

Advertiser.

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CIRCULATION.

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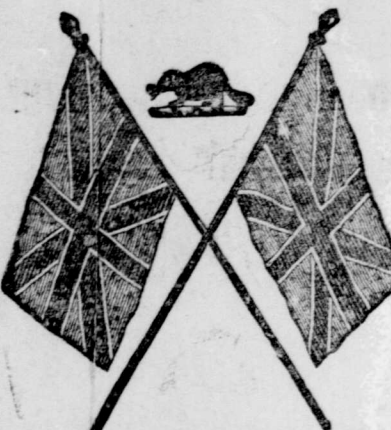
Address all communications—

THE LONDON ADVERTISER COMPANY,

(Limited),

LONDON, ONTARIO.

London, Thursday, Nov. 1.

LAURIER
—AND—
VICTORY!

People's Candidates.

Election Day, Nov. 7.

London	C. S. Hyman
East Middlesex	John Gilson
South Middlesex	Malcolm McGugan
West Middlesex	W. S. Calvert
North Middlesex	V. Ratz
East	John Fraser
	Dr. Johnston
	Mayor Gordon
	G. Stephens
	R. F. Sutherland
	M. H. Cowan
	A. D. McGugan
	Dr. Wilson
	E. Holmes
	P. Macdonald
	J. McMillan
	John Cummins
	John Tomlin
	J. E. Campbell
	D. K. Erb
	G. Goetz
	Major Sutherland
	Sir Richard Cartwright
	John Chisholm
South Norfolk	T. R. Atkinson

A Specimen Charge.

Mr. H. H. Cook, ex-M. P., who is pouring hot shot into the Liberal leaders, his former colleagues, is alleged in some quarters to be mad because the Liberal Cabinet did not make him a senator. If this were true, it would help to illustrate what the Liberal risk by not keeping their promises. Mr. Cook says that one of their promises was to abolish the Senate. If the Liberals had abolished the Senate Mr. Cook could not reasonably be mad now because they have neglected to make him a senator—Ottawa Journal.

Our Ottawa contemporary should place any confidence in the assertions of a disgruntled hunter-after-votes that could not, in the interests of the public, be granted him. It takes for granted that Mr. Cook's so-called charges, which are merely refutations of the rush and ill-founded campaigning of the Opposition paid by the Government, are founded in fact. And it takes for granted that they ought to be entered. Surely it is not serious in its intention. Here, for example, we see the Journal accepting as correct Mr. Cook's assertion that the Liberals ought to be turned out of office because they have not abolished the Senate. They never promised to do so. Here the plank of the platform of the party is turned out at the great Dominion convention in Ottawa.

The present constitution of the country is inconsistent with the federal principle in our system of government, and is in other respects defective, as it makes the Senate independent of the people and uncontrolled by the public opinion of the country, and should be so amended as to bring it into harmony with the principles of popular government.

There is nothing in that about abolishing the Senate, and Mr. Cook's assertions in other regards are equally devoid of foundation, being merely the angry declamation of a disappointed favor seeker. But our contemporary may say the Senate has not been reorganized. True; but why? Because opponents of the Administration are as yet in the majority in it, and they will never give their consent to any changes that will shear them of undue privileges, when they were partisan enough to refuse to add the Government in undoing so grave a rascality as the gerrymander—that most un-British act of dishonest partisanship—could anyone believe that they would consent to a reorganization that must necessarily take from them unfair advantages now possessed?

Opposition criticism is courted by the Administration, but the ministers naturally resent attacks so ill-founded and ill-natured as that made by Mr. Cook, and we are astonished to find the Journal paying attention to them.

The Montreal Journal of Commerce says: "The success of the Canadian cold storage system in keeping our fruits in good, marketable condition was shown by the exhibit at the Paris Exhibition."

Has Made Canada Respected.

At the grand banquet given to Lord Strathcona by the Toronto Board of Trade last night, the guest of the evening said:

"And now as to the position of England, what it was and what it is. Now, sir, I remember that only a very few years ago all those visiting England, from Canada or from the colonies, as they were then regarded, were merely deemed worthy of being civil to. The feeling was 'You are worthy and good people,' but it was hardly thought worth while to cross from one side of the street to the other to recognize them. We know that our neighbors of the United States were thought of very highly in society. Was it so with ourselves from Canada and from the other colonies, as we had a right to expect it would be then? (Cheers.)

"How is it today? To be a Canadian or to be a member of any colony is to have the warmest good wishes of all the British people. (Cheers.) The feeling that has gone forth towards the colonies now, and which is not, I feel assured, evanescent, is one that is lasting and enduring. (Cheers.) While we are first among those nations within the empire, we are glad to know that there is another new-born nation, one which is to take its place alongside of Canada in the very near future. (Cheers.) The son of our gracious Queen goes over to assist in the opening ceremonies of that great confederation, and I trust that some member of the royal family who is representing her Majesty there may come also among us upon his return. (Cheers.) Many of you have been in the mother country and have had the best opportunities for knowing our English friends and fellow subjects, and we know that the feeling is now that we should be regarded as one people, as one great empire of Englishmen, no matter from what part of the empire we sprang. (Cheers.)

Yes, Canada is respected in Great Britain and the world as it never was before, and the respect in which it is held has increased by leaps and bounds under the Laurier Government and its preferential tariff.

The Reason of It All.

There is a sentence or two in Mr. Sifton's speech when he replied to Sir Herbert Tupper at the Tory meeting in Brandon, the other day, which have struck a responsive chord in the heart of every fair-minded man. "I am proud," said Mr. Sifton, "that from the first day I entered his Cabinet, Sir Wilfrid Laurier has been my friend; I am proud he has given me his complete confidence. It is some little satisfaction at least, in the midst of all this, that Sir Wilfrid Laurier, the most distinguished of Canadians, the most distinguished of colonial statesmen living today, has given me his complete confidence and friendship. I have been with him for four years. With this gentleman (Sir Herbert) point out where I have erred? Why do they not lay their finger on something in the administration of Manitoba or the Northwest Territories with which they can find fault? Up to the present time they have been unable to do so. Does it not seem strange that after spending many years in Manitoba without a spot or stain, and for four years administering millions of dollars' worth of property, that they have to go to the Yukon to find anything? The advantage of this course is that they can go as far as they like from the truth, when they are dealing with matters so far away?"

Benefits of Preferential Trade.

[From Queen's University Quarterly, Kingston.]

It helps the consumer, for it has lowered the taxes he has to pay, not only on British goods, but on all goods that compete with them in our market, increase the preference, and at the same time help the Canadian as against the American manufacturer by raising our duties to the American scale against Canada, imitation being a sincere form of flattery to which no one can object.

It helps the producer by gradually increasing the income of British goods, and so providing return freightage for the steamers that carry his stuff to the great, permanent, ever-hungry British market. Till that is done on a larger scale, our producers have to pay freightage both ways.

It also helps the revenue, for the way to increase revenue is by lowering the taxes.

It also helps us as borrowers, for it has led Britain to include ours among the preferential securities in which trustees must invest. Here is "a mutual preference" freely given to us, and along a line involving no disturbance to British trade. A solid preference it is, worth millions to us.

And it helps us, in other ways, by making the British public inclined to buy our stuff in preference to any other. If it helps Britain also, so much the better. We are in the same imperial boat with her.

It is bad enough to have traitors in a country; but it is the highest of absurdity to put them into high places. —Hamilton Spectator.

Right you are! Sir Charles Tupper and the Spectator are endorsing the putting of Dr. Montague, John Haggart and George E. Foster in high places. Yet we have the highest Conservative testimony—that of Sir Mackenzie Bowell, ex-Premier—that they are "a nest of traitors." Would it not be the height of absurdity, or worse, to put them into high places once more, as the Opposition leader contemplates, were he given the power? Our delightful Hamilton contemporary is in no end of a tangle these days.

Vast Growth of Cattle Trade.

This difference between the careless neglect of the former Conservative Government and the energy and ability of the present Administration is strongly exemplified in their dealings with the quarantine against Canadian cattle entering the United States. The quarantine had been in force since February, 1888, to the complete demoralization of the Canadian cattle trade, ending Dec. 31, 1895, Canada exported to the United States, all told, 3,762 cattle, receiving therefore \$52,666. Hon. Sydney Fisher succeeded at once in having the quarantine removed, and during the three and one-half years since we have exported to the United States 301,073 cattle, for \$4,377,852. During the fiscal year before the removal of the quarantine the average price received and fallen to \$5 29 per head. During this last year the average price has been \$13 09, a gain of \$7 70 per head. The advantage is all the greater when it is remembered that many of these cattle were not suited for the English market, and the opening up of a market for them meant even more to the Canadian farmers than the figures show. It is the export price that largely controls the price of cattle slaughtered and sold within the country, as well, making the gain to the farmers of Canada on the 1,100,000 cattle slaughtered or sold within the country during the last year \$3,547,000 more than they would have received for the same cattle had the abolition of the quarantine not been effected by Mr. Fisher.

In addition, the value of the stock all over the Dominion had been enhanced. In the opinion of Mr. Ironsides, one of the largest exporters in the trade, the added value resulting from the removal of the quarantine is at least \$10 per head of all cattle now in the Dominion.

This means a total increase in the wealth of the farmers of over \$50,000,000, as the result of the removal of the quarantine effected by Hon. Mr. Fisher. The farmers are beginning to see this, and Mr. Fisher is naturally not in favor with the disappointed politicians who allowed the Canadian cattle trade to go to ruin because they lacked either the will or the ability to have the quarantine removed.

The "Nest of Traitors."

It is said that I made the statement some time since that I was living among a nest of traitors. Now, whether I said it or not I don't know, but I ought to have said it, for it's the truth.—Sir Mackenzie Bowell at Smith's Falls.

Specimen Opposition Argument.

In Ontario—The contingents were not sent promptly enough.

In Quebec—The contingents should not have been sent at all.

Rejected Ballots.

The following is a return of the rejected ballots in two Dominion general elections:

Riding.	1891.	1896.
Lambton East	11	133
Lincoln	62	136
London	29	233
Muskoka	17	175
Perth South	17	129
Prince Edward	23	115
Waterloo South	21	164
Wellington Center	15	129
York North	30	101
Norfolk North	17	114
Addington	21	145
Bothwell	11	167
Brant South	23	165
Brookville	29	101
Bruce East	8	118
Bruce West	18	135
Cornwall	23	103
Grey North	10	125
Haldimand	65	120
Hastings North	7	149
Kingston	28	215
Kent	27	183
Weiland	16	157

A Yankee Canard.

It is a noticeable fact that much of the anti-Liberal literature circulated by the Opposition is manufactured in the United States by such anti-British papers as the New York Sun. The Toronto World, for example, confesses that while it did not manufacture the anti-Tarte cablegram that has been going the round of the Opposition press, making out that the Minister of Public Works was disloyal to the Empire, it did not find it in any Canadian or British paper, but in a Chicago sheet, which is noted for its sensational telegrams.

An honorable opponent would accept the statement of a Minister of the Crown that the report was a total misrepresentation of his views, and the Opposition have adopted the view that all is fair in political warfare, and keep repeating the falsehood in the hope that it may bring their friends votes.

Don't stop the growing time.

Says the Montreal Journal of Commerce: "The Canadian farmers were never so well off as they now are, nor were they ever before so advantageously placed for using their incomes with economy."

Mr. James Gibson, an old and vigorous campaigner for the Conservative party in North Essex, says he will not take the platform at this election. "I'm convinced that Premier Laurier stands head and shoulders above every other man in public life in Canada, and I really couldn't get on the platform and say a word against him," explains Mr. Gibson.

"Laurier is too British for me." So says Sir Charles Tupper.

South Middlesex.

The nomination at Delaware was a pleasant meeting. The speakers and the audience, by common consent, took the situation good-naturedly. It is, of course, a foregone conclusion that Mr. McGugan will be elected by a large majority, but it is the duty of the supporters of the Government to poll the full vote.

Mr. McGugan made a practical speech, and covered all the questions so far raised by any opponents of the Government. He was aided in supporting his views by Messrs. Alexander Stuart and T. H. Purdon, as Mr. Judd attacked the Government, charging it with broken pledges, and promising, "when elected," that he would do his duty to Reformers and Conservatives alike. He was supported in his views by Messrs. Andrew Chisholm and E. T. Essery. Considerable amusement was introduced into the speeches, and if those present were not changed in their political opinions, they were pleased with their entertainment, and the meeting closed with the usual cheers.

Remember Mackenzie.

Old Liberals cannot afford to forget the treatment Alexander Mackenzie received from the Tory press and the Tory politicians. He was hunted and hounded from the day he took office until he was overthrown, five years later. The treatment Mr. Mackenzie received from his opponents forms one of the least creditable chapters in Canadian history, and exactly the same treatment is measured out to the Liberal leaders of today. In fact, the Mail of today even outdoes the Mail of twenty years ago. Here is what Mr. Mackenzie said in a letter to his brother, the late Charles Mackenzie, of the usage he received from his opponents:

"I have given up all hope of obtaining fair play from opposition leaders and papers. I have often determined not to notice some extreme falsehood, but have shortly afterwards found it doing service in a remote region, and have found also friends surprised that it was not contradicted. The Tories were always addicted to this villainous policy of slandering their opponents, and no doubt, will continue to do so. . . . It is amazing how many an evil impression will remain, if the lies are allowed to run to any length unchecked, and yet I loathe touching such a business. This, and my natural disinclination to deal in personal charges or insinuations, almost sicken me of public life."

After his defeat, Lord Dufferin thus wrote to Mr. Mackenzie:

"Whatever my personal convictions may be upon the general policy of your government, it would not, I suppose, be proper that I should express them, even in a private letter; but no consideration need preclude me from assuring you that, in my opinion, neither in England nor in Canada, has any public servant of the crown administered the affairs of the nation with a stricter integrity, with a purer patriotism, with a more indefatigable industry than yourself, and though the chances of war have gone against you at the polls, you have the satisfaction of knowing that your single-minded simplicity of purpose, firmness and upright conduct have won for you alike the respect and good will of friends and foes."

What Lord Dufferin said to Mr. Mackenzie is the judgment of history. Since his death Mr. Mackenzie has been canonized by the Conservative press and politicians. Old Liberals who believed the slanders that were heaped upon him while he lived, and did not go to the polls, or voted Conservative in 1878, received as compensation the scandalous gerrymander of 1882, which the Senate has refused to repeal, and the partisan franchise act which, in the form in which it was first presented to the Parliament, was calculated to establish the Tory political office for generations. If old Liberals want a second dose of this medicine they will vote for the Tupper candidate on Nov. 7.

Political Violence.

[Toronto Star.]

The Conservative party stands in very real need of that discipline which can only be had by a further period in opposition. They are too savage altogether, and no person not hopelessly one-sided in politics can condone the three utterances which we here group together:

Hugh J. Macdonald said in a speech while touring Ontario: "I do not say that all Grits are disloyal, but I do say that all disloyal men are Grits."

W. R. Brock, Conservative candidate in Center Toronto, said: "Throughout Ontario the words, Reformer, Liberal and hypocrite are synonymous."

Conservative paper, the Alberta Sun, said: "Tarte is crazy with fear at the threatened loss of a Liberal majority at the coming elections. Take heart, O Tarte, and wait till you go to hell. There you will find every seat held by a Grit."

What can anybody say in defense of any one of these three deliverances? What jaunted to is there for them, and what purpose do they serve but to exhibit the bitterness and narrowness of the men who uttered them?

The Farmer Question.

[Montreal Witness.]

The question for the farmer is, Does he wish to revert to the old condition of things? Would it be to his advantage to have the preferential tariff abolished and the Canadian manufacturer left in unchecked control of the domestic market? As a believer in tariff reduction because a beneficiary, which of the two parties ought he to trust? Is it not the fact that the Liberals have done a good deal in that direction and are likely to do more,

FRIDAY BARGAINS THE RUNIANS, GRAY, CARRIE CO. BARGAINS FRIDAY

Another Handkerchief Bargain

A sample lot of Lace-Trimmed Handkerchiefs. Cleared a foreign agent's samples; 210 customers can participate in this bargain chance. Values from 25c to \$2 50 each, at 1/4 off. Only one of each pattern. Come early. On sale Friday morning.

A Ribbon Chance—19c Ribbons for 10c Yard

23 pieces Plain Taffeta Ribbon, 4 inches wide, royal blue, navy, reine, fuchsia and cornflower blue only, regular value 18c yard, Friday, 10c

Lace Trimmed Handkerchiefs, 25c

15 dozen Ladies' Fancy Handkerchiefs, lace-trimmed, fine footings and insertion, new goods, worth 25c, Friday, each 25c

Handkerchiefs, 2 for 5c

5 dozen Irish Lawn and Children's Picture Handkerchiefs, regular 5c each, Friday 2 for 5c

Very Special Sale of Ladies' Underwear

Another lot of some 97 dozen, comprising Ladies' Wool Vests and Drawers, from the lowest to the best qualities. We offer them on Friday and until sold at the following reductions:

Ladies' 30c Open-front Vests	15c	Ladies' 30c Piece-lined Drawers	25c
Ladies' 25c Open-front Vests	20c	Ladies' 25c Undershirt Drawers	20c
Ladies' 40c Open-front Vests	25c	Ladies' 50c Open or Closed Drawers	35c
Ladies' 60c and 50c Open-front Vests	35c	Ladies' 50c Open or Closed Drawers	35c
Ladies' \$1 00 Open-front Vests	85c		

Kid Glove Department

The "Lily" Kid Glove at 50c pair; every pair guaranteed; a splendid two-clasp kid glove, in shades of tan, brown, red, blue, black, and white, sizes 5 1/2 to 7 1/4, as good as can be bought at 75c per pair, special to clear at 50c

Perrin's Olga, \$1 25 Gloves for \$1 00 Pair

This celebrated maker's guaranteed Glove, the "Olga," 2-clasp, in shades of blue, green and purple, sizes 5 1/2 to 7 1/4, \$1 25, Friday only \$1 00

Lining Bargains, Dress Department

Gilbert's Black Linenette Linings, with colored backs, always sold at 15c yard, Friday only 10c

Gilbert's Celebrated 25c Fast Black Waist Linings, fancy backs, Friday, on sale at, per yard 15c

30 Inch Plain Black Print, 5c Yard

Very special, 10 pieces only, best 30-inch plain Black Print, Friday only per yard 5c

Large Size Hooks and Eyes, always sold 5c dozen, Friday 2 dozen 5c

54 Inch Tweeds, \$1 00, for 69c Yard

7 pieces best 54-inch English Tweeds, shrunk, ready for use, good colors, brown and gray mixtures, \$1 quality, Friday 69c

Staple Section, Friday Bargains

7c and 8c Flannelette, 6c Yard

12 pieces assorted patterns 22-inch Flannelette, pink, blue and gray stripes, Friday only per yard 6c

32-Inch Plain Gray Flannelette, 4 1/2c Yard

7c quality Plain Gray and Brown Flannelette, good weight, 32 inches wide, Friday only per yard 4 1/2c

Mill Ends Bleached Cotton, 5c Yard

Ends of 2 to 5 yards Fine Bleached Cotton, 36 inches wide, regular 7c, 8c and 10c, Friday only per yard 5c

Two Table Linen Bargains

No. 1—1 piece 72-inch Unbleached Table Damask, Irish manufacture, a bargain at 45c, Friday per yard 27c

No. 2—1 piece Bleached Irish Linen, extra quality, regular 75c, Friday per yard 50c

Crockery and Glassware

20 only Blue Decorated Jardinieres, 70c, Friday each 50c

50 only Decorated Five O'clock Tea Sets, with Tray, \$1 25, Friday, set, 35c

70 only Japanese Cake and Dessert Plates, fine china, 25c and 35c, Friday, each 15c

20 only Rockingham Ware Tea Plates, 20c and 25c, Friday each 12c

12 only Majolica Water Pitchers, brown decoration, 20c, Friday each 12c

25 only Small Cream Pitchers, neat decoration, 15c, Friday each 6c

Millinery Department

12 only Trimmed Knox Sallors, in colors of brown, black and navy, trimmed with silk, wings and ribbons, \$3 25 hat; Friday only \$2 25

12 only Dress Hats, each \$3 50

Black, brown, gray, Dress Hats, trimmed with silk, ribbon aigrets and feathers, \$5 hats for \$3 50

Men's and Youths' Cap Extra

10 dozen Measured Youths' Navy Serge Caps, with leather peaks, the Chifflet shape, fine goods, in sizes 6 1/2 to 7 1/4, regular 25c; for Friday only 15c

Men's All Pure Wool Gray Flannel Shirts, with attached collars, in all sizes, light and dark gray shades, special twill flannel, regular 75c; Friday for 45c

Men's Extra Fine Pure Wool, Piece-lined Shirts and Drawers, silk trimmed, with double-ribbed cuffs and ankle, fork-stitch and felled seams, very special value, 68c, or per suit \$1 35

Men's Trousers Special

75 pairs of Men's All-Wool Tweed Trousers, in gray and brown stripes, in all sizes, top and corner pockets, well made and seams all stayed, regular \$1 and 90c; Friday, extra bargain, per pair 75c

Boys' Three-Garment Suits, in all sizes, strong, durable tweed, dark and medium shades, sizes 28 to 36, splendid linings and trimmings, regular \$3 50 and \$4; Friday, special \$2 75

Boys' Two-Piece Suits, heavy, all pure wool, special make and finish, double-breasted coat, knickerbockers and double knees and double seat, sizes 24, 25, 26, 27, 28 and 30, strictly high grade suits, regular \$3 25 to \$4; Friday, very special, price \$2 50

Handkerchiefs

Ladies' Very Fine Swiss Embroidered Handkerchiefs, 12c, hemstitched and scalloped borders, in black and white, special, Friday, 2 for 25c

Jackets and Suits

Tailor-made Suits, in gray and black, green and black, brown and black check tweed, jacket mercerized lined, new style skirt, double inverted pleat, regular \$12 50; special, for Friday only \$8 50

Ladies' Homespun Skirts, in green, blue and brown, regular \$2 50; special for Friday \$2 50

Ladies' and Maids' Jackets, in cow-tail beaver cloth, silk lined, six pearl buttons; special \$4 50

Children's Light Tweed Ulsters, large collar, trimmed with velvet and braid, regular \$1 25, \$1 50, \$4 75; special for Friday \$3 00

27 only Black Coney Ruffs, regular \$1 75; special for Friday \$1 25

7 Black Astrachan Ruffs, regular \$2 50; special for Friday \$1 75

Staple Department

10 dozen All-Linen Doffies, red borders, three sizes, at 1/3 off regular prices; special, at 46c, 50c and 100c

800 yards Red Flannelette, with sprays and small figures, fast colors, good cloth, regular price 10c, our special price to clear 7 1/2c

100 yards Gray Check Toweling, good weight; special, at 3 1/2c

270 yards Checked Craie Toweling, firm cloth, special at 4 1/2c

24 yards German Elder Flannel, extra heavy, 7 different patterns, regular price 15c; special, to clear 12 1/2c

Special fine Gray Flannel, in twill and plain, light and dark, nice quality 15c

Grocery Department

18 1/2 pounds of Redpath's Granulated Sugar for \$1 00

10 1/2 pounds Bright Yellow Muscovado Sugar for 50c

2 pounds of Selected Raisins and 2 pounds of choice cleaned currants for 50c

Our 40c Imperial Blend of Black and mixed Tea, at 25c pound, is unequaled in the city for strength and flavor.

11 pounds of Rolled oats for 25c

7 bars of Sweet Home Soap for 25c

2 tins of our Cook's Delight Baking Powder, equal to any sold at 20c per tin, 2 pounds for 25c

2 pounds of Cowan's Soluble Cocoa for 25c

6 pounds of R. G. & C. Hard Soap, for 25c

1 can Peas, 1 can Corn and 1 can of Tomatoes for 25c

2 pounds of McCormick's Fancy Mixed Biscuits for 25c

2 packages of Caramel Cereal Coffee for 25c

10 dozen of Imperial Pint Fruit Jars, per dozen 50c

1 pound of Lemon Biscuits and 1 pound of Currant Biscuits for 15c

Embroidery

18 pieces Flannelette Embroidery, 2 to 4 inches wide, in blue, pink, white and red, regular 7c to 10c yard; Friday 5c

Ladies' Ties

7 dozen Ladies' Fine Cream Brussels Net Ties, embroidered and frilled ends; Special for Friday 15c, 20c and 25c

Corsets, Two Specials

"The Lady Minto," a fine gray Jean Corset, short, same shape as our \$1 Corset, lace trimmed, all sizes, 19 to 26; special, per pair 50c

The Supreme, 50c

A Long Waist Cor