

London Advertiser

MORNING. NOON. EVENING.
SUBSCRIPTION RATES:
Morning Edition. Outside City.
City. By mail. \$3.00 per year.
By mail. \$3.00 per year.
Evening Edition. Outside City.
City. By mail. \$2.00 per year.
By mail. \$2.00 per year.

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[Entered at London Postoffice for transmission through the mails as second-class matter.]
TORONTO REPRESENTATIVE.
P. W. Thompson, 55 Mail Building.
The London Advertiser Company Limited.
LONDON, FRIDAY, JULY 3.

OH, MR. DUFF.

O H. Mr. Duff, how do you do? Your constituency has shown a wonderful, quite a touching trust in you. That 1,000 majority has a fine, careless, confident tone about it. Being so honored in your own county, you really can't be much of a prophet, whatever your gifts as a minister of agriculture. But up where you live, the folks are in raptures over you. You can't be beaten in an election, that much is evident.

But by the way, are you going to do anything for agriculture in this province? You know, you and your conferees can't live for ever by the ideas of your predecessors in office. You are splendid fellows for going on in the path, blazed by Mowat and Ross, two of you quite energetically, the rest asleep on the wagon among the casks. But, haven't you a glimmer of a new idea now that a decade has run round and times are changed?

They are particularly changed in the rural parts of old Ontario, more so than anywhere else in eastern Canada. And not for the better! The census of 1911 told a staggering tale—ten thousand lost in the grand agricultural county of Huron, heavy losses in Bruce, Middlesex, etc. Since 1911 this rural decline is going on, if anything even faster. We are to have a member less at Ottawa from Middlesex. Have you nothing for it, Mr. Duff? You may remember that back in July 1913, the Mail and Empire said:

"It is true that the Agricultural Department has not kept pace with the advance in other branches of industry."

This is a knock from a friend, Mr. Duff. Perhaps, you might get somebody like Dr. Seath or Dr. Merchant to do everything for you. Would you like to be a megaphone like Dr. Pyne? Perhaps, after all, you will have to wait for Mr. Rowell's men to furnish you with some ideas, and then, gradually, push you into carrying them out. It took years of perseverance on the Opposition's part to drive the Government into workmen's compensation. Our Government sits on a sort of Olympus, divinely appointed to rule. If there is to be abolition of the bar, it alone must do the work, not the "Grits." For them to take such a work into their own hands, or workmen's compensation, or tax reform, or agricultural, or educational re-adjustment, would be sacrilege. Legislation is mine, saith the Ontario Tory. The only way, then, Mr. Duff, for an agricultural advance is to keep praying to you, telling you what is wanted, and by and by you will perhaps be so gracious as to answer our prayers.

Abolish the cold weather.

The Liberal party doesn't nurse a grouse for long, at any rate.

The good ship Principle, of the Life Line, was badly battered on Political Rock.

The Liberal campaign seems to have had the effect of keeping Mr. Hanna out of the premiership.

Villa has ordered a bath tub. Judging from his recent photographs it isn't any too soon.

Probably the reason some people do not drink coffee for breakfast is that it keeps them awake all day.

The strawberry crop met an early death. But no one ever needs to waste his sympathy on rhubarb.

A Boston physician says that lots of ice cream will cure the drink habit. But what's the cure for the ice cream habit?

Whatever this mediation process may be it goes on rubber tires and eludes the reporters.

West Virginia has abolished the bars. But they are a poor, preacher-ridden class down there.

The cost of living at the jail has gone up, but that is no good reason for sampling the fine fare that the county keep boasts.

There is more joy in the house of Schlitz over one province redeemed for the brewery than in ten fresh carloads had been ordered.

Dispatches have announced that the Rebels have captured the key to the City of Mexico. Now for the key to Huerta's wine cellar.

Old London's pretty girls collected \$100,000 for charity on "Rose Day." Girls from London the Less could easily have doubled that sum.

An English exchange says Bonar Law is as good a golf player as he is a critic of the Asquith Government. A sort of all-around knocker.

American Government investigators charge "big business" rivalry with causing and carrying on the troubles

In London Sir Adam Beck had a

large majority as usual; but the total vote cast for him was only 4,352, out of a total of 12,500, as against 5,032 in 1908, the last time in which there was a contest. The Minister of Power is growing weaker each year in his own home constituency. The city has been growing rapidly, but its member's political strength has been diminishing. With a good candidate, like Dr. Stevenson, earlier in the field, and with better organization on our part, Sir Adam's majority would have approached the vanishing point.

Against this excellent record we have to admit the diminished vote of the Liberals in Oxford and Perth. In both those ridings, we are informed that local considerations had much to do with the result; and especially the persistent and virulent attacks on Mr. Rowell. The cry was "Anything to beat Rowell." They did not succeed in defeating him, but they certainly injured him and his colleague in the county of Oxford.

We hoped for better results, and did what we could to secure them. And if we have not got all we wanted, we got enough to encourage us for the present, and to cheer us for the future.

FREE TRADE AND HUMAN NATURE.

EVERY once in a while respectable people are held up at the border and searched for smuggled articles. It is considered no great disgrace to bring into Canada whatever one can carry from "the other side." The only injustice is, that it is usually the retailer who is hit, and not to the same degree, at least, the protected manufacturer.

None think it a serious offence, because there is a free trade instinct in human nature. The average citizen simply won't be barred from buying in a neighboring country, if he can help it. He believes in his inherent right to buy where he chooses. Sooner or later the trade barrier between the United States and Canada will be ripped down.

Conan Doyle to the contrary, notwithstanding, this is an age of branch factories. Every big American concern has many of them scattered over the country. They would locate in Canada just as they do now, and many industries would be brought to Canada because conditions would suit some concerns.

The tariff in Canada isn't at all a consistent thing, anyway. For instance, why haven't Canadian newspapers just as much regret to demand that American papers be barred, as the Canadian shoe-maker has to keep out American shoes. The Advertiser has no desire to see American papers kept out, but it would be quite as fully justified in asking it, as in the case of any other manufacturing or commercial concern. For newspapers of Canada there is no protection; for the manufacturer all he asks.

While automobiles may be classed as a luxury, why should Canadians be forced to pay an added price for their luxuries? In this particular line of manufacture, the tariff has not done much for Canada. We buy most of our cars in the United States, and pay duty on them. The tariff wall may have brought a few assembling warehouses, and an odd branch factory, but such things are scattered profusely about the United States as well. When there is a sufficiently large production, we get a factory, but rather in spite of the tariff wall than because of it. The tariff burden on automobiles and many other articles keeps many Canadians from securing what they want, and what they would otherwise have.

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of Mexico. Here's one instance where a trust would be welcome.

In the interests of the highest efficiency the U. S. Government has barred all intoxicants from the navy. Ontario will continue to miss the best until the bars are banished.

If the Dominion government provides for the payment of the wives of men who are in jail it will be doing a great humanitarian work. We would be greatly pleased, too, if the hideous green uniforms of the county jails were abolished.

The Detroit Journal says: "Is there no warning in the Ontario election returns? On a straight 'abolish-the-bar' issue the Liberal party has greatly increased its popular vote." The effect of Ontario's fight with the liquor traffic will be widespread and beneficial.

Londoners are glad to welcome R. A. Little, formerly vice-principal of the Collegiate, and now head of the New Westminster Collegiate. Mr. Little has hosts of former pupils in the city who remember him with affection. It would be fitting for them to recognize his return somewhat after the manner in which his old pupils honored the late Nicholas Wilson.

There will no doubt be a movement to secure Hon. Dr. Reame a seat, and the Liberals will do well to allow his acclamation. Dr. Reame has many admirers in Ontario on both sides of politics. He is known as a man of manifest fairness to those employed in the Department of Public Works, and although the vagaries of politics left him at home, he is a man who should continue to have a seat in the ministry.

SLOW IN RISING.
[Boston Transcript.]
She (at the beach)—Brother! I've been waiting nearly an hour for the tide to get up.

He—Don't be impatient; remember it's been out nearly all night.

UNSKILLED LABOR.
[Blakeney Gray, from Judge.]
He learned to woo in a courtship school. He got it all down by rote and rule. He knew when to smile and when to sigh.

He learned how to use a twinkling eye; And then he was cut out by a fool—A fool who had never studied art, Who merely obeyed a thoughtless heart, And when it came to a chance to woo Did the foolish things it told him to!

ONE AGAINST MURPHY.
[Buffalo Express.]
"I always knew that Murphy was a quitter."

"What's your evidence?"
"This paper says while the catcher was fighting with the umpire, Murphy was caught trying to steal home."

EQUAL RIGHT IN IRISH FIGHT.
[Montreal Star.]
Everybody hopes there will be no calling of either the Unionist or the Nationalist volunteers into action, but if there should be, let the latter have at least as much right to exist, as the former. The vital factor in the situation is not "American dollars," but the loyalty of a scattered race to its impoverished country.

YACHTING.
[Chicago News.]
Uncle Sam might do well to fill that yachting cup with lead before Sir Thomas tries to lift it again.

QUICK JUSTICE THIS.
[Calgary Herald.]
A western chief of police went bathing

---and the Worst Is Yet to Come



It has every right to prove that loyalty by giving material assistance to the cause, more especially when the Nationalist volunteers are formed not to resist an act of Parliament, but to help enforce one.

NOT SURPRISING.
[Baltimore American.]
"What do you think of an open meeting to discuss ways and means, by self-confessed rascals and grafters?"

"That's nifty. Who are they?"
"Members of a professional gardeners' club."

INTERESTING.
[Everybody's.]
"Oh, yes, my husband is an enthusiastic archaeologist," said Mrs. Smith. "And I never knew it until yesterday. I found in his desk some queer looking tickets with the inscription, 'Mudhorse, 8 to 1.' And when I asked him what they were, he said they were relics of a lost race; isn't that interesting?"

STANDARD DRUG, LIMITED
With their modern methods, have revolutionized the Drug business in London. When in need of Drugs, etc., see how they save you money.

REMNANTS AT HALF-PRICE R. J. Young & Co. PARASOLS AT SALE PRICES

Midsummer Sale
READY-TO-WEAR BARGAINS

Ladies' Ratine Dresses in pink, rose, white, blue and tan, latest New York style; extraordinary value \$1.49

A better line, a little fancier in design for \$1.98

Mull Dresses in pink and blue only. 3 ruffles on skirt, lace-trimmed yoke. Just arrived. Wonderful value \$2.98

Midsummer
Millinery
Clearance

Your choice of any colored hat in stock for quick selling

—\$2.98—
Black and White South African Ostrich Feathers. Worth \$5.00 for

—\$2.89—
All our stock of

Children's Hats
on sale while they last for Half Price

Ladies' Knitted Combinations

with long or short sleeves. Regular 50c for 39¢
Black Cotton Hose, full fashioned, Hermasdorf dye.

Regular 25c for 15¢
Children's Mercerized Hose in pink, white, sky, tan and black. Sizes 5½ to 8½. Sale price 15¢

Crompton's Famous Corsets

in all the new and leading styles. The most stylish corset made in Canada. One line only. Special for \$1.00

Just to hand, special repeat order of white cotton voile with colored floral designs in pink, blue, helio and yellow. 40 inches wide. Special, yard 35¢

8-4 Bleached Sheeting

in either plain or twill. On sale for 25¢
36-inch Gray Cotton, remarkably free from filling; good round even thread. Extra special, yard 15¢

Cream Serge, Full 44 In. Wide

good heavy cloth, extra good value for 49¢
Cream Serge, with black hairline stripe, over 44 inches wide; good heavy cloth, for 69¢

R. J. YOUNG & CO.

RED TAG SALE

....AT....

CHAPMAN'S
During the Month of July

The Red Tag Sale Made a good start yesterday. The Red Tag is the sign of a bargain, and the Red Tag is everywhere. Each succeeding day will see more goods tagged.

Specials at Underwear Counter

Women's Summer Combination Suits, of white ribbed cotton, low neck and lace-trimmed drawers. "Seconds", worth 35c. Red Tag sale price,	Children's Knit Drawers, of white ribbed cotton, closed knee. Regular 25c. Red Tag Sale price, per pair	Women's White Cambric Nightgowns, slipover style, with embroidery trimming. Red Tag Sale price,
23c	19c	66c

July Linen Sale

The Linen Sale is a big part of the July Sale. Housekeepers from far and near will take advantage of its offerings, because it is a semi-annual event that means a saving on general household supplies. Its coming is always welcome.

Mercerized Tabling, 44c Yard

Many like Mercerized Tabling better for everyday wear than linen. It gives splendid service and retains its glossy appearance after laundering. To open the July Sale, we offer our regular 50c quality at 44¢ yard. In a pretty fern and bowknot pattern.

Tea Crash Toweling

Regular 10c Pure Linen Tea Crash, 23 inches wide, at 9¢ yard, or 11 Yards for \$1.00

Unbleached Table Linen

Red Tag Sale prices at 36¢, 38¢, 46¢, 56¢ and 69¢. Every one of these items is unusual value.

Sheetings and Pillow Cottons

Plain Bleached or Unbleached Sheet, 8-4 width. Red Tag Sale price,	Twilled Bleached Sheet, 8-4 width. Extra special at	Full Bleached Circular Pillow Cotton, 40 and 42 inches wide. Red Tag Sale price,
23c Yard	33c Yard	23c Yard

Table of Gingham. All perfectly fast colors. Red Tag Sale price, 8¢ yard. Still a good assortment.

Get Pony Coupons with every purchase. The contest for the Pony is growing keener every day.

CHAPMAN'S

239, 241, 243 DUNDAS STREET.

WATSON'S MEAT MARKETS
246 Dundas Street and Stalls 1 and 2 Market House

JUST A MEAT SUGGESTION

Having nothing to say about our elegant Beef, Veal, Lamb, Sugar-Cured Hams and Bacon, excellent service, superb quality and immense buying facilities, allow us to place our Meats on the counter at a saving to you of three to five cents per pound.

READ OUR SATURDAY SPECIALS

Prime Roast Beef, the finest.....17c	Sugar Cured Ham, whole or half.....20c
Fancy Pot Roasts, choice cuts.....15c	English Breakfast Bacon, best brands.....20c
Roast Beef, no bone or waste.....16c	Picnic Hams, fine flavor.....15c
Choice Boiling Beef, lean and tender.....12/2c	Try our shortening for pastry.
Full Lamb, legs or loin roast.....18c	There is nothing finer, 2 lbs for 25c
Full Lamb, shoulder.....16c	Pure lard; our own make; put up in 3 and 5-lb. crocks; per lb. 16c
Fresh Pork Shoulder, cut from young pigs.....15c	Finest Creamery Butter. Special for Saturday.....25c
Fresh Legs or Loin of Pork.....18c	

246 DUNDAS STREET.
Phone 4796.MARKET HOUSE,
Phone 4520.

UNROMANLIKE.
[Puck.]
Roman banker (to American tourist)—Why, only yesterday a stranger asked me for a match and I didn't charge him I suppose you're doing as the Romans do? a cent for it!