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THE LONDON ADVERTISER COMPANY (Limited), LONDON, ONTARIO.

London, Friday, May 17.

A Subject for the Women's National Council.

The Toronto clergyman who has been speaking from the pulpit on the causes of the scarcity and inefficiency of domestic help, lays a good deal of the blame on the mistresses themselves, and society generally. He blamed the social stigma stupidly attached in many minds to domestic work. He said the domestic's room was always the worst in the house, coldest in winter, hottest in summer; they had to enter by the back door; had to wear a cap and apron; were addressed as "Mary," or the like, whereas the mistresses would be offended if addressed as "Jane" or "Susan." Also, they had no regularity of hours, which constituted one of the attractions of shop or factory service. "In the present state of social evolution," said the preacher, "people won't be branded, won't be classed, won't be walled around, as something apart and inferior to the rest of humanity." The proportions in which truth and exaggeration enter into the above presentation can be judged by each reader.

Apart from the social or financial treatment of domestic service, some means should be found of making it efficient. The only training it now receives is at the expense of the limited number of mistresses capable of turning raw human material into efficient domestic help; and when it is done, it is usually found to have been done for the benefit of some other employer, reminding one of the first boys to climb the greasy pole on Queen's Birthday; they simply grease their clothes to make easier climbing for those who follow.

We sometimes think the proper organization of domestic service, and the establishment of training schools, may yet have to be taken in hand by odious man. In the departments of labor with which men have most to do, they have insisted on labor being trained and measurably efficient. We are not sure that men would not long ago have mended or ended the difficulties of domestic service, if the task of organization had been theirs, as it is in most of the occupations of life. Can the National Council of Women do anything to help in providing real training for domestic help?

Perhaps the true remedy, after all, is the simplification of home life. En passant, it is not true that one of the serious bars to matrimony is the expensiveness, to say nothing of the nerve-destraining complexity of modern life? Thoreau, agreeing with Epicurus that happiness does not consist in great possessions, but in limiting desires, lived, as we know, a life almost idyllic in its simplicity. Not to every man or woman comes a call to the life of Thoreau; but surely he was at least right in holding that many things we have come to regard as necessities belong rather to the category of injurious and hampering luxury.

What does the National Council of Women think? Is it possible to evolve and make practical such a real and general system of training as would improve and elevate the calling of those who perform domestic service, and thus put things on a footing more satisfactory and self-respecting all round? Would it also be possible to get a better term than "servant girl"? What's in a name? A good deal.

But probably the root of the remedy, as we have suggested, will be found when bodies like the National Council of Women, and women generally, by precept and example, give their influence in favor of a greater simplicity and inexpensiveness of life and society. Is "plain living and high thinking" too high an ideal?

Mother Shipton's Prophecy.

The Advertiser is asked for "Mother Shipton's Prophecy."

Some incredulous people have even dared to doubt that there ever was such a person as Mother Shipton. The Century Encyclopedia, however, says she was born near Knaresborough, in Yorkshire, England, in July, 1488, and died about 1559. It also states that she was "a half mythical English prophetess," who married Tony Shipton, a builder, and according to tradition "was the child of Agatha Shipton and the devil." Mythical or not, the name is associated with a rhyming prophecy, which first appeared in print about the year 1862. It is as follows:

Carriages without horses shall go,
And accidents fill the world with woe,
Around the earth thoughts shall fly
In the twinkling of an eye.
The world upside down shall be,
And gold be found at the roots of a tree,
Through hills men shall ride,
And no horse be at its side.
Under water men shall walk,
Shall ride, shall sleep, shall talk
In the air men shall be seen,
In black, in white, in green,
Iron in the water shall float,
As easy as a wooden boat.
Gold shall be found and shown
In a land that's not now known.
Fire and water shall wonders do,
England shall at last admit a foe.
The world to an end shall come
In eighteen hundred and eighty-one.

Victoria Day.

That was a graceful act of King Edward VII. in deciding that his birthday should be celebrated on the 24th of May of each year, thus continuing the holiday hitherto observed. "Victoria Day" will in all probability continue to be honored as long as the British Empire endures. The 24th of May is a charming time of the year, alike in Great Britain and in Canada; never before was this province so handsomely dressed in living green for the favorite anniversary.

The Strike in Albany.

The Advertiser does not attempt to pronounce on the merits or demerits of the street railway strike at present in progress in Albany. But whatever the cause of the strike, and its accompanying disturbances, there can be no doubt as to the one and the only sufficient remedy for such inconvenient and embarrassing occurrences.

That remedy is compulsory arbitration. The other moral is the unmitigated folly of municipalities granting franchises giving over the control of their streets to private capitalists. Glasgow in this respects sets a splendid example. It retains the control of its tramway franchise privileges; conducts the business as this city conducts its waterworks; keeps down the rates; pockets all the profits; and has no difficulties with those who operate the system.

Look at Glasgow, and then at Albany!

The Prophets of Disaster.

In the recent debate on the British budget, Sir Wm. Vernon Harcourt treated with scorn the declaration of Professor Jevons that unless the coal output of Great Britain were speedily restricted, the country would be without coal in a measurably short time. "Englishmen," Sir William wittily declared, "always have a taste for great catastrophes. From time to time a day is fixed when the world is to come to an end. If the author of the scare is a theologian, it is prophesied in the Book of Daniel, and if he happens to be a philosopher, well, some erratic comet, having left its orbit, is going to consume the world, though, perhaps, we should have no coal left to aid in the conflagration. But people get over these scares, and the world has not often come to an end in my lifetime. People now seem to have some doubt about these scares; they do not make them the foundation of budgets at all events."

We had two Canadian instances of the "scare" habit so wittily referred to by Sir William. The present Opposition in Parliament, while in power, used to affirm, with great vehemence, that if the Liberals were permitted to control the affairs of the country, disaster would certainly follow. We all know that Canada has never prospered as she has since July 13, 1896, when Sir Wilfrid Laurier was called upon to form a Government. Then we had Sir Charles Tupper asserting that Great Britain was in dire distress commercially—that she was being driven from the markets of the world—and that her future was dark indeed. Now the trade returns show that the trade of the mother country with the world has never been greater than it has been in recent years. And the old flag of trade freedom and progress still waves!

Canadian Oratory at Westminster.

The Hon. Edward Blake is keeping up his record in the Imperial House of Commons as a powerful and brilliant speaker.

The influential London Chronicle pays this handsome compliment:

"Mr. Blake made a speech of great power, breathing the true spirit of the lawyer. I said some weeks ago that his speech on the demise of the crown bill was the best he had delivered this session, but his speech last night far surpassed it. The great palladium of liberty is the jury, the twelve men in the box. But in Ireland this great defense of liberty is taken from the people. The reason for this is that the laws of Ireland are made by an alien parliament, which does not understand the mind of Ireland. The Irish people do not accept these laws as the embodiment of their own will and purpose, and on that account it is necessary to resort to this practice of jury-bolting. It would be far better to abolish this mockery of justice and to remove the right of trial by jury altogether, better to do this than to pretend to the world that there is liberty in Ireland, when in reality the essentials of justice are absent."

The London Daily News, the great English Liberal organ, is equally complimentary, speaking as follows:

"Mr. Blake, who followed, spoke from a far higher platform. A greater lawyer than Sir Robert, he has a career in statesmanship to which his English rival has no pretension. A certain mellow wisdom characterizes Mr. Blake, to which his Irish blood has added sympathy and fervor. Careless in his parliamentary style—he often speaks with a hand in his pocket—he sometimes does less than justice to his powers. But he has the gift of oration, and he rarely lets an Irish discussion go by without adding to it a word of weight and truth. He analyzed the facts of the Sligo case with accuracy and power, and then contributed a notable sketch of the operation of jury law in England—how the humane feeling of jurors had forced on an amelioration of the old blood-rush code, in spite of the indifference or the hostility of parliament. The same influence was at work in Ireland, where the juries interpreted popular feeling against an alien unsympathetic law."

The Dublin Freeman's Journal, of Tuesday, May 7, says:

"An incident in Friday night's jury-packing debate must not be left unrecorded. The Hon. Edward Blake, who made a speech in which close argument

was combined with impassioned eloquence, allowed for once his heart to guide his intellect. He spoke without a note, and his audience as the speech proceeded caught the enthusiasm of the speaker. The rhythm of the sentences, Mr. Blake's commanding pose and expressive gestures—above all, the certainty that he was giving utterance to his most intense convictions, and that he had sacrificed much for the Irish cause—produced a storm of plaudits both on the Irish and the Radical benches. Mr. Blake spoke till the dinner time, when he resumed his seat; the chairman left the chair at the usual interval of twenty minutes, and then a tribute of admiration was paid to Mr. Blake which in 1889 was paid, under similar circumstances, to Mr. Gladstone. The cheers were renewed again and again within the chamber of the house, and the Irish members as they followed Mr. Blake out of the house indulged in loud and prolonged cheering."

A Word to the Wise.

To show the necessity for carefully looking after the voters' list revision, it is stated that at Pingal, No. 1 division, Southwold, the Liberal committee in that subdivision last night found seventeen Reform voters who had been left off the assessment roll.—St. Thomas Journal.

There are 26 crematories in the United States and more are being built. They certainly have people to burn over the border.

Rev. Mr. Esler, of Pennsylvania, comes to Cooke's Church, Toronto; and Rev. Dr. Eaton goes from Toronto to Cleveland. This is not robbery; it is reciprocity.

The British Columbia Methodist Conference has declared in favor of the liquor traffic being taken over by the government. Whether soundly or not, public opinion seems to be moving in the direction of Government control.

Principal Grant says it is ridiculous for Canadians to appeal to England for money to prosecute evangelical work among the French-Canadians, and it would not surprise him if the French-Canadians organized a society to evangelize the Scottish-Canadians.

A correspondent writes asking whether the census of Newfoundland and Labrador will be counted in with that of the Dominion. Labrador and Newfoundland not being part of Canada, their inhabitants will not be counted in with those of the Dominion.

The sentimental side is well looked after by the British authorities. Of the three gun carriages used at the funeral of Queen Victoria one will be placed in the Tower of London, another in the Castle of Edinburgh, and the third to the Royal Hospital, Dublin. All three cities are Meccas for sightseers.

The Presbyterian Synod of Montreal strongly advises that preference be given to the Sunday school productions of Canadian writers, rather than those of the United States, on the ground that the American publications frequently contain patriotic articles which, although quite proper on the other side of the line, might not be quite the thing for Canada. But the Canadian publications will have to be made as able, in every respect, as those coming from the other side.

The size of the United States army has now been fixed at 76,000. Before the war with Spain it was only 25,000. It costs something to keep control of peoples who are unwilling to be controlled, and who believed that the United States went to war with Spain not to gain possession of Cuba and the Philippines, but to secure their liberty. Mayhap these islanders may become reconciled to the new order of things, but there can be no doubt that just now they believe they have been "gold bricked."

What is all this talk about the higher criticism? What difference does it make whether the criticism be higher, or lower, or intermediate, provided it be sincere and helpful? All honest discussion, even though mistaken, is helpful. We cannot understand the position of those who look with such horror upon the examination of the grounds of the creed makers of former generations. There is no reason to suppose that those who lived centuries ago were any more intellectual or reverent than the scholars and inquirers of the present day.

The death of Mr. Van Houten, the famous cocoa manufacturer, at Algiers, brings into prominence once more the value of printer's ink as an aid to building up a successful business. The business was established by the father of the late proprietor at Weesp, Holland, but had assumed very modern proportions when he died. By skill, energy and plenty of advertising—at one time as much as \$1,000,000 being spent in making the fame of the cocoa known in the newspapers—the late Mr. Van Houten built up a colossal business. The factories now cover an area of 55 acres and employ 3,500. Being a very generous employer, the work people became much attached to the factory. The loyalty on the part of employer and employee tells a rare story of mutual regard. The children have no thought of ever getting employment elsewhere. The city possesses all the advantages of other places of its size—theaters, schools, hotels, etc., but everything is owned or controlled by the house of Van Houten, and no other factory is to be seen in the town.

The Woodstock Express says: "We fear Laurier is not enamored of the Jewish, and that this will be used against him in the coming election." Don't say that. Don't spread such a report. We particularly said that if such a rumor got into circulation our Hebrew citizens ought to

recognize it as an election slander. We understand the premier is passionately fond of the Jewish, and all instrumental music—not like Mr. Borden, for instance, who has no use for any but solemn notes of organs like the Mail.—Toronto Star.

There may be an exception—the street hand organ. It would really be well for the Opposition fault-finders to interview the manipulators of the "hurdy-gurdy," and discover if ever Sir Wilfrid tipped them to "move on." In that case they might be able to manufacture a first-rate political outrage—as latter-day political outrages go—and they could engage the organists to vote to a man and a monkey in favor of Sir Charles Tupper's successor.

The Hamilton Times claims the Rev. Dr. Potts as also a Hamilton old boy. Dr. Potts is more fortunate than the great poet of antiquity, of whom it is said:

Seven Grecian cities strive for Homer dead,
While Homer, living, begged his daily bread.

A man who has been a popular minister, and moved about in the itinerant ministry, is one who will be able to quote many places of former residence; but we still contend that Dr. Potts received his first proper appreciation and impetus in our own goodly Forest City.

Public Ownership.

[New York Journal.] Every new affair like that at Albany is a new argument for the public ownership of public franchises.

Money Is Nothing.

John D. Rockefeller said: "Money is nothing." John seems quite content to worry along on plenty of nothing.

Paradoxical.

[Halifax Chronicle.] The increase of drunkenness in Portland is due, of course, to the inability of the drinkers to get anything to drink there.

Decidedly Queer.

[Hamilton Herald.] These "ovations" to Clarke Wallace in Quebec are decidedly queer. Maybe the French inhabitants are trying to kill him with kindness.

A Physiological Weakness.

[Max O'Rell.] When a woman cries more than another, it does not mean that she is more sensitive, but simply that her lachrymal glands are weaker.

Equality.

[Dallas Times-Herald.] A great many women east are trying to get rid of their husbands to move to Texas. In Texas the wife owns one-half of everything, and in case of divorce it is not a question of alimony, but a square divide. Moreover, a homestead can never be encumbered at all, and cannot be sold unless the woman signs the deed with dry eyes.

The Machine Again.

[Winnipeg Free Press.] There is a great deal of talk about the "Grit machine" and the "Tory machine" in the newspapers of Ontario, where preparations are being made for a general election. There are others, such as the municipal machine, the church machine, the school machine, and, in fact, any organization to carry on the institution under which we live.



And a living proof of what Dr. Pierce's Golden Medical Discovery will do for blood is life to the lungs, as well as to every other organ.

"Golden Medical Discovery" contains neither alcohol nor narcotics. It is not a stimulant but a strengthening medicine. "After using about five bottles of Dr. Pierce's Golden Medical Discovery my boys seem to be all right," writes Mr. J. W. Price, of Oark, Missouri. "He was very bad when I commenced to give him the Golden Medical Discovery." The doctor claimed he had consumption, and we doctored with him until he was past walking. It has been ten months since he stopped taking your medicine and he is still in good health. We are very thankful to you for saving our son."

Children appreciate Dr. Pierce's Pleasant Pellets. They're easy to take and do not gripe.

John Ferguson & Sons

Undertakers,

180 King Street.

Phones, 543 and 373.

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THE RUNIANS, GRAY CO.

208, 210, 210½ AND 212 DUNDAS STREET.

Summer
Millinery
Opening
Announcement
Tomorrow.

For Today's and Saturday's Selling

Summer
Millinery
Opening
Tuesday.

A whole page of laudation would not convey to you the greatness of the values in the list today. We particularize many lines that the bare notice will speedily clear out. In addition with every \$2 worth bought this week a FREE TICKET TO SPRINGBANK will be given.

White Muslin Section

a full range from the White Lawns up to the Fine Sheer French Organdies. We undernote four special lines:

White Victoria Lawns, 39 and 44 inches wide, from 8c per yard up to..... 25c

India Linens, with a finish that might deceive anyone of its having a thread of cotton in it, from 12½c per yard up to..... 60c

Persian Lawns, of the Sheerer family of Lawns, soft, filmy material, from 12½c up to..... 40c

Dimities, in the old time hair cord, also the double and fancy stripes, from 15c up to..... 35c

Towel Special

A 23x47 - inch
Linen Huck Towel,
extra heavy, worth
regularly 18c, for,
each..... 12½c

Table Linen

A 72-inch Bleached
All-Linen Table
Damask, fleur de lis
pattern, fine quality,
worth 80c, for, per
yard..... 57c

White Cotton

Another lot of
Bleached Cotton,
mill ends, full yard,
wide, good weight,
worth 6c, for, per
yard..... 4c

Gingham

300 yards of best
Scotch Gingham
(not common Canadian),
in assorted
colors, regular 25c
goods, for, per yard,
to clear..... 15c

Carpet and Curtain Section

This store has always made strong point in Carpets and Curtains. In Carpets there may be larger stocks, but none to touch in values. We specify today a line that will be an eye-opener for those wanting a new Carpet.

840 yards best English manufacture Tapestry Carpets, imported direct, choice designs and good colorings, our regular close cash price has been 63c, 65c, 70c and 75c. On sale Saturday and until sold, at, per yard..... 48c

In Lace Curtains we can afford to boast. Many have told us our range excels any shown in the city, and after looking all around come here to buy. And why shouldn't they? We have excellent low lines, as well as the medium and fine qualities that are the backbone of any trade. We are showing a nice Tape-Bound Curtain, good length and width, at 50c, \$16.00 up to the Fine Brussels Net, at.....

Blouses

Ladies' White Shirt Waist, in India muslin, full front, trimmed and tucked, prices..... 50c to \$3.25

Colored Blouses

New Chambray Blouse, in pink, vest front of tucking and insertion, new bishop sleeve, price..... \$2.50
Fine Colored Muslin Blouse, in entirely new patterns, assorted sizes, colors pale pink, blue and heliotrope.
Ladies' Chambray Blouse, in good quality, colors blue, heliotrope and ox-blood, trimmed with insertion, special at..... \$1.25
Ladies' Blouses in good quality percale print, tucked fronts, new sleeve, colors gray and white, black and white, pink, red and blue, special..... 75c
Percale Blouses, good quality print, new sleeve, all colors and pretty patterns; regular 65c and 75c, for..... 50c

Skirts

Ladies' White Skirts, made with deep muslin flounce, with four rows Valenciennes insertion and edged with frill of lace, dust ruffle, good width, price..... \$3.50
Ladies' White Skirts, in Lonsdale, deep flounce from knee, finished with frill of Swiss embroidery, beautiful patterns, price..... \$2.25
Ladies' White Skirts, very fine and wide, deep flounce of fine tucking, edged with lace under dust ruffle, price..... \$4.00
Ladies' White Underskirts, made in good cambric, deep flounce, with Torcheon lace insertion, and finished with lace, lengths 38 to 42; worth \$1.50, special price..... \$1.19

Corsets

Erect Form Corset, in gray and white coutil, bias cut; gusset on hip, straight front, price, per pair..... \$1.75 and \$1.00
P. N. Corsets, in very fine quality white batiste, light summer weight, perfect fitting, made in two lengths, medium and long; regular price \$1.50, our special, per pair..... \$1.25
Crompton's "Imix" Corset, long waist, short hip, steel fitting, made in strong gray jean, price, per pair..... 75c

Sateen Underskirts

Ladies' Sateen Underskirts, in black, old rose and cardinal, good width, trimmed with three narrow ruffles; regular \$1.50, very special, to clear..... \$1.19
Ladies' Fine Black Sateen Underskirt, deep flounce, with five rows cording, finished with a four-inch plaiting under-dust ruffle; very dressy; price..... \$2.65
Black Sateen Underskirt, deep knife plaiting, finished with narrow ruffle, splendid width, all lengths; price..... \$2.60

The catcher's mitt and bats and balls we are giving away with boys' suits are giving great satisfaction; our stock is complete; our prices lower than usual.

Men's Hat Special

Fedora Hats in all the new shades, gray, pearl, brown, castor, black, etc., new styles, bought special, \$1.50, \$1.75 and \$2 goods, on sale Saturday for..... \$1.25
Straw Hats, new styles new shapes, from..... 25c to \$1.25

Great Suit Sale

Men's Fine Imported and Domestic Tweed and Worsted Suits, choice goods, splendidly made and trimmed. One small objection to the make is the trousers are a little wide. The difference in actual value and our selling price will make it well worth your while to get alterations made. Regular \$50, \$10 and \$10.50 Suits on sale for..... \$5.95
Regular \$11, \$12 and \$13 Suits on sale for..... \$6.75

Boys' White Sweaters

Suitable for boys from 7 to 12 years old, shaped cuffs, and collar, collars, regular 25c and 35c, on Saturday, for, each..... 15c

Men's Neglige Shirts

Finest Madras, in new stripes and checks, cuffs attached, white collar bands, desirable new designs and patterns, special..... \$1.00

Boots and Shoes

Note the following specialties, always carried in stock.

KING QUALITY—Ladies' Shoes made by this celebrated firm are just correct in every part, style, fit and workmanship. The highest grade, positively the finest stock, the newest lasts, easiest fitters and best wearers, at..... \$3, \$3.50 and \$4.00

A Springbank Ticket with every \$2 worth of goods.

Men's Fine Shoes

We have a Men's Patent Calf Boot, made by George Keith, of Lowell, Massachusetts, absolutely new and correct..... \$4.00
KING QUALITY Men's Boots, box calf, welt soles, high class in style and every other particular, all sizes, in tan and black..... \$3 and \$5.50

Groceries

Large bottle of choice Mixed Pickles, per bottle..... 8c
4 lbs. of Crisp Ginger Snaps for..... 25c
1 lb. of 40c Uncle's Japan Tea, per lb..... 25c
20 lbs. of Redpath's Granulated Sugar..... \$1.00

SATURDAY EVENING

SPECIALS

From 7 to 9:30 Saturday evening the following list on sale. Positively not before at the prices mentioned:

20 Misses' White Lawn Aprons, fancy bib, embroidery trimmed, small pocket; worth regularly 35c, Saturday evening, each..... 23c.

24 Ladies' Black Silk Plaited Hose, sizes 8½ and 9; regular price 50c, Saturday evening, per pair..... 29c.

50 Ladies' White Linen Collars, all sizes; regular price 5c, Saturday evening, each..... 2c.

Men's Socks

Black Cashmere Half Hose, spliced heel and toe, all sizes, good weight, for spring and summer wear; regular 18c and 20c, our special price Saturday evening, 2 pairs for..... 25c.

Black and Colored Homespun Suits, 54 inches wide, 36 and 41 goods, Saturday evening, per yard..... 50c.

50 Brown Sailor Hats; regular price 15c, Saturday evening, each..... 10c.

150 yards Art Muslin, small, neat patterns; regular price 8c, Saturday evening, per yard..... 5c.

36 pairs Ladies' Lisle Gloves, suitable for bicycling, in tan and black; regular price 15c, Saturday evening, per pair..... 9c.

250 All Linen White Fringed Doilies, with red border, in two sizes, 11 and 13 inches square, only six to a customer, Saturday evening 2 for..... 5c.

White Dress Shirts

White Dress Shirts, all sizes, open bosom, four-ply linen cuff bands and neck bands, full sized, regular \$1.25 and \$1.40. A great snap, Saturday evening at, each..... 88c

Shoe Bargain

About 100 pairs of Ladies' Oxford Shoes, in black and colored dog-gone and dice calf; also Tribby Button, and some of them The Shoes; regular \$1.25 to \$1.75, on sale Saturday evening, 7 to 9:30 p.m., at, only, per pair..... \$1.00.