

**London Advertiser.**

FOUNDED IN 1853.  
 NOON AND EVENING DAILY.  
 WESTERN ADVERTISER WEEKLY.  
 THE LONDON ADVERTISER CO.,  
 Limited, Publishers,  
 191-193 Dundas Street, London, Ont.

PHONE NUMBERS:  
 Business Department..... 107  
 Editorial Rooms..... 104 and 105  
 Job Printing Department..... 175

TO SUBSCRIBERS.  
 Readers of the Advertiser are requested to favor the management by reporting any irregularities in delivery.

SUBSCRIPTION RATES.  
 Daily, Delivered by Carrier in City:  
 One year.....\$6.00  
 One week......10  
 Daily, Delivered by Carrier Outside City:  
 One year.....\$7.00  
 One month......25  
 Daily, by Mail, Outside City:  
 One year.....\$8.00

The Advertiser is on sale regularly at the following news stands, where subscriptions may be left:  
 Buffalo, N. Y.—J. Seidenberg, Ellcott Square News Stand.  
 Chicago, Ill.—Chicago Newspaper Agency, 101 Madison street.  
 Louisville, Ky.—Kentucky International News Company.  
 Montreal, Que.—Peter Murphy, Post-office News Stand.  
 Toronto—Toronto Hotel News Stand.  
 Windsor—V. E. MacIntyre & Sons.

LONDON, TUESDAY, JAN. 11.

**CANADA'S GOLDEN AGE.**

Canada has become a new country in the past fifteen years. Glancing over what has been accomplished in the interval, the year 1896 seems to be a century away.

Before 1896 a revenue of \$32,000,000 was high-water mark. In the current year, ending March 31 next, the revenue will be \$100,000,000.

The total trade of the country has grown from \$249,000,000 in 1896 to \$750,000,000 in 1909—an increase of more than threefold.

Scarcely less extensive has been the increase of savings bank deposits—a reliable gauge of a country's prosperity. These grew from \$250,000,000 a decade ago to \$731,806,000 in the year ended Oct. 31 last.

In 1896 the receipts of the postoffice department amounted to but \$2,964,014; last year they totalled \$7,401,624. Not only that, but instead of annual deficits before 1896, there have been surpluses amounting in the aggregate to \$4,300,000 since then. Meanwhile, the rate of postage has been lowered, and immense sums have been expended on the improvement and extension of the postal service. In 1896 the money orders issued by Canadian postoffices numbered 1,131,152, of the value of \$12,081,861; last year the number increased to 2,596,290, of the value of \$52,627,770.

In 1896 Canada had but 16,270 miles of railway. At the close of last year there were 25,000 miles, and each succeeding year will see large additions to the total. The value of Canada's mineral production has grown from \$22,474,256 in 1896 to \$86,462,723 in 1909.

In 1896, with a total trade of \$249,000,000, there were 2,115 failures, involving \$17,000,000, while in 1909-09, with a total trade of three-quarters of a billion dollars, there were only 1,640 failures, involving \$15,000,000.

The revenue from Dominion lands has grown from \$219,726 in 1896 to \$3,500,000 in 1909.

In 1896, twelve years after the completion of the Canadian Pacific Railway, the Northwest was practically unsettled; since then two new provinces have been erected; thriving cities, towns and villages have grown up, and west of the great lakes there is a population of a million and a half.

Last year's field crops of Canada harvested from 30,085,556 acres had a value of \$532,992,100, or over \$100,000,000 more than last year's. The west alone last year produced \$13,000,000 bushels of grain, as against 32,000,000 bushels in 1900. Instead of 58 cents per bushel for wheat, the price fifteen years ago, farmers today get one dollar, and there has been a corresponding increase in the price of other farm products.

Since 1896 special and capital expenditure to the amount of \$202,000,000 has been poured into great development projects, such as the deepening of the St. Lawrence, the construction of the national transcontinental railway, and public works rendered necessary by the growth of the country; and yet the public debt per capita today is only \$45.85, against \$50.82 in 1896.

**A \$10,000 FEAST.**

On Christmas eve an American millionaire gave a dinner at a fashionable London hotel, at which 33 guests dined in a room full of polar bears and north poles and plaster snow. The waiters were dressed as Esquimaux, and two attendants impersonated Cook and Peary. Each guest received a gift which brought the cost of the dinner up to \$300 a plate, or nearly \$10,000 all told. The Toronto Telegram discusses these high jinks from an economic standpoint:

"The 34 feeders wasted their time probably; but the perspiring waiters were paid for theirs; and the jewelers were paid for the gems (we hope); likewise the modistes collected or will collect for the gorgeous gowns; and the vaudevillians were not working for nothing; nor would the caterers have no profits on their labors; and the hundred men who wrought night and day were tolling for wages.

"That \$10,000 was scattered, not wasted; scattered whimsically, may-

be, but the chief loss seems to have been confined to the time and digestion and moral fibre of the banqueters.

"The waste was not nearly as great as the loss to the world when a couple of cars of lumber go up in the smoke of a railway wreck."

This is on all-fours with the reasoning of the British dukes when they say that if they have to pay more taxes they will have to create more unemployment by dismissing game-keepers and coachmen. Ten thousand dollars would have given twenty thousand half-starved wretches a square meal. The money spent in dress would have clothed perhaps a thousand women going about in rags. The Yankee Lucullus could have played Santa Claus to an army of wretched children in the East End of London. In either alternative, more employment would have been furnished because more labor is required as a rule to produce ordinary and necessary things than articles of luxury. The theory that frivolous expenditure is beneficial because it provides work, is a very mischievous one. It is employed to defend the extravagance and luxury which in reality create and deepen poverty. Expenditure should be so ordered as to stimulate useful, not useless, labor. Money is wasted when it sets people working upon objects which are of no value or use, materially, morally or aesthetically.

**CANADA USED AS A PAWN.**

Mr. Joseph T. Clark, of the Toronto Star, better known to Canadian readers as Mack, formerly of Saturday Night, is in Great Britain watching the campaign through Canadian spectacles. He dislikes the attempt to use Canada as a pawn in the game. Here is a sample from the London Daily Express:

"Canada is in despair. Australia weeps. South Africa still wipes away her tears. Taxation swells. Our prestige is lowered. Unemployment festers. Capital flees the land. We fear for our navy. We still pray for an army. Canada flirts with the States. Ireland's cattle drives witness to misrule."

Mr. Clark comments on this hysteria as follows:  
 "Canada does not flirt with the States. Nor is Canada in despair. Canada is all right. The only trouble with her tonight is that she is a long way from here. It is not necessary for me to argue in this article as to what Canada's views on the subject are. No doubt opinion is divided, informed, and that any view purporting to be that of Canada should be rejected. But I know that many Canadians in England were pleased to see that Sir Wilfrid Laurier declined to be drawn for an opinion on questions involved in this campaign. I am more than ever convinced that Canada, while so jealous of her own self-government, should be cautious about interfering in the domestic politics of the mother country."

How do Canadians relish seeing Canada pictured in the role of a sturdy beggar? They may be thankful that the Canadian Government saved the country's self-respect. Sir Charles Tupper urged that the Dominion Parliament should ask for a preference in the British market as payment for Canada's services in the South African war. Had such a resolution been adopted, no decent Canadian could have looked a British Liberal in the face. It would have served the immediate purpose of one party in Great Britain, but it would have been a blow at Canadian prestige and imperial unity, because at least half the British people would have bitterly resented it, and would have associated Canada with the idea of an increase in the cost of food.

When Mr. Foster endorsed the Canadian naval policy, it passed the acid test.

A number of Canadian public men have signed a petition in favor of Prof. Jebb, who aspires to be the official Unionist candidate in Marylebone, England. The petition is an unwarranted interference. Canadians would not tolerate a similar intrusion into their own party politics.

The Marquis of Breadalbane, who owns 300,000 acres of land, advocates the budget and the reform of the House of Lords. So does the Marquis of Northampton, one of the greatest urban land-owners in the kingdom. Such men are the saving salt of the British aristocracy. They are willing to pay taxes according to their wealth.

The Unionist papers deplore the scarcity of effective platform speakers in the Unionist ranks. The young men of brains and progressive ideas are naturally drawn toward the progressive party, especially if they have keen social sympathies. The present ministry is "a cabinet of all the talents." Never before have so many brilliant men been comprised in one Government.

The political situation in Ottawa is complicated. The Liberal nominee, Mr. Lemieux, is non persona grata to the Liberal papers, and to Sir Wilfrid Laurier. City Treasurer Ellis, abetted by the Conservative paper, jumped into the fray on a big-nasty platform. The Conservative convention ignored him, and nominated Dr. Chabot, as the vacant seat belongs to a French-Canadian through a tacit agreement which both parties have respected for many years. Mr. Ellis may be induced to retire, but even if he does the newspaper mix-up lends the contest an unusual interest.

Today is the anniversary of the birth of Sir John A. Macdonald. He was not a man who would espouse an unpopular cause, and fight for it from a sense of justice, but he had a sure instinct for imminent tendencies. He realized when the family compact was played out, and he adapted his party to the new conditions. He accepted Confed-

eration, though personally favoring a legislative union, because he saw it was the only way out of the difficulty. He was an opportunist, but a wise one. His mastery and management of men and his personal charm were perhaps his greatest claims to statesmanship.

The Duke of Sutherland on Christmas Eve issued a letter to his employees and pensioners, advising them to vote for the Unionist party, and using these words:

"If the owner of the land has to pay the increased taxation he cannot spend the amount he has been spending on the estate on wages. The result, therefore, must be reduced employment, and all capital that can be moved will continue to leave the country, and go abroad. Without capital there cannot be employment. I have written this to you as so much trouble is being taken to deceive you on this question. Nothing would give me greater sorrow than being forcibly compelled to reduce wages and pensions."

This is a clear case of intimidation, and the British election law is defective if the duke cannot be prosecuted. It was his ancestor who over a hundred years ago drove thousands of Highlanders into poverty and exile to make room on his estates for sheep-walks and game preserves. The present duke owns 1,300,000 acres, and is the greatest land-owner in the kingdom.

**WOMAN AND TIME.**

[Chicago Record-Herald.]  
 A woman thinks clock time made for the purpose of enabling her to tell just how much she is going to be late.

**LIVELY LAZARUSES.**

[Pittsburgh Courier.]  
 Started Visitor—Gracious! What's that? Must be an earthquake! The plaster is falling, too!  
 Mild Manner—Oh, no! It's just the boys. Two of them are sick in bed today.

**SUBJECTIVELY.**

[Chicago Tribune.]  
 Barber—Do you wish a close shave, sir?  
 Customer—Yes; a close-mouthed shave, if you please.

**MONSTROUS.**

[Toronto Star.]  
 The printer erred sometimes almost beyond forgiveness; but it remained for the Stratford Herald to speak of a local clergyman as "a monster of God."

**WHAT WE CAN'T USE WE CAN.**

[Buffalo News.]  
 If there are no objections we move that the phrase "in a Pickwickian sense" be removed to the literary canny.

**OF SOME BENEFIT.**

[Boston Transcript.]  
 Barber—Did that bottle of hair restorer I sold you do any good?  
 Customer—Yes, indeed; it kept me from wasting my money on any more.

**DIFFICULT.**

[Exchange.]  
 City Niece—The windows in our new church are stained.  
 Aunt—Ain't that a pity? Can't they get nothing to wash it off?

**A READY COMPLIMENT.**

[Somerville Journal.]  
 She—Some day I want to show you our family tree.  
 He—Looking at her admiringly—I should like to see it. I am sure it must be a peach.

**A FINE DAY COMING.**

[David Lloyd-George.]  
 We have found them this peevish old time. What they wanted was the good old days that the rich might be made richer and the fat rent-rolls fatter. But the low embow of the poor would become a bare harrier. It is the spirit of the spirit which takes you back sixty years to the days of the Corn Laws, a spirit that would take you still further back to the days when the Commons were still struggling for the right to grant supplies to secure redress, still further back to the days when the barons ruled the land. Our policy is the policy of progress. The saying is: "Never! (Loud cheers.) The budget found them out in time to stop the conspiracy, and now they are worrying about their land, and are anxious about their privileges. They are quailing about their general position. I am so glad to see anxieties for once flitting from the cottage to the castle. (Loud cheers.) It is a good omen, and I believe a fine omen, that you have some very fine mountains, and I'll tell you how we, who never could afford a weather glass, used to know what kind of weather was coming. We used to look at the hills, and if we saw the clouds hanging heavily in the valleys and off the lower ridges of the hills we knew there was bad weather coming. But if we saw the clouds lifting and gathering round the summits, we knew there was going to be fine weather in front of us. The clouds are lifting from the valleys, from the lowly and humble homes of the people, and they are gathering round the tops. There is a fine day coming. (Loud and prolonged cheers.)

**FORCE OF CIRCUMSTANCES.**

[New York Sun.]  
 Two trisulphates were out hunting with one gun between them. The man with the gun saw a bird on a twig and took careful aim at him. For the love of heaven, Mike! shouted the other hunter. "don't shoot! The gun ain't loaded."  
 "I've got to," yelled Mike. "The bird won't wait."

**THE LITTLE THINGS.**

[St. Louis Star.]  
 A room to sweep, a chair to dust, A dozen tasks to do each day; A meal to cook, a sock to darn, All over in the same old way; And refuge in two manly arms— A tear to shed, a little sob, I reckon these all go to make The groundwork for a woman's charms.

**THE MUNICIPAL LEAGUE.**

[Woodstock Sentinel-Review.]  
 London has a Citizens' Municipal League. It did excellent work during the recent election campaign, and succeeded in securing the election of a city council with every element of party politics eliminated. The league has since been made a permanent organization, having for its object the removal of party politics from municipal affairs.

**DR. COOK'S MEASURE OF FAME.**

[New York Evening Post.]  
 We would not let the year 1909 die without a farewell tribute to the genius of Dr. Frederick A. Cook. With the new year there will be, we think, a gradual change in public feeling towards this most interesting character. Something of the bitterness of the sting that an American could so hoax the world will pass off under the softening effects of time, and the ability of the American public to see the humorous side of things will reassert itself. Something of his

**Don't Forget**

**Chase & Sanborn's Seal Brand Coffee**  
 Even an expert won't buy coffee by its looks. He wants to taste it in the cup—because all coffee looks very much alike.  
 If you want a delicious cup of coffee, get a brand that has proved its quality like "SEAL BRAND".  
 The delightful flavor and fragrant aroma of the finest coffee berries are brought direct to your table by means of the sealed cans.  
 The flavor and aroma are sealed in.

Insist on having Chase & Sanborn's "Seal Brand" Coffee—in 1 and 2 pound sealed tins—never sold in bulk.  
 113  
 CHASE & SANBORN, - Montreal.

slams will long attach to the nation, particularly abroad; but the character of the deception, the mastery and modest bearing of the impostor when crowned with laurel and wreathed with flowers—all these will find due recognition. Then the debt, too, of the English language to Cook is certain to be admitted by philologists the world over. Has not every man added to his vocabulary at least a dozen new figures of speech? Has not the grandeur been exalted for all time? Shall we not be sending thanks to Copenhagen for the rest of our days? And our friends Dunkel and Loose, Wake and Mark, what will they do the year wanes to its end, to recognize seriously the humor they have imparted to our grave, too grave, American life? And then in 1909, as we see it, nothing in fiction is going to furnish so entertaining as the "Cook mystery." Whither has he strayed? Whom is he hoaxing now? How is he living? How has he followed the detective of the all-knowing yellow press? And finally, has he not made it clear that the belief that a man could no longer drop out of the world's sight over night is premature? Telephones, wireless telegrams, cables, reporters, Sherlock Holmes—Dr. Cook has defied your limitations.

**THE CORRECT ATTITUDE.**

[Victoria Colonist, Conservative.]  
 "I would like to see a tariff framed primarily in the interests of the United Kingdom." So says Viscount Milner. This is exactly the ground that the "Colonist" has taken throughout the whole discussion of tariff reform. To suggest that the United Kingdom should have its tariff primarily with the view to giving a colonial preference is to suggest that the United Kingdom should have its tariff primarily with the view to giving a colonial preference. Yet many Canadian papers have argued the case from that point of view.

**LORD NORTCLIFFE.**

[Stratford Beacon.]  
 This journalistic adventure has done more in a few years to degrade British life than all the wild and anarchic within the borders of the United Kingdom—and for this he was made by a Tory Government in its dying hours a peer of the realm, and he and his progeny perpetuate a system. No wonder there is a cry for abolition of the House of Lords.

**CONCERNING HEATHEN.**

[Walt Mason.]  
 The heathen in his blindness bows down to wood and stone, and we with lavish kindness have sent him many a home. From many an ancient river, from many a pathy plain, he calls us to deliver him from his deadly chain, we see the gifted preacher pass round the bar or cup to help this blinded creature, and so we loosen up. And having eased the famine of petition over the brain, we seek some private Mammon and worship at its shrine. Like lover to the bride, right swiftly do we bend, to some distorted idol that we believe a friend. Here's worshipping the scholar, some theory of his own; the loud and blatant dollar has hosts before its throne; some dames are worshiping leading to noodles and to cats, and other ones are being before imported hats. One man adores an auto, and one has knelt, forlorn, before the sacred grove where dwells great Barley-corn.

**Could Not Sleep.**

DOCTOR SAID HEART AND NERVES WERE RESPONSIBLE.  
 There is many a man and woman tossing night after night upon a sleepless bed.  
 Their eyes do not close in the sweet and refreshing repose that comes to those whose heart and nerves are right. Some constitutional disturbance, worry or disease has so debilitated and irritated the nervous system, that it cannot be quieted and caused right away, bad dreams, starting in the sleep, twitching of the muscles, restlessness, etc.  
 Milburn's Heart and Nerve Pills are a specific for all people troubled in this way. They have a soothing and calming effect on the nervous system.  
 Mrs. Edwin Stark, Rossmore, Ont., writes:—"About two years ago I began to be troubled with a smothering sensation at night when I would lie down. I got so bad I could not sleep in the dark, and would have to sit up and rub my limbs, they would become so numb. My doctor said my heart and nerves were responsible. I saw Milburn's Heart and Nerve Pills advertised and got a box to try them. I took three boxes and can now lie down and sleep without the light burning and can rest well. I can recommend them highly to all nervous and run down women."

**How to Choose**

silver upon which you can rely for long-wearing quality—look for the mark  
 "1847 ROGERS BROS."  
 On knives, forks, spoons, etc., it means the best silver plate for your money.  
 Best tea sets, dishes, waiters, etc., are stamped  
 MERIDEN BRISTOL CO.  
 SOLD BY LEADING DEALERS  
 "Silver Plate that Wears"

**Price, 50 cents per box or 3 boxes for \$1.25, at all dealers or mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.**

# CHAPMAN'S

## THREE-DAY SALE

### EMBROIDERIES

Commencing Thursday morning at 9 o'clock, a Three-Days Sale of absolutely new Embroideries that involves three distinct purchases, totaling 25,000 yards, at prices that will tempt you to buy as you never bought before. Our last year's record of Embroidery selling was the largest in our history and, perhaps, in the history of the city. It seemed almost impossible to improve on the values offered then. BUT WE HAVE DONE IT. This week's sale will mean that thousands and thousands of women, with a keen sense of values, will buy all their embroidery supplies, knowing that they would have to wait until another Chapman sale came around before they could get anything nearly so good for as little money.

**LOOK AT THE WINDOW**

—44-inch Embroidery Skirtings, a yard.....50c, 65c, 75c, 85c, \$1.25  
 —27-inch Embroidery Flouncings, a yard.....35c, 50c, 75c, \$1.00  
 —Embroidery Waistings, a yard.....25c, 50c, 75c, 85c to \$1.50  
 —Embroidery All-Overs, a yard.....25c to \$1.50  
 —12-inch Embroidery Edgings, worth 25c, for, yard.....15c  
 —Embroidery Edgings and Insertions, a yard.....5c to 25c  
 —5,000 yards Manufacturers' strips of Embroidery Edgings and Insertions, some of these are half price. Sold only in strips at, a yard, 5c, 7c, 10c, 15c

## Men's Collars

### Sale of Slightly Soiled Collars Regular 15 and 20c each -- 2 for 15c

Wednesday morning at 9 o'clock we will run off a lot of about 25 dozen Men's White Linen Collars that are slightly soiled but perfect in every other way. They are in all the newest styles—stand-ups, double collars, lay-downs and wings—exactly the styles that are being worn today, and there's every size in every style, 13½ to 17½, in W., G. and R. and Tooke makes. Regular 15c and 20c each. This is a clean-up of soiled and mused collars from our regular stock. Wednesday morning at nine o'clock TWO FOR FIFTEEN CENTS.

## From the Carpet Department

### Brussels Carpet

During the Semi-Annual January Sale our best Four-Frame English Body Brussels Carpet is 98c a yard, instead of \$1.25. Think what a saving this is on Brussels Carpet that is already the best value on the market; 8g borders to match. Handsome patterns, suitable for any room in the house; two-toned greens, pale blue, tans, oaks, greens and reds in Oriental, floral and tile designs. Our price has never been less than \$1.25 a yard until this sale. Reduced price, a yard.....98c

## An Event in Dress Goods

### That Merits Wide Attention

Let any woman who wants material for a suit or one-piece dress come and see the dress goods on sale Wednesday and she will find the values so great that it will be strange if she doesn't buy herself the makings of one new garment at least.  
 Broadcloths in correct weights for dresses and suits and Fine All-Wool Cheviots that are the most popular goods today, 50, 52 and 54 inches wide, in navy blue, brown, green, black, crimson, rose, wistaria, etc. The price of these fine suitings and dress goods until now was \$1.00 a yard. On sale Wednesday morning, 9 o'clock, per yard.....65c

**J. H. Chapman & Co. 126, 128, 128½ Dundas St.**

corn. In many a modern office, on many a modern coast, true piety a scold is, when Trade is uppermost.

Breathe  
**HYOMEL**  
 it is guaranteed to cure  
**Catarrh**  
 No stomach dosing—breathe the pleasant, healing, germ-killing air of Hyomel, and cure  
 Catarrh, Coughs, Colds, Croup  
 Sore Throat, Bronchitis, Etc.  
 Complete outfit, including hard rubber inhaler, \$1.00, on money-back plan. Leading druggists everywhere. Mail orders \$1.00 by  
**The R. T. BOOTH CO., Ltd.**  
 Fort Erie, Ont.

How to Choose  
 silver upon which you can rely for long-wearing quality—look for the mark  
**"1847 ROGERS BROS."**  
 On knives, forks, spoons, etc., it means the best silver plate for your money.  
 Best tea sets, dishes, waiters, etc., are stamped  
 MERIDEN BRISTOL CO.  
 SOLD BY LEADING DEALERS  
 "Silver Plate that Wears"

**An Investment for the Workingman, the Capitalist and the Trustee.**  
 For the workingman, the capitalist, the trustee, no more secure or profitable investment exists than the Debentures of this Company. A trust security in which the investor can make term and amount of investment to suit himself. Rate of interest is 4 per cent, payable half yearly. Particulars gladly furnished.  
**THE ONTARIO LOAN AND DEBENTURE CO.**  
 A. M. Smart, Manager  
 Dundas St. - Market Lane.

**Rosy Cheeks or Pale Ones?**  
 A moment's reflection with your mirror will give the hint as to the condition of your system. Pale cheeks, muddy complexion, dull eyes, show a poverty of blood. You require something to make a plentiful supply of rich, red blood course through your veins. To ensure this take  
**BEECHAM'S PILLS**  
 the wonderful little blood-makers. Whatever your blood may need the stomach will supply from the daily food when it is in good working order. Beecham's Pills aid the stomach to digest its food and to assimilate the blood elements. They increase the supply and improve the quality of the blood. If you are pale, weak, languid, or anaemic, a few doses of Beecham's Pills will  
**Make all the Difference**  
 Prepared only by Thomas Beecham, St. Helens, Lancashire, England. Sold everywhere in Canada and U. S. America. In boxes 25 cents.