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LONDON, SATURDAY, OCT. 29.

THE REGULATION OF MODERN INDUSTRY.

The time is probably not far distant when governments will find it necessary to undertake a thorough supervision of the great trusts and combines. It was all very well for economists to declare against state interference with the conditions of trade in days when there was unbridled competition, and when under the influence of the preposterous mercantile theory the state endeavored to stimulate exports and discourage imports so as to secure at all costs a so-called favorable balance of trade. The Manchester school performed a splendid and essential service, but it made a fetish of the law of supply and demand. Today this law does not much trouble the great trust magnates. However, no sensible politician will now think of abolishing the trusts. They have come to stay and must rather be regulated than repressed.

Competition, like every good thing, can be abused, and the trusts have in their power to correct the undoubtedly abuse of reckless over-production. They are able to regulate the output as to prevent a glutting of the market, or at least mitigate the severity of the recurring cycles of depression. No economist has yet accounted for the phenomenon of hard times, but certain facts are plain. Producers suddenly find that there is no longer a market for all their output. They reduce prices and restrict their output by a total stoppage of work or by laying off a proportion of their employees. This inevitable step intensifies the depression by depriving the workers of the power of purchasing the goods of which there was already a surplus. The congestion is finally relieved, but at terrible cost to the wage-earning classes. With concentration of industry there can be some adjustment of supply to demand, which will reduce if not entirely obviate these disturbances. A trust is able also to "survey mankind from China to Peru" with a business eye, and place its surplus products, sometimes manufactured just to keep the workmen and machines employed, wherever the goods may be needed.

But the trusts have great powers for evil as well as for good. They are not philanthropic institutions, and cannot be trusted to voluntarily give the public the advantage of economy in production and the other benefits of concentration, especially when they are protected against foreign competition by a tariff. The eminent New York financier, Mr. Untermyer, expresses the opinion that the Government will be compelled by circumstances to create a commission to fix the maximum prices at which commodities may be sold. This will be easiest in just those industries which are most centralized. The fixing of prices was a failure in former times, partly because business was less organized and more competitive, partly because prices, through the defects of transportation, necessarily varied with different localities in the same country, and partly because governments went too ignorantly and arbitrarily to work. But the very formation of trusts and combines, which have themselves fixed prices, invites the state to intervene and co-operate with them in this matter. If the combines can fix prices, the state can do it. A commission for this purpose would, of course, in these enlightened days, embrace in its personnel men of expert knowledge as well as theorists, representatives indeed of the corporations themselves.

This and other measures of government control will improve not only the general conditions of life but the public confidence in our business system. Europeans show at present a growing distrust of American securities, fearing some great catastrophe through either inadvised interference by the state or no interference at all. Enlightened control is what the trusts and combines imperatively need.

A STORY OF CANADIAN PROGRESS.

Canada's progress is vividly illustrated in the annual report of the Department of the Interior.

Last year proved to be the most satisfactory since the department was organized in 1873. The sale of Dominion lands reached the record figures of \$3,007,380.82, an increase of nearly \$800,000 over the previous twelve

months, and double the total revenue of ten years ago, 1899-1900.

Homestead statistics are especially significant. Free homesteads in the new provinces were taken up by 41,568 settlers during the twelve months ending March 31 last. More than half of the entries were made by Canadians, Britishers and Americans, the area settled totalling 6,650,880 acres. With the exception of 1906, this is the best on record.

British immigration shows a big increase over the previous twelve months, a few less than 60,000 coming in from the United Kingdom. Continental arrivals jumped from 34,175 in 1908-09 to 45,206 in 1909-10. Taking into consideration the high standard now required by the Dominion regulations, these figures make high praise for the Government's propaganda.

Another notable feature of the report is the returns from the United States. Last year 100,000 of the most desirable class entered the country, all previous records being broken.

There is no evidence of a diminution in the volume of newcomers from across the border, although several western states have joined hands with the railways in a desperate effort to check it.

TOMORROW'S APPEAL.

The citizens of London are asked to lift the load of debt—some \$11,000—from the consumption sanatorium. A special appeal will be made to them tomorrow through the churches. The clergymen of the city have generously given the hospitality and privilege of their pulpits to laymen interested in the good work, who will present its claims. The churches are giving their sympathy and support to a form of practical Christianity in which no distinctions of creed can enter. It is the expression of a religious principle which they hold in common.

The Alexandra Sanatorium has not come before it was needed, but London is in advance of many other communities in this respect. The institution represents the latest knowledge and most approved methods in the fight—the winning fight—against the white plague. It is admirably situated, and admirably equipped, and so far has been admirably supported. That there is only a debt of \$11,000 in a total expenditure of about \$50,000, is highly creditable and encouraging. Having carried the project to such a stage the citizens of London are asked to make a further sacrifice to start it off free of encumbrance. This will be done if the weather church members will contribute according to their means. Let the response to the appeal tomorrow be as generous as it ought to be.

The Intercolonial showed a surplus of \$623,164 last year. Less politics, more profit.

There is a time and a place for everything, including a snowstorm. The beauty of yesterday's fall made no appeal.

These balloon races do this country no good. United States newspapers are full of the "Canadian wilds," where Post and Hawley came down.

"Down with Laurier, the militarist and imperialist!" cry the Quebec Nationalists. "Down with Laurier, the tinpot navalist and anti-imperialist!" cry his Ontario enemies.

The Nationalists and the Ottawa Opposition have one point in common on the navy question. They are opposed to the creation of Canadian coast defences. The one wants no ships at all; the other asked that the ships built with Canadian money be presented to the mother country.

The Hamilton Spectator, staunch Conservative, says that the Conservatives of Drummond should vote for the Liberal candidate as a rebuke to the racial prejudice of the Nationalists. This is a patriotic utterance, which throws shame on the Toronto Mail, the London Free Press, and other Ontario journals that are openly praying for a Liberal defeat.

The Irish envoys are not adopting one tone in Canada and another in the United States. There is now no twisting of the lion's tale. The Detroit News comments on Mr. John Redmond's Detroit speech as follows:

"Perhaps it was gratefulness for what the British Parliament had recently done for the Irish, even though unwillingly; perhaps it was because Mr. Redmond does not care to stir up the English unnecessarily while his home rule bill is pending; perhaps it was because Mr. Redmond, slightly beyond his prime, has felt the mellowing influence of age; or perhaps it was the leaven of success; but at any rate, the striking feature of Mr. Redmond's address was his harmonious, even-tempered exposition of Ireland's cause. 'If you have come here tonight with the expectation of hearing me abuse the English or shed unmitigated tears over Ireland's wrongs, I am sorry to say that you will be disappointed,' said he."

This is significant of the change in Ireland's attitude toward England under the influence of the juster attitude of England toward Ireland. The Irish Nationalists are prepared to accept a federal system for the United Kingdom, and no longer talk of separation. The wound of centuries is being healed. George Meredith called Ireland England's broken arm. That arm will give new strength to the Empire when England chooses to mend it.

THE ESCAPES OF ROYALTY.

The escape of King Manuel must have satisfied the most exacting monarchist. The coyness of the young monarch, the cigarette he smoked as he left the palace of his fathers amid the thunder of cannon, the sail in the fishing boat, his farewell to the humble folk who had assisted him as he reached the royal yacht, was like a tale of the Stuarts. With the exception of the flight to Varennes, which

the genius of Carlyle has glorified into a classic (though, in fact, it was an unheroic and clumsily conceived project), the flights of monarchs in modern times have yielded more comedy than romance. France has supplied us with the greatest variety of these incidents, but only in one instance, that of the ex-Empress Eugenie, did tragedy predominate. When Napoleon returned from Elba in 1815, Louis XVIII did not so much flee as bolt, a procedure followed by many royalties in that most fateful year 1848. Charles X. was allowed to leave France unmolested. When his successor, Louis Philippe, fled in his turn, his exit was pure comic opera.

When the revolution of 1848 broke out, Louis Philippe fled, and for some days his whereabouts was quite unknown even to members of his own family. He succeeded in getting as far as Houdou, and then was discovered by the British consul at Havre. Mr. Featherstonhaugh, who announced that he was expecting a nervous old uncle and aunt, "Mr. and Mrs. Smith." The captain of the channel steamer was in the secret, and some trusted agents mingled in the crowd of passengers, ready to start an uproar if required. But the king, disguised in the fat old gentleman, muffled up, clean shaven, with grotesque goggles and an enormous cap over his eyes, the King of the French Everything was like a clockwork, except, wrote Mr. Featherstonhaugh, "my dear uncle talked so loud and so much that I had the greatest difficulty in making him keep silence."

LOST ITS NOVELTY.

Many stories are told of a certain section of the South, where the inhabitants are noted for their longevity, but none better illustrates the value of the natives' take of the matter than this: "Your father must be getting pretty well on in years," said a cousin from the city to a farmer, who was the "trouble." "Yes, papa's nigh to ninety." "Health good?" "No, not just now. He ain't been feeling himself for some time back." "What seems to be the trouble?" "I don't know. Sometimes I think farming don't agree with him any more."

RESOURCEFUL YOUNG WIFE.

Maid—I'm sorry, ma'am, but there ain't no bread in the house.
Bride—Well, Mary, make some toast.

WANTED TO KNOW.

[Houston Transcript.]
"Have you ever read any of my husband's poetry?"
"Yes, I have had that—yes, ma'am."
"What do you think of the trouble?"
"Madam, are you looking for a compliment for your husband's verses, or for sympathy for yourself?"

SELF-EVIDENT.

[St. Louis Globe-Democrat.]
Jerome S. McWade, the Duluth millionaire, said at an open-air luncheon at his farm near Milwaukee: "The last time I had my house filled with slum urchins it rained cats and dogs for a week. It was a dreadful disappointment for my visitors. One rainy morning I heard a little chap say to his sister, as he flattened his nose against the pane and looked disconsolately at the dreary green countryside, 'It don't ever rain in heaven, does it, Ma?' 'Yes, little chump,' the girl replied, 'That's where it's all comin' from, ain't it?'"

REJUVENATION OF SARA.

It was just like Sara Bernhardt, great-grandmother, to make her reappearance on the London stage in the part of a boy. "Here," says the Morning Post, "was a woman of 62 years, playing the part of a young, impulsive boy, and there was nothing in the neat figure, graceful movements and clear voice to give any hint to the imposture." Those who remember her here in "L'Aiglon" a few years ago can well believe it. But appropriate as this boyish part was to the evergreen actress, could she have not found an even more fittingly symbolic role in Rostand's newer drama, "Chantecler," the poet himself would be the first to cast her as a spring chicken, live one, and by no means the cold-storage variety.

DIDN'T HAVE TO.

[Brooklyn Life.]
N. Reed—How you study! Did you ever go to a stammering school?
J. Terry—No-no, sir. I d-d-d-d this n-n-naturally.

MUTUAL ADMIRATION.

One day the great chancellor, Lord Eldon, on his way to court, passing a famous beauty, exclaimed: "What a lovely woman!"
"What an excellent judge!" was the comment of the lady, who had overheard the remark.

KNEW HER NEEDS.

[Boston Transcript.]
Mrs. Youngwood—I want something to make the bread rise.
Floorwalker—Alarm clocks, second aisle to the right, madam.

COMPATIBLE.

[Life.]
He—What a grouchy-looking couple. I wonder what they see in each other?
She—They probably have a lot of similar distastes.

CULINARY.

[Baltimore American.]
"How did that story you cooked up to tell your wife pan out?"
"Naturally, in a family stew."

ODE TO A TURKEY.

[New York Press.]
All hail! All hail! Oh, rare and antique bird!
That lately on the venerable tree
Rolled in a ball of sleep, the chill winds heard
Moaning in mournful gusts thine elegy:
No more the sun shall gild thy red cravat
Or ripple on thy wing.
For time hath caught thee, even as the cat
Catches the grey and agile whiskered rat.
And now thy praise we sing,
Gathered about the board, serene and gay,
Upon Thanksgiving Day.

With joy we see thee lying on thy back,
Thy clasp, lush drumsticks sticking in
they air.
Thy wings in sweet peace folded, and, aloft!
The incense of thy stuffing, pungent, rare,
Filling our souls with heavenly melody.
The while with fork and knife
Thy dark meat and thy white fondly we
Suffuse with gravy in our revelry.
And then with pleasure we relate
Each dainty morsel neatly tucked away
Upon Thanksgiving Day.

Thou'rt nobler than the canvassack or goose,
The lordly shanghai or the ortolan,
Or any other minstrel that is loose
From Tusculum to Cape Mary Ann.
Compared with thee the woodcock is a mere
Delusion—all in all!

The upland plover ne'er can be thy peer,
Beside thee to the epicure and seer
The prairie hen is small;
Thou art the bird of freedom anyway
Upon Thanksgiving Day.

London Life POLICIES
GOOD AS GOLD

Facts for the Uninsured and the Under-insured

Are contained in the following pamphlets:

- "Endowment at Life Rate"
- "Annual Report"
- "Good as Gold"
- "Press Comments"
- "Reasons Why"

Ask for Them

GEORGE MCBROOM, Inspector.
W. H. ROBINSON, District Inspector, (Ordinary Branch).
R. P. PEARCE, Superintendent, (Industrial Branch).

INGERSOLL ITEMS

Plans Prepared for Fine New C. P. R. Station.

[Special to The Advertiser.]

Ingersoll, Oct. 29.—A meeting of the board of revision on the assessment roll of 1911 was held in the clerk's office Thursday night. The only appeal entered was by Miss Isabel Brown, Ingersoll street, but it was not granted, and her assessment was confirmed as made. The assessor, Mayor McKay, Reeve Fleet and Aldermen Mills, Tuttle and Douglas constituted the court, with Alderman Tuttle as chairman.

The regular meeting of the board of education will be held next Tuesday evening on account of the holiday on Monday.

The first snow flurry of the season arrived in this locality on Friday as a reminder that real winter will soon be with us again.

The boy scouts will have a rally on Thanksgiving Day if the weather is not too inclement.

Mrs. Muthart, of Bay City, Mich., arrived in town yesterday morning endeavoring to locate her two boys, Lewis and Arthur.

Hunters Affected.

In consequence of the statute preventing dogs being transported from the rabies-infected district and the allowance of only one dog instead of two to each hunter, the number of local nimrods temporarily migrating to the northern hunting grounds will be considerably less this fall than formerly. Still hunting is considered rather dangerous, as many impetuous and inexperienced embryo hunters are liable to get excited and blaze away at the first sight of an animate object before they make sure whether it is a man or a deer. When dogs are used a large proportion of this element of danger is eliminated. Hunters out still-hunting should be extremely cautious.

The staff of John E. Bates' drygoods store were entertained at the latter's commodious residence last evening.

The chief object of the social function was to treat a farewell to Mr. and Mrs. Clarence H. Smith on the eve of their departure to reside in Brantford. The staff presented a highly appreciative address to Mr. Smith, accompanied by a very handsome travelling bag. Mr. Smith very appropriately acknowledged his appreciation of this token of esteem from his employer and colleagues on the occasion of his departure after a term of about twelve years' continuous service in that well-known establishment. He has been in charge of the dress goods department, and gone to accept a similar position with E. E. Compagnon, Brantford. Dainty refreshments were served, and the evening was very pleasantly spent in a social way.

New Station.

Plans have been prepared for the new station of the C. P. R. branch line, or the extension of the T. L. E. and P. R. It will be located on the corner of Thames and Carnegie streets, and will cost approximately \$30,000. Construction work on the line is being carried on vigorously, though some delay has been caused on account of certain parties claiming compensation on Victoria street, which the company considers they are not entitled to.

The "International Limited." One of the most artistic folders issued by the Grand Trunk is a brochure just out giving information regarding the "International Limited," which is heralded as Canada's fastest train, as well as its finest. The booklet is prepared in most attractive style, well printed and illustrated, while the aesthetic relation of type and illustrations is maintained to a notable degree. The story of the "International Limited" is a familiar one to Canadian, as well as American, travellers, but, as shown in the latest publication of the company, it is still not merely interesting, but attractive. A full description of this train between Montreal and Chicago is given, together with all the information regarding time and accommodation, that any passenger could require, and the whole tastefully put together and artistically illustrated. A copy may be had free on application to Grand Trunk City Offices.

Kingsmills DRYGOODS CARPETS Kingsmills

Two Tons of New Dress Goods On Sale Tuesday

Sounds like a lot; it is a lot, but they are new, stylish and durable. Almost all the new cloths are represented in this assortment. Many exclusive dress lengths, several pieces of black goods. The assortments are wide. Every shade is well represented.

This sale will be attended by London's most stylish women, and the different weaves will be eagerly sought after and bought by many who desire exclusiveness and quality, and who appreciate little prices.

Regular \$1.75 Yd.

Regular \$1.25 Yd.

BROADCLOTHS
VENETIANS
FRENCH SUITINGS
SATIN STRIPED CHEVIOTS
TIBET CLOTH
ETC.

NEW AMAZONS
BROADCLOTHS
LADIES' CLOTH
FRENCH STRIPED SUITINGS
NEW TWEEDS
FANCY WEAVES, ETC.

Widths 52, 54 and 56 inches.

Widths 42 to 46 inches.

\$1.00 Yard

60c Yard

New French Armures

Twenty-two pieces go on sale Tuesday at a price that will make a quick clearance. You will appreciate them better when you examine the fine even finish and the beautiful colorings. They are all pre-shrunk, are made of selected Botany yarns, fast dye and unspottable. Width 44 inches.

On Sale Tuesday, 64c Yard

Mail Orders Filled

Kingsmills



ROGERS---HOBBS

A Very Pretty Wedding of a Popular Couple in West Missouri.

The marriage took place Thursday afternoon at the home of Mrs. Richard Hobbs, West Missouri, of her daughter, Sophie D., to Mr. W. R. Rogers, B. Sc., of the Ontario Bureau of Mines. The ceremony was performed by Rev. D. Rogers, of Seaford, father of the groom, assisted by Rev. J. Mahon, of Thorndale. The bride was given away by her brother, Mr. Richard Hobbs, and she was dressed in a lovely gown of duchess satin and tulle veil. She carried lilies-of-the-valley and bridal roses.

Miss Inez Walden, niece of the bride, made a pretty little flower girl in a white silk frock, and carrying a dainty little basket of marquerites and roses. The bride received a set of furs from the groom, and a gold bracelet was his gift to the flower girl. Luncheon was served after the wedding, after which Mr. and Mrs. Rogers left to spend their honeymoon in Niagara Falls and East Aurora.

The bride's travelling dress was a suit of blue broadcloth and hat to match. They will reside at the Trad-

ers' Apartments, Bloor street, Toronto, on their return.

Your cough annoys you? Keep on hacking and tearing the delicate membranes of your throat if you want to be annoyed. But if you want relief, want to be cured, take Chamberlain's Cough Remedy. Sold by all dealers.

REVIVAL AT WHEATLEY.

Wheatley, Oct. 28.—A very graceful and successful revival has been in progress in Trinity Methodist Church on the Wheatley circuit since Oct. 9. Rev. A. McKibbin, B. A., of London, has been assisting the pastor, Rev. T. B. Coupland. A good work on a permanent scriptural basis has been done in the congregation among the members and 26 young people were converted as a result of the services. The pastor and his assistant, Rev. A. L. Sprague, are continuing the work. Mr. McKibbin has returned and will commence a series of meetings on the Warwick circuit on Sunday, Oct. 30, with Rev. Hugh J. Fide-

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THE CHRISTMAS GLOBE

Fourteenth Year in Present Form.

The Publication that has done much to make Canada known.

What the King said:
His Royal Highness the Prince of Wales, now His Majesty the King, was pleased to say, on receipt of a copy last year: "I am delighted to know that it is the work of Canadian artists, printed on Canadian paper, with Canadian ink."

Another step forward.

The continuous increase in the demand from year to year for The Christmas Globe clearly indicates that the Canadian people appreciate the effort to produce a publication which ranks with the finest of its kind in the world. To live up to this high standard is no small task, yet those who have seen this year's Number are course of publication have spoken most enthusiastically of it.

The supplementary plates, the eight colored pages, and the illustrations in black and white are of the highest order, and mark another step forward in the excellence of this the best of Canadian annuals.

It will be ready about December 1st. The price will remain the same, Fifty Cents each from your dealer, or Sixty Cents each if mailed direct from The Globe Office, Toronto.

Ask your newsdealer about it.

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The Best Laundry Work

Is none too good for you, Mr. Man, if you want to appear at your best.

The service that you like you can get by sending your bundle to Forest City Laundry.

They wash your clothing clean and white without using injurious chemicals.

Every collar, cuff and shirt is ironed to a smoothness that is hard to equal.

Your collars will be shaped to fit your neck, they will have smooth edges and no broken buttonholes.

The cuffs will be finished and curved to give your sleeves a very stylish appearance.

You will be a pleased man when you get inside one of your shirts that we have laundered.

Forest City Laundry

74 Fullarton St.
Phone 1048.
White Wagon Will Call.

CANADA'S NATIONAL ANNUAL