

London Advertiser

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One year, delivered, outside city..... \$5.00
Weekly Edition..... 75cTELEPHONE NUMBERS.
3670—Private Branch Exchange,
Connecting All Departments.
NIGHT CALLS:
3670—Business Department.
3671—Editors.
3672—Reporters.
3673—Job Printing Department.
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"ONLY" after giving the number.[Entered at London Postoffice for
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second-class matter.]The London Advertiser Printing Co.,
Limited.

LONDON, THURSDAY, AUG. 7.

PEACE IN THE BALKANS?

The peace of Bucharest probably
stops for a time the Balkan struggle.But there will now be two revenge
problems in Europe. Bulgaria will eye
Macedonia with its preponderantly Bul-garian population, language and reli-
gion as France eyes Alsace and Lor-raine. Kavala, the new northeastern
outpost of Greece on the Aegean, will
be a small counterpart of Strasbourgand Metz. Bulgaria may be held to have
greater rights in Monastir and DemirHissar than France in the lands that
Louis XIV. stole from Germany. Andwhat of Silistria, ravished away by
Roumania?

Only a slice of Northeastern Macedo-

nia goes to Bulgaria, where she
threw the die for all. Servia gets agreat extension southward and Greece
what she is entitled to, southwestern

Macedonia, and a little more north-

eastward.

The new Greece is full of memories
to students of ancient history. It was

in the three-fingered peninsula south-

east of Saloniki that Athens first
clashed with Philip of Macedon. Therewas the city of Olynthus for whose
possession the rival powers contended.The Olynthian orations and Philip's
of Demosthenes commemorate thatstruggle of nearly 2,300 years ago.
Near the town of Drama, which Greeceacquires, to the north of Kavala, are
the plains of Philippi, where Brutusand Cassius were defeated and slain.
The Struma River, falling just within

Bulgaria's slice, is the ancient Stry-

mon, famous for its marshes and
cranes, as the old-fashioned school-boys knew or were supposed to know.
To the people of (Thessalonica) St.Paul addressed his epistles. Just over
the old Greek boundary, in the extremesouthern corner of Macedonia rises
Mount Olympus, which Greece has al-ways been looking up to but never
possessed till now. History reversesitself. Philip conquered Greece, King
Constantine wins the best part of Ma-

cedonia, with the splendid city of Sa-

loniki.

But right here is a future apple of
discord. Servia has been shoved backfrom the Adriatic. Will she not covet
the cosmopolitan port on the Aegean?The new imperial Greece will have to
maintain a land frontier against twoSlav powers to the north, with hostile
Slav populations within.Bulgaria has a sad time ahead. No
wonder her enemies abandoned theirdemand for a war indemnity. She has
no means of reclaiming Adrianople,and with Adrianople will not Turkey
regain control of the whole of Thrace?Bulgaria is apparently incapable of
asserting sovereignty even in her sliceof Macedonia, if Turkey chooses to
march in there as soon as the Balkanstates have demobilized. Roumania
might do something to bluff the Turksout of Adrianople, but Roumania would
have nothing to gain except somewhatin reputation, apparently a negligible
matter at Bucharest.

The plea of the Roumanian Govern-

ment, that it intervened for self-pres-

ervation from Bulgarian ambition, is
quite ridiculous. When Roumania stepped

in, Servia and Greece were evi-

dently able to take care of themselves,
but Roumania wanted to make sure ofa slice of northeastern Bulgaria. The
conquerors of Adrianople were clearlyexhausted, and bankrupt of men and
money would be unable for a generation

to come to shake the peace of Rou-

mania. Balance of weakness more
nearly expresses the state of thingsin the Balkan states than balance of
power. Roumania plays the hyenain this affair and some day will have
to pay for her crime. The sword willa great Empire. But the statement of
Sir Edward Grey in Parliament clearsup this misapprehension. It was done,
after consultation with the Board ofTrade, and the reason for it was that
it involved a great expense withoutany corresponding benefit. Britain's
trade with the Pacific States is small,

and is not likely to increase; the ex-

pense of an international exhibition to
the governments taking part is alwayslarge; but in this case it would be for
Britain much larger than usual—theestimate placing it at over \$1,000,000.
The Government thought it could find

better use for its money.

Nor is Britain alone in this matter.
Germany has declined; so has Swit-zerland; it is expected Russia will do
the same. Of course, the abstentionof the Government does not prevent
private individuals exhibiting. They areat perfect liberty to do whatever they
think will be to their advantage. Butthe Government does not think it will
pay to spend public money for an ad-

vertisement in San Francisco.

There is doubtless a great deal of
truth in this contention, though ondiplomatic grounds there was a strong
argument for Great Britain's partici-

pation at this juncture. These inter-

national exhibitions are very expen-

sive affairs. All governments that take
part spend a large amount of money,

and statesmen may well ask them-

selves if the game is worth the cost.
Even the advertisement that privateexhibitors secure is in many cases
more costly than profitable. The peoplewho make a profit are largely the
people doing business in the city wherethe exhibition is held. We need not
be surprised if foreign nations are be-ginning to lose interest in these United
States "great fairs." They are gettingjust a little too common. If they did
not come quite so frequently they

would be thought more of.

Of course, there are some nations
who cannot neglect them. Canada isof this number. We draw a large share
of our immigration from the States.Our greatest trade is done with the
people of that country. The volume ofour exports as well as of our imports
is steadily increasing. It will prob-ably pay us to advertise ourselves in
San Francisco next year; at all events,

we cannot afford to neglect any oppor-

tunity. It is reported from Ottawa that
the Government recognizes this fact,and is prepared to spend a fair amount
of money in having Canada well repre-

sented. It is not a very logical pro-

cedure for a party whose cry during
the last election was "no truck nortrade with the Yankees." But, of
course, that cry was for election pur-

poses. Even a Tory Government re-

cognizes that our nearest neighbor is
our best business associate, and will

do anything it can to encourage inter-

national trade, except the thing which
common sense would indicate as themost important. It will spend money,
but it will not take down barriers and

remove obstructions. But there is rea-

son in its madness. There are large in-

terests in the Dominion which do not

want the obstructions to trade any less

than they are, and the Government is

more or less under their control. They
have no objection to the public moneybeing spent to encourage trade as long
as the barriers to trade remain. TheGovernment can spend money freely as
long as it does not legislate adver-sely. The expenditure can be made of
service to the party, while it does no

harm to the masters of the party.

LIFTING THE VEIL.

A significant letter appears in the

Montreal Herald over the signature of

Brenton A. Macnab. Mr. Macnab was

for years editor of the Montreal Star,
and his pen was busy in that paper'sviolent anti-reciprocity campaign. He
resigned lately to aid in launching theMontreal Mail, which will appear in
October, and which it is generally

The Balkan states have made Macedo-

nia and Thrace a solitude and have
agreed to call it peace.

It is expected there will be nine fed-

eral by-elections in the fall. Watch the
Honorable Robert tip his cornucopia.

It is to be hoped the banks are ready

for the western crop, because the farm-

ers are banking on it as never before.

All this blood has been shed in the

Balkans over the possession of 6,700

square miles. There are over 470,000

square miles in Ontario alone.

The late Anthony N. Brady, of New

York, left nearly \$100,000. Money
talks, but Mr. Brady's money musthave whispered. How many ever heard
of the man?

The Toronto Telegram rejoices over

the flag incident in Saskatoon. The
Telegram says it will help to promotepatriotism. Heaven save the country
from the patriotism that has to be

made of such shoddy.

The Toronto News repeats the stale

slander that the Niobe was wrecked
while returning from a liberal picnic.

The Niobe took part in an old home re-

union celebration in Amherst, N. S.,
on the invitation of the municipality.

Since it abandoned the Canadian navy

policy, which it ardently championed,
the truth is not the compass the News

steers by on the navy question.

NOT IN EARNEST.

[Punch.]
"I shouldn't mind, meself, if theyclosed the 'pubs' a couple o' hours
sooner. Wot I sez is, if a man ain't

full by 'alf-past ten, 'e ain't trying'."

STRANGE!

[Baltimore American.]
"Adelle has some telling ways." "Yes,and one of them is that she can't keep
a secret."

TO OUTWARD VIEW.

[Hartley Coleridge.]
She is not fair to outward view,
As many maidens be.Her loveliness I have known
Until she smiled on me;
Oh! then I saw her eye was bright,
A well of love, a spring of light.But now her looks are coy and cold,
To mine they never reply,
And yet I cease not to behold
The love-light in her eye.Her very frowns are fairer far,
Than smiles of other maidens are.

THE TEXAS SORT.

[Houston Post.]
"Gracious! That skirt is so tight that
I can plainly see what you have in yourpockets!"
"But I have no pockets!"
"Then what is that lump?"
"Oh, that's a mosquito bite."

HE DID.

[Life.]
"I feel as if I were going to have ap-pendicitis."
"Well, I need a new gown, so you'll
have to wait."

NOT REALISTIC.

[Catholic Chronicle.]
"And their union was blessed with
many children." Wouldn't that be a

novel ending for a novel, today?

MY BOOKS.

[London Citizen.]
They stand there in a patient row,
All sorts and shapes and sizes:How came they there I scarcely
know—
Though some were prizes.There's Ruskin (bound in palest blue)
And Kant (I never read him).And Saint Augustine—(him, it's true
I scarcely ever heed him).
There's "Westward Ho!" and "Alton
Locke!"And Dickens' tale of Nellie,
And Meredith; and (do I shock?)
There's also Miss Correll.

THOUGH SOME ARE DINGY, TORN AND OLD.

I never mind their looks;
To me they all are edged with gold.

They are my friends—my books.

INNOCENT MOVEMENT.

[Philadelphia Record.]
Little Willie—Say, will a Welsh rab-bit bite?
Little Bobby—No; not unless you
eat it.

GIVE THE FOREIGNERS A CHANCE.

[Toronto Star.]
Some of us are inclined to claim su-periority for Anglo-Saxon over the rest
of the human family. Whatever advan-

Alteration Sale

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to their faculty for kicking against

Bargains Every Day

WEEK-END BARGAIN LIST

A Story of Many Bargains in a Few Words

THIS WILL INTEREST YOU, AS BEING APPROPRIATE TO THE HOLIDAY WEEKS.

Sweater Coat Bargains

An odd lot of handsome Coats just in time for

holiday needs.

19 only Women's Pure Wool Coats, in plain and gray,
navy, brown and white; also few two-toned colors, of
finest wool, plain or fancy knit, small, medium and
larger sizes. Actual value \$3.00, \$3.50 and \$4.00.
Now on sale.....\$1.9820 only, Women's Coats, all-wool, plain, navy,
gray, tan and two-toned colors, fancy knit, a warm
useful garment. Actual value \$2.00, \$2.50 and \$2.75.
Now on sale.....\$1.4913 only, Misses' All-Wool Fancy Sweater Coats,
plain gray, brown, cardinal and navy, shaped style.
Actual value \$1.75 and \$2.00. Now on sale.....\$1.49

Satin Petticoats

Black and Colored Satin
Underskirts, in correct cut,
with accordion-pleated
flounce, rich appearance, 36,
38 and 40-inch lengths. On
sale now, each.....\$1.10

Print Wrappers

10 1/2 dozen of these, in
neat patterns of navy, red
and Dutch blue, English print,
well made, 34 to 46 sizes.
Each.....98c

Raincoats

Special Navy and Green
Waterproof Coat, perfect fit-
ting, just the thing for holi-
day wear. Now on sale.
Each.....\$5.00

New Waists

Dainty Marquise Waists,
pretty lace insertion and embroid-
ered yoke, sizes 34 to 42.....\$1.50
New Linene Waists, clustered
pin tucks, starched collar and
cuffs.....\$1.50

Special Linens

64-inch Half-Bleached Table Linen, pure linen, in neat
shamrock and conventional patterns. Special for the week-
end, per yard.....48c16-inch Brown Linen Crash Towelling, heavy weight,
for roller or hand towels. Special, 9c yard, or 11 yards
for.....\$1.00

Men's Umbrellas