

The Advertiser

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LONDON - CANADA.JOHN CAMERON,
President and
Managing Editor.

London, Saturday, Aug. 8.

Forty Years Ago—London's First
Directory.

The first directory for the "City of London, Canada West," was issued 40 years ago by a worthy resident of that day, "George Ralston, Notary Public." Mr. Ralston, who is still alive, a resident of Bothwell, was a stirring citizen, and came to the conclusion that a directory was needed to complete the dignity of the then city of 16,000 inhabitants. In his preface, however, Mr. Ralston naively complains that, among the difficulties of publishing his book, he did not anticipate "that any business men would withhold their advertising support." But then (as now in the matter of newspaper advertising) there were those who fulfilled their duty of generously supporting the publisher by advertising; but ask another class of business people to support a publishing undertaking—which is for the convenience and benefit of the public at large—and then," says worthy George Ralston, "the physiognomist has a picture awfully descriptive of extreme parsimony, which not even the half-souled smile can disguise, nor the blameworthy duplicity wipe away."

Forty years ago Queen Victoria was reigning, as now. Lord Palmerston was Premier, with Granville, Argyles, Greys and Lansdownes in his Cabinet. Sir Edmund Head was Governor-General of Canada. Hon. John A. Macdonald was Attorney-General West; Toronto was the seat of Government of Upper and Lower Canada; Hon. G. J. Goodhue was member of the Legislative Council for London. The Legislative Council was then the elective equivalent of our now Dominion Senate. Among members of the Legislative Council, 40 years ago, were the following: London (town), John Wilson, afterwards Judge Wilson; Middlesex (east riding), William Niles; Middlesex (west riding), John Scatcherd; Lambton, George Brown; Kingston (city), John A. Macdonald; Elgin (west riding), George Macbeth; Glengarry, John Sandfield Macdonald; Hamilton, Sir Allan Macnab; Sherbrooke, A. T. Galt; Toronto, John Hillyard Cameron and J. G. Bowes.

Forty years ago, as today, Mr. James Shanly was Master in Chancery at London. The Chancellor in 1856 was Hon. W. H. Blake, father of Edward and S. H. Blake.

The mayor of London, 40 years ago, was William Barker; Mr. T. Boyle was warden of Middlesex. London had seven wards, and the council was divided into aldermen and councillors. The following were the members:

Aldermen—Ward No. 1—Peter Schram and James Moffatt. No. 2—Elijah Leonard and William McBride. No. 3—David Glass and Marcus Holmes. No. 4—Francis Smith and T. W. Shepherd. No. 5—Daniel Lester and G. G. Magee. No. 6—John Carding and Thomas Peel. No. 7—William Barker and Samuel Stansfield.

Councillors—Ward No. 1—R. S. Talbot and John Blair. No. 2—John O'Neill and Samuel McBride. No. 3—John Clegg and John Arnold. No. 4—William Glass and W. T. Kelly. No. 5—J. Hitchings and Robert Smith. No. 6—Paul Phipps and Edward Garrett. No. 7—John Wells and Robinson Orr.

Rev. W. F. Clarke was superintendent of education, and A. S. Abbott secretary of the school trustees. Mr. Abbott was also tax collector and chairman of the license inspectors. John Brown was chamberlain; Thos. Scatcherd was city solicitor; T. Van Valkenburg was chief of police. The seven constables were: James Taylor, James Fletcher, James Outridge, Robt. Mawhinny, Wm. Baskerville, Patrick Wallace, Henry L. Latham. Lawrence Lawless was postmaster; R. J. C. Dawson was mailing clerk; J. Gordon was window clerk; J. Nicholls, letter carrier; H. D. Morehouse was Montreal Telegraph Company's agent; J. C. Meredith was Division Court clerk; James Hamilton, sheriff; deputy registrar, W. C. L. Gill.

Rev. Egerton Ryerson, 40 years ago

was chief superintendent of schools. The following were teachers in the London Union School: J. B. Boyle, principal; J. C. Brown, N. Wilson, Wm. Irwin, E. J. Craig, J. Taaffe, James Maclean; Misses Bethel, Corrigan, Sharpe, Lester, Robertson, Mrs. Hopkins; with James Boyce as janitor.

The local press then included several names now practically unknown. There was the London Atlas, published by Hunter & Culbert, opposite the City Hall. There was the London Herald, published by Andrews & Co., and edited by A. Lefroy. There was the Middlesex Prototype, published by Talbot & Siddons, Marcus Talbot, editor. Also the Evangelical Witness, edited by Rev. J. H. Robinson. All these have vanished. There were several journalistic ventures subsequently, which likewise disappeared, such as the London News, published on Dundas street, near Ridout; the London Standard, the London Times, etc. The only two daily newspapers in London that have ever really taken root have been The London Advertiser and the London Free Press. The Advertiser is now in its 34th year, and the Free Press was in existence when The Advertiser first saw the light. London, like some other places, is strewn with journalistic grave-stones. To establish a new newspaper in London, it will be seen, is no easy task, requiring either a very large amount of money or some special opportunity, or a period of considerable duration. The fact is, \$50,000 would today hardly lay the cement foundation for a new daily newspaper; and after that amount had been spent, ultimate success would still be problematical.

Among London's preachers of 40 years ago we see the names of Rev. Bishop Cronyn, with H. H. O'Neill curate; W. F. Clarke, Congregationalist; J. J. A. Proudfoot and John Scott, Presbyterian; Father Bayard; John Douse and J. Preston, Wesleyan; J. H. Robinson, New Connection; R. L. Tucker, Bible Christian; Charles Campbell, Baptist.

Forty years ago the Mechanics' Institute was going. Robert Reid was on the committee; Samuel McBride, also. There was a London Philharmonic Society, with A. Schultz conductor; a London Typographical Association, P. Burns, president; a London cricket club, with V. Cronyn and James Gillean on the committee. There was a London militia, and among the surviving lieutenants we observe the names of Robert Reid, A. G. Smyth, and John Carling.

Lord Mountstephen and Sir Donald A. Smith built the Royal Victoria Hospital in Montreal at a cost, to them, of \$800,000. They gave \$1,000,000; but \$200,000 remained after building and equipment. Now these gentlemen have handed to the trustees another \$800,000 for the permanent endowment of the hospital, which will yield at least \$40,000 a year. London's monied men are hardly so rich as these railway magnates, but they have a field before them if they choose to occupy it.

Canada in Great Britain.

One of London's shrewd business men, Mr. J. R. Shuttleworth, has just returned from a brief business trip to England, doing up the round trip in 21 days from the day of departure.

Mr. Shuttleworth reports Great Britain as booming in business, and with plenty of money seeking investment in every part of the world where investment can be made to look reasonably safe. Canada's soundness of banking system and sentiment causes the Dominion to be rather favorably regarded at present, as compared with the United States, where the question of paying off foreign debentures with 53 cents on the dollar is the chief issue of a presidential campaign. This, Mr. Shuttleworth feels assured, will divert a good deal of English money to Canada.

The hum of prosperity in Great Britain strikes the observant business man the moment he sets foot on the other side of the briny deep. The comparative depression and unsettlement in the United States are equally apparent, whether due to protection gone to seed, the agitation for unsound money, or whatever cause. It is to be hoped that Great Britain's prosperity may continue, and that the business depression among our United States neighbors may soon disappear.

Mr. Shuttleworth says that not only Canadian bonds, but Canadian natural products, are likely to grow steadily in British favor. But he insists that there must be no sharp practice, no sending of inferior products, no putting of the big apples at the top of the barrel, if Canada is to keep her already splendid name in the ruling market of the world. Asked about apples, Mr. Shuttleworth said Great Britain would this year take all the apples Canada could send her, and at a fair, medium price. As Britain's demand coincides with a huge Canadian crop, a good deal of English gold ought to trade places with our sound Canadian apples.

Mr. Shuttleworth thinks there is much to be said in favor of a fast Atlantic freight service, with cold storage, for dead meat, cheese, butter,

eggs, etc., but does not think a fast passenger service so great a necessity. For apples, the slower, cooler boats are pretty nearly right now.

Altogether, Mr. Shuttleworth's view is that the joint situation growing out of things as at present in Great Britain, and things as at present in the United States, is calculated on the whole to help Canada.

In point of quality, the English wheat crop this year is better than for ten years past. The old world harvest has been very early also.

Lords Here and There.

The House of Lords have been playing hob with the Irish Land Bill passed by the Imperial House of Commons. This measure makes some concessions to the tenantry of Ireland, and as the House of Lords is almost exclusively made up of landlords, with very decided views on the subject of their "privileges," they are ready to sacrifice even a Conservative Administration rather than submit to any curtailment of their advantages. It will be interesting to note the outcome of the struggle. In Canada, the Senate is the privileged chamber. If its opposition to progressive legislation makes the form of thwarting the measures of the new Liberal Government at Ottawa, as has been threatened, it will soon be made evident that the course adopted is one full of peril for the non-elective body. The wish of the people, as voiced by their chosen representatives, must be respected.

The Broad Arrow, an English military journal, gives publicity to a paragraph intimating the resignation shortly of Major-Gen. Cameron, C.M.G., from the command of the Royal Military College at Kingston, with Col. Ridout, D.A.G., Toronto, or Col. J. B. Ridout, Scotch Rifles, as his successor. Hitherto no Canadian has been eligible for the post, but surely the fact that a soldier is a native of this fair land should not disqualify him for promotion to this or any other position in the gift of the people.

Money.

The new movement in Canada to get rid of United States silver no doubt has its origin in the present political situation over the border. While near the border, it may be difficult for traders on either side to entirely banish the current coin of the other country, the general use of United States silver coin in Canada, while our banks have a plethora of Canadian currency in their vaults, ought not to be encouraged. There is far less United States bills and silver in circulation in Canada today than a few years ago, but if the present agitation continues, the foreign money will be almost entirely banished before the end of the year.

May we not look forward to the day when we shall have an international currency, good at its face value to trade with in every civilized country?

Coming to Canada.

In the month of July there was a considerable increase in the immigrants leaving Great Britain for Canada. If the newcomers are farmers, ready to go on new lands, and make homes for themselves, or men of means, bent on opening up and developing our splendid mineral resources, they are heartily welcome. Of all other classes we have plenty. Our immigration managers in future must steadily keep this fact in mind.

Another Ticket.

The split in the Democratic party over the silver question is complete. Not satisfied with the platform declared for by the Chicago convention, nor with the candidate for President there chosen, the Democratic "sound money" men—that is, those in favor of a gold standard—have called a new national convention, to be held in Indianapolis on Sept. 2. It will be a marvel if, after this division of forces in the old Democratic party, McKinley is not chosen, but there are those who hold that the placing of a sound money candidate for the Presidency in the field, while making little difference in the western silver States will, in doubtful States, tend to help the triumph of Bryan, as it will consolidate the silverites, while keeping the gold Democrats out of the Republican fold.

London Monetary Institutions.

The summary of business done by the loan and investment companies of Ontario, issued by the Bureau of Statistics, is interesting. It shows that outside of Toronto, this city leads in the number of loan societies doing business and financial status. The report for London is as follows:

Number of companies	8
Capital subscribed	\$8,932,100
Liabilities to stockholders	7,478,418
Liabilities to the public	10,755,885
Total liabilities or assets	18,234,303
Secured loan assets	17,461,099
Property assets	1,083,204

A Big Corn Crop.

Though the recent weather has not been altogether satisfactory for the oat harvest, it has proved the best possible for the growth of corn. Where it has been properly planted the crop will be very heavy. It is now, in many cases, ten and eleven feet in height, and can almost be seen shooting skyward. This year the corn crop of Western Ontario will be the largest on record. Farmers have in recent years been caught with a short crop

of feed as a consequence of unexpected droughts, which have been happening with alarming frequency, and they have come to the conclusion that the safest plan is to plant corn, which, whether the seasons are dry or the reverse, is rarely an entire failure. Corn is now used extensively as ensilage, but it also makes excellent fodder.

NOT THE TARIFF.

Canada has waited a long time for the attention of the world, and, now when the world's eyes are turning toward us, we find that the trick is being done by the Dominion's natural resources, not by its fiscal policy. After all, the fiscal policy is merely the means of raising revenue, and, without natural resources, no country can be really great.

NO, NO "ANONYMOUS" FOR US.
Ottawa Free Press.

The London Advertiser says that "Dr. Montague is at a loss what to turn his hand to now." Has he no regular profession? How would it do for him to devote his time to writing letters on the vicissitudes of a politician. The Advertiser might like to publish them provided they were not "anonymous."

MOUNT BRYDGES.

Mount Brydges, Aug. 7.—Mr. and Mrs. Scott, of Hamilton, and Mrs. John Burgess and son, of Burford, are visiting at Mr. George Simpson's.

Mr. John Scott is remodeling the house which he lately purchased from Mr. Black and which has been occupied by Mr. Neil Mitchell, who has moved into the residence formerly occupied by the late A. T. Bolton.

Mr. Wm. Nagle, undertaker, of Capreol, Mich., formerly of Canada, is here on a visit for a few days.

The Methodist Sunday school picked up at Springbank on Wednesday. They report having spent a very pleasant time.

Miss Aggie George and Mrs. John Baker, daughter of the late E. N. George, G. T. R. agent, will leave Mount Brydges on Saturday, the former with Miss Grigg, to Grand Rapids, Mich., and the latter to her home in Hamilton. They have resided here over twenty years. They will be greatly missed by the community. May success and happiness attend them.

Mr. Edwards, grandfather of Mrs. (Rev.) Kerr, is visiting at the parsonage.

Miss Baker is visiting Mrs. (Rev.) Jackson, of Belmont.

Misses Bessie and Cassie Luck are visiting in St. Thomas.

Mrs. A. G. Penny and family, of Windsor, are visiting her sister, Mrs. James Elsey.

Good News Travels as Fast as Bad. News spreads quickly, and when a good thing is found its merits are soon learned by everyone far or near. This accounts for the fast growing popularity of Fibre Chamons as an interlining which makes outdoor work possible in any weather.

The first man who realized its wind and rain proof warmth quickly told his friends, so that they, too, might enjoy this inexpensive comfort. It might seem impossible that this fabric, so light in weight, and without bulk, should furnish so much healthful warmth; but when you realize that its merit lies in being a complete non-conductor of heat or cold, you understand why a layer of it through your clothing gives such warmth—it not only keeps out all cold but keeps in the natural heat of the body.

MACK'S RHEUMATIC PILLS
(LIVER & KIDNEY)
PRICE 50c PER BOX

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The Leading Canadian College for Young Women
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Graduating courses in Literature and Languages, Fine Arts, Music, and Commercial Branches. 60-pp illustrated catalogue. PRINCIPAL, ALMA, B. A. WY 324

Crimsby Park

The McIntyre Week

Rev. Dr. McIntyre, of Chicago

THE PRINCE OF ORATORS

"FROM CRIMSBY PARK TO GALILEE"

Rev. F. S. Parkhurst, D.D., of Lima, N.Y.

NOAH PHELPS, W. C. WILKINSON

DEAFNESS & HEAD NOISES CURED

BLOOD POISON

Chloroform is a positive cure for Drunk

Anderson & Nelles, Dundas St. London.

Saturday
Night Fair
From 7 to 10 O'Clock.

CHAPMAN'S

- HOSE—Ladies' Black Italian Silk Plaided Hose, worth 60c.**
Saturday Night 34c
- HOSE—Misses' Hermaest Dye, Black-Cotton Hose, spliced heels and toes, worth 18c.**
Saturday Night 11c
- HOSE—Ladies' Black Cotton Hose, Hermaest Dye, spliced heels, toes and soles, worth 25c.**
Saturday Night 2 for 25c
- GLOVES—Ladies' Black and Colored-Taffeta Gloves, worth 45c.**
Saturday Night 35c
- GLOVES—Ladies' Colored Taffeta Gloves, worth 25c.**
Saturday Night 19c
- GLOVES—Ladies' Black and Colored Kid Gloves, worth 65c.**
Saturday Night 69c
- HANDKERCHIEFS—Ladies' Hemstitched Handkerchiefs, Linen Lawn, worth 10c.**
Saturday Night 7c
- LACE AND INSERTION (CREAM)—Two-Tone Lace and Insertion, regular price 50c per yard.**
Saturday Night 5 yards for 10c
- BLOUSES—Ladies' Swiss Spot Wash Blouses, lace-trimmed, also White Lawn Blouses, lace-trimmed, worth \$2.25.**
Saturday Night \$1.50
- CORSET COVERS—Ladies' Fine Corset Covers, nicely trimmed, worth 40c.**
Saturday Night 32c
- SKIRTS—Ladies' White Skirts, worth \$1.**
Saturday Night 60c
- CORSET COVERS—Ladies' White Corset Covers, embroidery trimmed, worth 60c.**
Saturday Night 45c
- COVENS—Ladies' White Night Gowns, embroidery-trimmed, worth 55c.**
Saturday Night 65c
- COLLARS—Men's Linen Collars, all sizes, worth 15c.**
Saturday Night 10c
- HANDKERCHIEFS—Men's Hemstitched Cambric Handkerchiefs, worth 15c.**
Saturday Night 3 for 25c
- SHIRTS AND DRAWERS—Men's Merino Shirts and Drawers, worth 50c.**
Saturday Night 35c
- SHIRTS AND DRAWERS—Men's Fine, Cotton Shirts and Drawers, worth 35c.**
Saturday Night 20c
- TOP SHIRTS—Boys' Knitted Top Shirts, worth 50c.**
Saturday Night 35c
- SHIRTS—Men's Ceylon Flannel Outing Shirts, worth 10c.**
Saturday Night 59c
- SOCKS—Men's Black Cashmere Socks, worth 35c.**
Saturday Night 25c
- SHIRTS—Men's Cambric Shirts, fast colors, worth 75c.**
Saturday Night 43c
- OVERALLS AND SMOCKS—Men's White Overall and Smocks, worth 50c.**
Saturday Night 35c
- UMBRELLAS—Men's Fine Umbrellas, worth \$1.50.**
Saturday Night \$1
- COATS AND VESTS—Men's All Silk Coats and Vests, worth \$5.**
Saturday Night \$2.40
- COATS—Men's Gray Lustre Coats, worth \$2.**
Saturday Night 95c
- SUITS—Men's Fine All-Wool Tweed Suits, worth \$7.50.**
Saturday Night \$3.95
- SUITS—Men's Brown and Gray Fine All-Wool Tweed Suits, worth \$10.**
Saturday Night \$6.50
- PANTS—Men's Good-to-Wear Tweed Pants, worth \$1.75.**
Saturday Night \$1.25
- COATS AND VESTS—Men's Fine Custom-Made Coats and Vests, worth \$10.**
Saturday Night \$7
- SUITS—Men's Rigby Bicycle Suits, worth \$6.**
Saturday Night \$3.95
- SUITS—Youths' and Young Men's Tweed Suits, worth \$6.**
Saturday Night \$2.95
- SUITS—Boys' 2-piece Suits, all wool, worth \$2.50.**
Saturday Night \$1.50
- SUITS—Boys' 2-piece Blouse Serge Suits, worth \$2.**
Saturday Night \$1.25
- SUITS—Boys' Good Tweed Suits, worth \$4.**
Saturday Night \$2
- DRESS GOODS—One table of Assorted Dress Goods, finest range of goods could be shown. See our west-center window for a few of the lines only, worth 50c, 60c and 75c.**
Saturday Night 25c
- SILVER COPEN—Four pieces. Silk and Wool Crepon, black and white, worth 75c per yard.**
Saturday Night 39c
- LACE CURTAINS—Twenty pairs Fine Lace Curtains, worth \$2.75.**
Saturday Night \$1.75
- MUSTARDS—Ten pieces Mustard and Sicilians, colored and plain and fancy, worth 80c.**
Saturday Night 50c
- LACE—175 yards Black Lace Dress Goods, worth 12 1/2c.**
Saturday Night 5c
- DRAPERY—Seven pieces Black Drapery, worth 25c.**
Saturday Night 15c
- DRESS GOODS—One lot Colored Dress Goods, worth 25c.**
Saturday Night 15c
- REMNANTS—One lot Remnants, of Dress Goods, worth 50c.**
Saturday Night 25c
- CHENILLE CURTAINS—20 pairs Chenille, Curtains, 6 colors, 3 1/2 yards long, with heavy dado and fringe, worth \$4.25.**
Saturday Night \$3.25
- MUSLIN—Pink and Blue Swiss Muslin, worth 25c.**
Saturday Night 10c
- MUSLIN—40-inch Organdie Muslin, fast colors, worth 15c.**
Saturday Night 10c
- SHEETING—Bleached Twill Sheet, 2 1/2 yards wide, worth 30c.**
Saturday Night 25c
- CHAMBRAY—Plain Scotch Chambray, pink and blue, fast colors, worth 25c.**
Saturday Night 12 1/2c
- QUILTS—White and Colored, Grecian Quilts, full size, worth \$2.**
Saturday Night \$1.50
- DIMITIES—Printed, good patterns, worth 25c.**
Saturday Night 10c
- NAPKINS—Bleached Damask Table Napkins, full-size, worth \$1.35.**
Saturday Night \$1.10
- TABLE COVERS—Tapestry Table Covers, beautiful goods, worth \$1.**
Saturday Night 50c
- DAMASK—Bleached Table Damask, fine quality, worth 65c.**
Saturday Night 50c
- SHEETING—Bleached Twill Sheet, 2 yards wide, worth 25c.**
Saturday Night 20c
- FLANNEL—Silk and Wool India Flannel, worth 50c.**
Saturday Night 20c
- SUITS—Boys' Duck Blouse Suits, worth \$1.50.**
Saturday Night 93c
- PANTS—Boys' Knicker Pants, worth 50c.**
Saturday Night 30c
- DRESSES—Children's Dresses, in Lawn, Print and Gingham, worth \$1. for 50c; worth \$1.25, for 55c; worth \$1.50, for \$1.**
Saturday Night
- SKIRTS—Great Snaps in Skirts, Black Serge, worth \$3.50, for \$2.90; Extra Serge, worth \$4.50, for \$3.50; Figured and Plain Lustre, worth \$5, for \$3.75; Mohair Crepon, worth \$5.50 for \$4.**
Saturday Night
- SKIRT—One Only Pique Skirt, white, worth \$2.**
Saturday Night \$1.65
- CAPE—Ladies' Early Fall Capes, half-price.**
Saturday Night
- WAISTS—Silk, and all other waists half price.**
Saturday Night
- WRAPPERS—Great snaps for you, worth \$1.15 for 75c, worth \$1.75 for \$1.25, worth \$2.50 for \$1.50.**
Saturday Night

TERMS CASH.

CHAPMAN'S

126 and 128 Dundas Street, London.