a new way to get rid of mosquitoes. He says to rub alum on your face and hands. When the mosquito takes a bite it puckers his buzzer so it can't sting. It sits down in a damp place, tries to dig the pucker loose, catches its death of cold, and dies of pneumonia.

AN AWFUL RISK.

[New York Sun.] Mr. Mosquito—These meat disclosures are startling. Mrs. Mosquito—Yes; do be careful what kind of man you bite.

THE LONG WAIT.

[New York Sun.] Wife—I have been waiting for you to come home. Husband—Well, I was just waiting for you to stop waiting.

NO LONGER FRIENDLESS.

[Lebanon Daily News.] Despair not the humble prune. It is pure food.

MR. TARTE'S ATTACKS.

[Toronto Star.] Meanwhile it is worth noting that Mr. Tarte's attacks on the Presbyterian conscience coincide with the general belief that the members of the Cabinet Ministers should be trimmed down to fit it.

THE ENGLISH LANGUAGE IN RIO.

[New Orleans Times-Democrat.] A firm in Rio de Janeiro recently sent out the following advertisement about olive oil:

"Our olives oil have guaranteed of fine quality. Diligently fabricated and filtered; the consumer will find with them, the good taste and perfect preservation. For to escape for any counterfeit, it is necessary to regulate on any bottles this contempered deposed conformity to the law."

"The cork and the boxes have all marked with the fire."

AWFUL.

[Boston Transcript.] Such shocking things in sausages, it's set us all agog. But only think if they had used The horrid endear hog!

STRONG, BUT TRUE.

[Halifax Chronicle.] The record of the Laurier Government since 1896 is not merely the best since Confederation, but it is the best in the commercial history of the nations.

OF ONE MIND.

[Philadelphia Press.] "Isn't it splendid out here all alone?" began Mr. Boreen, who had found her causing beside the quiet lake. "Yes," replied Miss Bright, "I was thinking that very thing before you came along."

"THE EVERLASTING IF."

[San Kiser, in Chicago Record.] If all who sneer would praise us And all who praise us sneer, The sad tricks Fortune plays us Would not be hard to bear. If those who knock would praise us And all our hopes came true, And all our debts paid us, How few of us would borrow. Brown cares or brook dismay, Or wish it were tomorrow, Or no time yesterday.

If every girl were pretty, And women fierer grew old; And if, for love or pity, The ones we long to fold Within our arms were laying Their cheeks against our own, And stroked our features, saying They smiled on us alone, How few of us would grumble, How few of us would fret, Or feel that we were humble, And sinking lower yet.

If every dog were toothless, And millionaires would cease In lawless ways and ruthless, To make their stores increase; If gasoline were fragrant, And smoke and dust were sweet, And every lathered vagrant Earned all he got to eat, And all our poor relations Would cease to sponges at last, How scarce the provocations Would be to feel downcast.

If process, fame and pleasure To those whose aims are high, Were granted in full measure, The fools alone would sigh; If stocks would always hurry To rise when we rise, How few of us would worry Or be by want oppressed; If "husband" and "wife" would never Creep in to plague mankind, We'd have no griefs whatever To spoil our peace of mind.

A BLOOMING BIRD.

[Punch.] British Sergeant—Well, what is it? Newly Enlisted Yeoman (whose mount is a bit off his oats)—Please, sergeant, my horse won't pick up his seed.

WINNING POINT.

[Chicago News.] "My young man kin git his future mother-in-law's good will," said the janitor philosopher, "if he tills her 'till' first time he sees her that he mistook her to be a sister av his sweetheart."

MISSOURI PRISON-MADE GOODS.

[Kansas City Journal.] It is said that Missouri manufactures more prison-made goods of two or three classes than any State in the Union. These are shoes, saddles and cheap clothing. Nearly 1,500 convicts are employed in these shops.

The manufacture of saddles by convict labor has been going on for the last thirty years. It is stated that few of these saddles have ever been sold in Missouri. The greatest sales have been in Texas, the Southwest, the West and Northwestern cattle ranges, the Republic of Mexico and South America. The patterns of saddles manufactured at the prison shops have long catered to the large scope of country named.



The July Jubilee

An Enthusiastic Price-Reducing Event.

An Economizing Time of Pleasing Importance.

CLEARANCE—quick, decisive and complete—is the object. Fearless price cutting—annihilation of profits—a total disregard of costs, is the method. Fast, fierce selling—eager, zealous buying—happy, jubilant buyers—smaller, cleaner stock will be the outcome. Every one of our July sales has been almost sensational. This July Jubilee Sale will be a sensation—startling, astonishing and amazing. It's simply that we have more spring and summer goods to close out in a limited time and must bring down prices several notches lower than ever before to force them out. Every department is filled with "Jubilee" bargains—abundantly, copiously. And "JUBILEE" BARGAINS ARE DIFFERENT FROM OTHER BARGAINS—bigger, better, more of them. Naturally, one day's selling will not make much of an impression in our immense stocks. BUT, some of the choicest bargains are in limited quantities and they will be snapped up before the first day is over. Perhaps just the ones you'll want, so come early.

Wrapper Bargains

Spend the summer months in one of these cool garments.
10 dozen Ladies' Percale, made full with flounce and lined waist, good fitting as well as good lookers and good washers. Regular \$1.00, July Jubilee.....**59c**

Wash Goods

900 yards Checked Mercerized Silk, popular broken checks in pink, blue, navy, brown and black, fast colors. Worth 20c, July Jubilee price.....**12½c**

500 yards Open-Work Grenadines and Embroidered effects, good colorings. Our regular 25c goods, clearing price only.....**17c**

20 pieces Striped and Checked Waists and Suits, the newest colorings. Regular price 25c yard, July Jubilee price.....**14c**

10 pieces Flowered Swiss Spot Muslins and Batistes, in blue, pink, yellow and green. Regular 17c and 18c lines, July Jubilee price.....**12½c**

Cotton Crepe

1 case Washable Cotton Crepe, white grounds with a figure in a variety of colorings, suitable for sacks, wrappers, kimono and children's wear. Were 12½c yard, a Jubilee wonder.....**7½c**

Dress Goods at Half

In popular summer weaves and weights. The July Jubilee brings the prices down exactly one-half.

Odd lots of 50c Colored Voiles.
Odd lots of 50c and 60c Panamas.
Odd lots of 50c Mohairs.
Odd lots of 50c Albatross.
Odd lots of 45c Light Tweeds.

Odd lots of \$1.00 Mohairs.
Odd lots of \$1.25 Novelty Suiting.
Odd lots of 75c Voiles.
Odd lots of \$1.25 Tweeds (45 inches wide).

Choice at 25c

Choice at 50c

Garment Bargains

Bargains! Bargains everywhere in this stock—great, big, generous bargains. The results of the most fearless clearance sale price cutting on record. These items tell of great savings:

TRAVELERS' SAMPLES OF

Wash Dresses, just the sort you want for this hot weather, made of coolest materials, in pale blue, navy, reseda, black and black and white. This is the way we are going to sell them.

\$4.00 Dresses, for.....**\$2.67**
4.50 Dresses, for.....**3.00**
5.00 Dresses, for.....**3.33**
6.00 Dresses, for.....**4.00**
8.50 Dresses, for.....**5.87**

MISSSES' RAINCOATS, gray, castor and olive cravenette, full sleeves, strap in back. Were \$4.00 to \$6.00, July Jubilee.....**\$2.00**

SUMMER LUSTER

DRESSES—We procured a traveler's samples. Light weight, cool and stylish—the prices will be a surprise to you.

\$6.50 Dresses for.....**\$4.50**
7.50 Dresses for.....**5.00**
8.00 Dresses for.....**6.00**
10.00 Dresses for.....**7.00**
12.50 Dresses for.....**8.00**

SILK COATS—Handsome black peau de soie coats for matron ladies, lined with satin and elegantly trimmed, were \$15.00, at.....**\$11.75**

WALKING SKIRTS—Black vicuna, for outing wear and traveling, a wonder at.....**\$1**

J. H. Chapman & Co.

126, 128, 128½ DUNDAS STREET

WHERE WOMEN ARE ALL SMOKERS

FILIPINO GIRLS SMOKE CIGARS

THREE FEET LONG.

The longest of the new railway systems to be built under the supervision of the Insular Government of the Philippines will run from Manila northeast to the interior of Luzon and thence to Aparri, the most northern part of the islands.

This line will open up the great Cagayan valley, one of the most fertile, but least known parts of the island. Tobacco raising is the chief industry and tobacco smoking is apparently the chief amusement of the people.

Everybody smokes in the Cagayan valley. The men usually smoke cigarettes, the boys and girls smoke cigars, but the women alone smoke the huge "tabaco grande," three feet long and as thick as a man's wrist. Mothers nursing their babies smoke; grandmothers minding the children smoke, pretty Maria, the mestiza belle, puff a huge "tabaco grande" with unconcern as she flirts with Juan, the derby-hatted, red-necked, black-shoed and white-south Filipino dandy.

"It is the 'costumbre' among the Cagayanes," explained the maestra, "for the women to smoke the 'tabaco grande'—the what you say?—the men to smoke the 'cigarrillo' and the girls to smoke the 'cigar.' It is the 'costumbre' which has obtained for 300 years, but the men smoke the best tobacco and the women smoke anything they can get." Like a good native teacher the maestra prides herself on her English.

For 101 years, from 1781 until 1882, tobacco raising in the islands was a monopoly of the Spanish Government. The monopoly was limited exclusively to the Cagayan valley. So great were the revenues arising from the control of the industry that at its abolition in 1882 it was paying half of the then enormous expenses of the Insular Government.

When the monopoly was done away with in 1882, there was organized by the friars, natives of the valley and others, a corporation known as the Compania Tabacalera General de Filipinas (the Philippine General Tobacco Company), and capitalized at \$10,000,000 gold. Stocks were peddled around at ridiculously low figures, some subscriptions being taken up in Spain. Though the institution had little actual working capital it grew so that today the General Tobacco Company has a capital stock of \$18,000,000 gold, upon which it pays enormous dividends. The General Tobacco Company has an agency in every town of any consequence in the Philippine Islands; it maintains its own line of steamers between the Philippines and Spain, besides a local line of six fast steel coastal steamers running from Manila to Aparri and other points in the islands. All this has been done with the profits of Philippine tobacco. Yet the General Tobacco Company has by no means a monopoly of the tobacco-raising industry. There are at least six other corporations operating in the valley which have large investments here. For the year ended June 30, 1905, one of the companies declared dividends of 35 per cent and the other of 32 per cent, while all are very prosperous.

Tobacco in the Philippines is cultivated in a careless manner. The Spaniards who have been here for generations have fallen into the "manana" habit. They do not take kindly to modern methods. Even the Tabacalera company uses the carabao to plow when a Chinese mule, costing only twice as much, will plow up six times as much land in one day, turning a furrow ten inches deep, while the carabao only turns a four-inch furrow.

That the Cagayan valley is not better known is due in part to the fact that the Cagayanes were "pacificos" during the insurrection. The Cagayan River is at once the Nile and the Mississippi of the Philippines. In high water it flows a stream a mile wide and from 20 to 30 feet in depth. For river boats drawing three feet or less it is navigable all the year as far as Echague, a distance of 147 miles. The valley is 200 miles long and has an average width during its entire length of 40 miles.

No other section of the Philippines has such a remarkable record for the diversity and abundance of its products. The 400,000 people of the Cagayan valley raise nine-tenths of all the tobacco grown in the Philippines. On the overgrown lands of the Cagayan they raise one crop of corn and one crop of tobacco on the same land in one year, and they have been doing this for more than 150 years. In two years they can raise two crops of tobacco and three crops of corn.

They make staple products of corn and cotton, rice and sugar cane. They raise camotes, Irish potatoes, onions and peanuts in enormous quantities, and they produce coconuts, guava and other crops for foreign shipment. Strange to say, they raise oranges in this valley and they have an immense orange as large as a man's two fists put together, which though green when fully ripe, has a delicious flavor, and is not acid as is the case with some of the Philippine oranges. Cotton grows wild. It is not indigenous to the valley, but took to the soil when transplanted, and now people regard it almost as a sort of pest that must be burned out.

Almost every stranger who comes up the Cagayan River to the Mis-

issippi River. Now the river runs in a broad and gentle current; the low banks disclose hundreds of plantations where the natives are at work on tobacco and sugar cane plantations of corn fields. Flat-bottomed river boats take on their cargoes, which are rolled down the banks in huge bales.

Again the river narrows; great bluffs, 150 to 200 feet high and thickly covered with oaks, lend a picturesque to the view, while in the distance the sun's rays catch upon the roof of some huge tobacco warehouse or upon the tiles of an immense church built by the Spanish padres; then at another stage the river banks meet dense forests of immense trees which are covered with huge climbing vines, winding about them like giant pythons. In these forests thousands of monkeys dwell, while great flocks of white parrots rise from the woods and circle a brief moment over the river before they return to the forest with chattering din. Now the river flows past great plains filled with cattle. Along its mud banks thousands of native women, clad in garish print goods, are squatting down washing clothes by beating them. In the river and near the bank, perhaps, a black lump and two horns mark the location of a submerged carabao, while a native on a bamboo raft glides swiftly across the river towed by a swimming carabao hanging to the creature's tail. Near its mouth the Cagayan almost seems to stop; the river divides itself into hundreds of channels which thread their way among low-lying islands with green jungles of bananas.

It's a poor kind of faith that never feels its need of a father until it gets dark.

Skirt Sale

We are putting on sale during July at our factory a large number of skirts at from one-quarter to one-third less than their regular price.

They are all our own manufacture, and as we have an enviable reputation for making a beautiful skirt we are sure we can please you from the large variety we have to show.

Light Tweeds, Broadcloths, Mohairs, Venetians, Crepe de Chines, etc., all made up according to latest fashions.

ROBINSON CORSET CO.

375 CLARENCE STREET.

Specialists in Corsets and Skirts.

YOUNG TREES NEED MOST TILLAGE.

The younger the trees the more often should they be tilled; they have especial need of a vigorous weeding by lack of water and are more affected by lack of water than older trees. Obviously, trees loaded with fruit should be tilled more often and later in the season than barren trees; the fruit is mostly water. The dryer the season the greater the necessity for tillage.

I have seen a thrifty and profitable irrigated home orchard in a region which had but eight inches of rainfall—it was tilled until the surface soil was like road dust. No good gardener tills his fruit trees the same number of times each season. The infallible guides are the dryness of the soil and the growth of the trees. The only general statement worth making is that most home orchards in the humid sections of the country should be tilled from five to ten times during the season. Wherever a crust is formed on the surface, especially after a beating rain, it is a sign that water is escaping, and tillage is necessary to break it up and restore the mulch. Garden Magazine.

THIEVES CAUSE POSTPONEMENT OF WEDDINGS.

Several marriages may have to be postponed at Sunderland owing to the action of some thieves who yesterday broke into St. Barnabas' Church and attacked the safe. They wrenched off the steel bar to which the bolts are attached, but this only made the safe more difficult to open by its lawful owners, and as the marriage registers are inside, many weddings which are due to take place will have to be postponed till the books can be got at.—London Daily Mail.