

London Advertiser.

FOUNDED IN 1863.

TWO EDITIONS DAILY - WEEKLY.
TELEPHONE CALLS.Business Office 107
Job Department 175
Editorial Departments 134 and 136
The London Advertiser Company,
Limited, 131-133 Dundas street, Lon-
don, Ont.

TO SUBSCRIBERS.

Readers of The Advertiser are re-
quested to favor the management by
reporting any irregularities in deliv-
ery. Communicate with the Circula-
tion Department, or 'phone 197.

LONDON, THURSDAY, JAN. 9.

"THE THUNDERER" CHANGES
HANDS.

An event in Great Britain which al-
most ranks in importance with a
change of Government is the passing
of the London Times into new hands.
Since its foundation in 1788 it has
been controlled by the Walters family.
More than one member of this family
has refused a title, preferring to be
under no obligation to any government
or party, and rightly holding that no
patent of nobility could enhance the
power and prestige of an owner of the
Times. It was the most influential
newspaper in the world during the
greater part of the nineteenth century.
It could make and unmake cabinets;
it had access to the secrets of state,
and was feared and courted by state-
men and even monarchs in every coun-
try in Europe. Its correspondents in
European capitals had almost the
status of British ambassadors.

The influence of the Times has
steadily waned in the last 30 years.
Its publication of the so-called Parnell
letters, which were proved to be for-
geries, was a blow from which it never
recovered, though its unique super-
iority was bound to disappear by rea-
son of the growth of competition in
the newspaper field. It is still, how-
ever, the most famous newspaper in
existence, and in many respects the
best. Its foreign news service is un-
approached, thanks to a corps of
trained correspondents covering the
whole earth. The Times gains another
distinctive feature from the habit of
notable people in using its columns as
a medium of communication with the
public. A letter in the Times is in-
variably the resort of the greatest and
highest personages in all countries
when they have something to say to
the British people or to the world.

The direction of the Times passes
to C. Arthur Pearson, one of the pio-
neers of half-penny journalism. He
already owns the London Express, the
Morning and Evening Standard and
many weeklies and monthlies, which
have made him a millionaire. The
financial problem of the Times, owing
to the strenuous rivalry of cheaper
newspapers, has been apparently too
great for the late owners, hence Mr.
Pearson's opportunity. His name
stands for a type of journalism so
utterly opposed to the character and tra-
ditions of the Times, that Britons feel
as though iconoclastic hands were be-
ing laid upon a cherished national in-
stitution, for such they regard "The
Thunderer," whether they read it or
not. Mr. Pearson is an adherent of
Chamberlain and the Times may be-
come the great organ of the protec-
tionist movement. It favored tariff
reform at the beginning of Mr. Cham-
berlain's crusade, but of late has
been lukewarm in its support.

CANADA IN ENGLISH EYES.

If the people of Great Britain fail to
learn what they should know regard-
ing Canada and Canada's possibilities,
it will not be the fault of the old coun-
try papers. The British press teems
with articles setting forth the advan-
tages of the Dominion to the investor
and the home-seeker.

In a recent issue of the London
Times appeared an article on "Indus-
trial Canada," written by Dr. Arthur
Shadwell, who expressed astonishment
at the lack of knowledge in England
regarding this country. The fact that
there are railroads, mines and factor-
ies here is, he says, acknowledged in a
way; the world has heard at least of
the Canadian Pacific Railway and the
Klondike, but the all-round character
of the economic development, its scope
and pace, are certainly not understood.
The writer's opinion is that the chief
reason why our manufacturing
achievements and possibilities are
not better understood, not only in Eng-
land, but in Canada itself, is because
everything is overshadowed by our
agricultural possibilities. Not only
does the West call the immigrants, but
young men and women from the east-
ern provinces as well, for the West is
the great goal. There a man can be-
gin with nothing, and if he be of the
right sort he can within two or three
years stand firmly on his feet, an in-
dependent and substantial man. So
vast is the expense available, says Dr.
Shadwell, that, in spite of the rapid
increase of settlement, and the large
scale to which it has attained, only a
small fraction of the fertile and work-
able area has yet been touched.

Canada, in the opinion of Dr. Shad-
well, is bound to become a great man-
ufacturing country, because it pos-
sesses the three great requisites—ma-
terial, power and transportation, in
the latter our lake and river systems
and sea-coasts being no unimportant
factors. Not only that, but Canadian
possess what is needed for great in-
dustrial development, namely, indus-

try, enterprise, initiative, organizing
power and inventiveness. Finally, the
writer predicts the development of a
distinctly Canadian type of manu-
factures that will be neither British
nor American, but will combine the
best qualities of both.

SOUTH HURON.

Two more federal by-elections will
be held on Jan. 15—in Stanstead, Que.,
and South Huron, Ont.

Since the general election there
have been 43 by-elections, of which
the Government has won 34. In the
aggregate the Government has not
lost a single seat since 1904.

Stanstead, a Conservative riding for
nearly 40 years, was won by the late
Mr. Lovell, Liberal, in 1900, and again
in 1904. The Liberal candidate is a
son of the late member, while the
Conservative candidate is A. H. Moore,
who represented the county from 1882
to 1900. The Liberal majority in 1904
was 273.

South Huron has been vacated by
the death of Mr. Gunn, the first Con-
servative elected in the riding since
Confederation. The Liberals were
"hired" in South Huron by the gerry-
mander of 1881, and the late John Mc-
Millan carried the constituency in four
successive elections by large majorities.
In 1900 he was defeated by Mr.
McEwen, also a Liberal. The split in the
party left some soreness and the altera-
tion in the boundaries of the riding
in 1903 gave the Conservatives a fur-
ther advantage in the general election
of 1904, when Mr. Gunn got a major-
ity of 111. The Liberals are now
united, and have a good candidate in
Mr. M. Y. McLean, of the Seaford Ex-
positor. There is every expectation
that the constituency will return to
its historic place in the Liberal ranks.
It has always seemed an accident that
Huron County, a stronghold of Lib-
eralism in the past, should have elected
three Conservative members in
1904. For many years it sent a solid
Liberal contingent to the House of
Commons.

The customs house and St. Paul's
clocks are still at variance. It is time
they were harmonized.

Has anyone seen the soup-kitchens
which Mr. Blue-Ruin Cochrane, M. P.,
predicted?

The city is still looking for more
water while more than one-third of
the present supply is being wasted.

The fact that Doukhobors have been
promenading the west in a state of
nature is a fine advertisement for the
Canadian climate.

The Winnipeg Telegram speaks of
the Japs as "Laurier's yellow pets." A
journal which uses such language is a
yellow pest.

A local contemporary complains,
with some reason, that there are too
many legislators in Canada, but the
Whitney Government did not think so
when it doubled the size of county
councils.

Fifty million dollars are to be
spent this year in Canada by the
three great railway companies. Most
of the money comes from the old
country, too. It will flow into every
channel of business, and help to lay
the ghost of hard times, which politi-
cians have conjured up.

BARGE'S 4,250 MILES' JOURNEY.

[St. James' Gazette.]
Capt. H. E. Morris, of Gravesend, has
succeeded in sailing the Doric, 119 tons,
an ordinary Thames barge, without as-
sistance from any other forms of craft,
from London to South America. Capt.
Beckwith, in charge of the Norvic, 120
tons, a sister barge from the Thames, to
the same destination, was only less suc-
cessful in respect of the time in which
the voyage was accomplished. The barges
were rigged as ketches. Each master had
a crew of four men. They started together,
but separated in the Bay of Biscay. The
Doric reached Para in 56 days. The Nor-
vic was on the open ocean 96 days.

DOMESTIC GRAFT.

[Harper's Weekly.]
Crawford—How's that toy bank getting
along you gave your youngster?
Crabshaw—Fine. I never find myself out
of car fare now.

AT THE BAR.

[Pick-Me-Up.]
Judge—And you, who remained honest
until you were 40, have smirched your
name and dishonored your family, all for
the sake of three miserable shillings.
Prisoner—Excuse me, sir, was it my fault
that there were so few?

TOO MUCH AT ONCE.

[Exchange.]
She—I see an average man needs 1,604
pounds of food yearly.
He—Yes, but he doesn't want it in one
batch of biscuit, dear.

WISE INSECTS.

[Youth's Companion.]
In his experiments to determine whether
it is the color or the odor of flowers that
attracts bees and other insects, Monsieur
Plateau, the Belgian zoologist, bethought
him of trying a mirror. He selected a
flower of striking color and strong odor,
and placed it before an excellent glass in
which the reflection was perfect. All the
insects went straight to the real flower,
and not a single one approached the re-
flection in the mirror.

HOW SHE HELPED HUSBY.

[Exchange.]
Arthur Stringer, the novelist, was talk-
ing at a dinner in New York about the
poor state that modern verse has.
"Yes," said Mr. Stringer, "there is very
little demand for poetry in the twentieth
century. I recall on this head a conver-
sation about a friend of mine.
"My friend is a minor poet. Two men
were discussing him. The first said:
"By the way, I understand that his
wife helped him to get out 'Pale Hands,'
his volume of verse. I didn't know she

was literary, did you?"
"She isn't literary," said the second
man. "What she did was to persuade her
husband to stand the expense of publi-
cation."

SEATS WERE SAFE.

[Catholic Standard.]
"It would please me mightily, Miss
Stout," said Mr. Mugley, "to have you go
to the theatre with me this evening."
"Have you secured the seats?" asked
Miss Vera Stout.
"Oh! come now," he protested, "you're
not so heavy as all that."

WHAT STARTED THE QUARREL.

[Puck.]
Young Wife (at home)—Hello, dearest!
Young Husband (at the office)—Hello!
Who is this?

RESOLUTIONS.

[S. E. Kiser.]
Hear the glorious resolutions that are be-
ing made!
What a year of splendid progress this
year is to be.
If the man who are resolving shall no
more be awayed
By the tempters from whose clutches
they would flee!

Pathways leading to destruction branch
out everywhere.
The tempters will be waiting for the
weak and for the strong.
They will glibly promise pleasure, they
will offer lack of care,
And belittle those who bravely pass
along.

Hear the glorious resolutions that are
being made!
In hopeful tones and eager the starting
regions speak:
The strong ones and the brave ones will
climb upward, unafraid,
But the tempters will be followed by the
weak.

WHEN THEY ARE QUIET.

[The Bohemian.]
"I like to go to church."
"Why?"
"Well, it's comforting to see a man keep
a hundred women or so quiet for an
hour."

DISMAL PROFESSIONS.

[British Medical Journal.]
The question was recently asked in a
newspaper, "What is the most dismal of
professions?" Among those that occurred
to us as having a claim to be so consid-
ered were grave digging, scavenging, listen-
ing to parliamentary orations through an
all-night sitting, and the writing of poems
—or articles—that nobody reads. The
washing of dishes may be made interesting
if done scientifically.

NOT THE SAME.

[London Tit-Bits.]
After years of waiting a young lady ad-
mirer of Kipling at last met the man of
the "Plain Tales."
"You!" she cried, staring at the author.
"You—you are Rudyard Kipling?"
Naturally Kipling felt embarrassed.
"Yes," he murmured, modestly.
The lady continued to marvel.
"But I thought," she finally explained, "I thought
you were—oh, how shall I say it?—some-
thing quite different."
"Oh, I am," Kipling hastened to tell her
in a very confidential tone. "I am, madam.
Only, you see, this is my day off!"

RED STICKERS.

[New York Sun.]
The teacher had been reading to the
class about the great forests of America.
"And now, boys," she said, afterward,
"which one of you can tell me the pine
that has the longest and sharpest
needles?"
"Up went a hand in the front row."
"The porcupine, ma'am."

REMEDY SUGGESTED.

[Exchange.]
Little Floyd—Why don't you kill that
old hen, Mr. Meeker?
Mr. Meeker—What old hen do you mean,
my boy?
Little Floyd—The one that pecks you. I
heard mamma say you had been henpeck-
ed ever since you got married.

HAD SEEN SERVICE.

[Cleveland Plaindealer.]
"Maude was afraid the girls wouldn't
notice her engagement ring."
"Did they?"
"Did they? Six of them recognized it at
once."

CANNIBALISM IN IRELAND.

[Exchange.]
On the door of an eating house in Dub-
lin the curious may read the following
announcement printed, conveying fearful
intelligence to the gallant tars who fre-
quent that port: "Sailors' vitals cooked
here."

THE QUEBEC MEMORIAL.

[Proposed in Lord Grey's recent speech.]
[Wm. Toynbee, in Westminster Gazette.]
"The Heights of Abraham!" Immortal
name,
That thrilled the universe with wonder-
ing dread!
When he expired, the warrior youth
who spread
By one consummate stroke his country's
fame,
Then, ebbing 'mid the glow of glory's
flame,
Joined that rare legion of the laureled
dead,
Who, nearing perils' abyss with daunt-
less tread,
By darkest stress confronted, overcame!

There let two sister climes commemorate
In signal guise that matchless feat of
yore,
As one heart-weided, soul-united State,
Rearing an emblem that shall heaven-
ward soar,
Of ardour, emprise and achievement
great,
Shrine of heroic deed for evermore!

ONE TRIUMPH.

[Toronto Star.]
Happily local option has triumphed ex-
actly those rural spots in which
the barroom cigar stings like an adder.

A CHEERFUL BLUENOSE.

[Halifax Chronicle.]
On this the dawn of a New Year the
outlook is exceedingly bright. Never be-
fore has there been such a demand for
our coal, our steel, our fish or the product
of our farms, and there are those who be-
lieve that Nova Scotia is entering upon
a career of industrial development hith-
erto undreamed of. Other lands there may
be, fanned by more temperate breezes,
which outrival in fertility and productiveness
the valleys of our native Province;
other countries may have greater deposits of
mineral wealth; and still other countries
whose fisheries may be more extensive;
but what country is there of equal extent
whose natural resources are so great and
so diversified? Where a like area com-
bining the riches of the forest, the field,
the fishery and the mine?

HOPE DIAMOND
WAS THE HOODOOFamous Stone Instrumental in
Wrecking a Big New York
Gem House.

New York, Jan. 9.—When the firms
of Joseph Frankel's Sons, Joseph
Frankel's Sons Company, Gattie, Et-
tinger & Hammel and E. M. Gattie &
Co., among the largest importers in
the United States, put their business
in the hands of trustees, another was
added to the long list of tragedies that
have marked the story of the Hope
diamond for the last 250 years.

The Hope diamond to some extent
is the cause of the embarrassment. It
is worth \$250,000, and there has been
no one in the United States to buy
such a costly gem. Weighing 44½
carats and of a brilliant blue, it has
been for 250 years one of the famous
gems of Europe and America. How
many years before that it was famous
in India is not known, for it did not
come from that land till 1842. Seven
years ago Simon Frankel bought it,
and there have been many negotia-
tions looking toward its sale, but all
of them have fallen through.

Stone Leaves India.
The diamond was brought from India
by Tavernier, a Parisian jeweler,
and eventually was bought for the
crown of Louis XIV. For more than
100 years it remained a possession of
the reigning family of France. Dur-
ing the revolution it, with other
crown jewels, was placed in the Garde
Meuble, and the later the last king
who had worn it was guillotined. Louis
XVI took off his crown that was orna-
mented by this precious gem to walk
to his death.

The diamond was never recovered
by the Government of France. During
the revolution it was stolen and for
more than a quarter of a century was
lost. When it appeared again it had
been reduced in size from 112 carats
to 67½ carats. It was offered for sale
by Daniel Elison in 1830, and was
purchased by Henry Thomas Hope, of
London. When he exhibited it in the
London exhibition of 1851 the British
public for the first time saw this re-
markable gem.

In Family Many Years.
The Hope heirs held possession of
it for many years, during which the
estate was the subject of long litigation
in the court of chancery. Not until
1901 were the heirs in a position
to sell it. Then, after negotiations, Mr.
Frankel purchased it and brought it
to the United States.

Since then the \$250,000 diamond has
formed one of the important assets
of the Frankel firm. But it has been
something of a dead asset. It is be-
lieved that had the Frankels been able
to realize on the investment they could
have tided over their financial troubles,
and it is likely that the other firms
would have been able to pull through.

Imports in Decline.
The tremendous decrease in diamond
imports during the year 1907, as shown
in figures published today, indicate the
dullness in the trade. About 75 per
cent of all precious stones imported
are diamonds, and figures of all stones,
diamonds included, imported here last
year, compared with those in 1906, are
as follows:

Total for 1906	\$43,573,488
Total for 1907	\$1,713,045
Decrease	\$41,860,443

Total for December, 1906	\$4,030,324
Total for December, 1907	207,479
Decrease	\$3,822,844

Dealers say the diamond trade is
dead for the time being.

Shiloh's Cure
Cures
Coughs
and Colds
QUICKLY

"Don't Neglect a
Cough or Cold."

It can have but one result. It leaves
the throat or lungs, or both, affected. Dr.
Wood's Norway Pine Syrup is the medicine
you need. It is without an equal as a
remedy for Coughs, Colds, Bronchitis, Sore
Throat, Pain in the Chest, Asthma, Whoop-
ing Cough, Quinsy and all affections of the
Throat and Lungs.

A single dose of Dr. Wood's Norway
Pine Syrup will stop the cough, soothe the
throat, and if the cough or cold has become
settled on the lungs, the healing properties
of the Norway Pine Tree will proclaim its
great virtue by promptly eradicating the
bad effects, and a persistent use of the
remedy cannot fail to bring about a com-
plete cure.

Do not be humbugged into buying so-
called Norway Pine Syrups, but be sure
and insist on having Dr. Wood's. It is
put up in a yellow wrapper, three pins
press the trade mark, and price 25 cents.

CHRONIC BRONCHITIS
Mr. Wm. O'Hara, Souris, Man., writes:
"Having suffered for a long time with a
severe attack of Chronic Bronchitis, which
I could not get cured, I eventually tried
your Dr. Wood's Norway Pine Syrup and
I am glad to state it has given me a com-
plete cure."

J. H. CHAPMAN & CO.
FRIDAY BARGAIN DAY!

SECOND DAY OF OUR GREAT HALF-PRICE CHINA SALE.
The China Room on the third floor is the attractive
center these days. Half-price for everything. New
lines added for tomorrow.

Tomorrow occurs the weekly Clear-up Sale that forces out the small lots and remnants at
money-saving prices. Every line of goods not perfectly fresh and complete—all lines sold down
to broken lots—to be closed out tomorrow and Saturday. Complete clearance is the policy that
governs these Friday Sales, and there's no question as to the result. Every interest commands
your presence at Chapman's tomorrow.

Furs Deeply Reduced

Friday we start in on one of the most important sales of the
month—the Fur Sale. Prices are deeply cut and anyone who has the
faintest idea of buying Furs this winter this news should bring them
here without delay. The following list will give you some idea of what
the savings will be:

Ten Mink Marmot Stoles, satin lined, trimmed with tails. Regular \$6.50 to \$8.50. Clearing price \$5.85	3 Ladies' Astrachan Jackets, quilted satin lining, Ohio sable collar and revers. Regular price \$38.00. Clearing price .. \$28.50
Squirrel and Mink Marmot Throwovers, satin lined, 88 and 72 inches long. Regular \$10.50, and \$12.50. Clearing price \$7.50	6 Ladies' Astrachan Jackets, farmers' satin lining, high collar and large lapels. Regular price \$35.00, sizes 34 and 38. Clearing price \$27.50
Seven American Sable Scarfs, trimmed with tails. Clearing price \$3.85	2 Ladies' Fine Curl Astrachan Jackets, satin lined, sizes 38 and 40. Regular price \$40. Clearing price \$32.50
Nine Sable Ruffs, large collar. Regular \$10. Clearing price \$6.85	5 Ladies' Fur-Lined Coats, broadcloth shells, large fur col- lar, squirrel lock lined. Colors, navy, brown and fawn. Regular \$48.00. Clearing price .. \$35.00
Seven American Sable Muffs, large black, imperial shape. Regular \$10. Clearing price \$6.75	5 Ladies' Fur-Lined Coats, squirrel and homster linings, large sable collar and lapels, broad- cloth shells. Regular \$50.00 and \$60.00. Clearing price .. \$38.50
One dozen Assorted Muffs, in regency, seal and coon furs. Regu- lar \$5 and \$8. Clearing price \$3.25	Fur-Lined Capes, of imported black beaver, Tibet collar and edges. Regular \$38.00 and \$40.00. Clearing price \$28.50
Another lot of Muffs, were \$5 to \$8, at \$3.85	
Two Gray Squirrel Muffs, Regu- lar \$12.50. Clearing price \$9.50	
Eight only Mink Marmot and Rever Mink Stoles, deep collar, satin lined. Regular \$10.50 and \$12.50. Clearing price \$7.85	

YOU'LL HAVE TO "QUICK-
STEP" For 59c KID GLOVES

A Great Glove Bargain.
100 pairs Ladies' Fine Dressed
Kid Gloves, three-quarter length,
they measure 12 inches exactly.
In gray, tan, brown and white,
all sizes from 5½ to 7. Regular
price \$1.19 pair. On sale tomorrow
morning and as long as they last,
at, per pair 59c
None sold before 9 o'clock and
none exchanged.

LACE BARGAINS

Pick what you want of these
laces before tomorrow night. The
choicest patterns are going fast.
Linen Torchon Lace, from ½-
inch to 3. Worth 10c and 15c, at,
per yard 5c
Cotton Torchon Lace, a great
bargain, worth double. For, per
dozen yards 25c

WHITEWEAR BARGAINS

Savings are so bountiful that
hundreds of women are supplying
themselves for the year.
White Cambric Nightgowns,
square cut yoke of lace insertion,
tucked, actual value 85c. Sale
price 67c
White Cambric Nightgowns,
round yoke of embroidery, lace
trimmed, \$1.25 value. Sale price,
..... 98c

A Sale That's
Different

Commencing Saturday, Jan. 11th

Sales are in the air just now, and the papers are full of \$1.98, \$3.98 was,
now, etc., and no doubt they make you weary.

OUR SALE IS DIFFERENT. We cannot sell you \$15.00 Suits or
Overcoats for \$6.98, neither can any one else. Your own good common
sense will tell you that no one will give you gold dollars in exchange for
ten-cent pieces. And we do not intend shaking your long-continued con-
fidence in us by making any such extravagant statements.

But we are going to give you ↓

A Chance at the Best
Clothing in the Trade at
a Substantial Reduction

DURING THIS SALE. We do not intend bothering you with a lot of
prices here, for after all, it's the goods, at the price, that counts. Suffice it
to say that everything in Men's and Children's Suits and Overcoats through-
out the house goes into this BIG JANUARY SALE and THAT'S DIFFERENT.
Many lines at 20 and 30 per cent below the regular price, and
even on the best goods in the house, viz., SOVEREIGN BRAND Overcoats,
in rich, black Beavers, Meltons and Cheviots, and our fine Black and Blue
Sovereign Brand Suits contained in our wardrobes, including our full-dress
and Prince Albert Suits. Even on these we allow you 10 per cent off during
this big sale, and that's different.

Incidentally, we may say that our cheaper lines will go at a very low
figure, but we call your attention specially to the fact that the best goods
in the house go into this sale, and that's another reason why THIS SALE
IS DIFFERENT.

Our Furnish Department will also offer many lines to clear in this
Big Sale.

It will pay you to watch our windows during this sale. We shall be
ready for you Saturday morning, at 8 o'clock.

OAK HALL
154 Dundas Street. WM. GIBSON, Manager