

## The Advertiser

FOUNDED BY JOHN CAMERON IN 1868.

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## The Business Outlook.

Two causes are especially adversely affecting the money market at the present time. There is the never-settled Turkish question, which may at any moment develop an acute crisis, and cause European nations no end of trouble. Then there is the uncertainty as to the outcome of the free silver agitation in the United States, which causes demoralization among one of the best buying populations in the world. Other movements which affect the situation are the placing of the currency of Russia on a gold basis; the completion of the Austrian movement of the same nature; the unrest of Africa, arising out of the Boer troubles, and the failure of Rhodes' schemes in newly-opened up Matabeland.

All these, the Montreal Journal of Commerce says, are grave elements in the present situation, pointing to such a policy being adopted by the Bank of England as will frighten the market. Canada in "the midst of alarms" suffers only from a prolongation of depression, which would have disappeared had outside conditions been more favorable. Our harvest has been a good average, our manufacturers are fairly well off, and they do not look for disturbing and revolutionary changes in the tariff. "Canada," says the Journal of Commerce, "has little to fear from the disturbances threatening Europe and the States if business is conducted with prudence, and expenditures, public and private, are restrained by strict economy."

"We are not among those, however, that believe that needed public work should be left undone in times of dull trade. It is better that such expenditures should be proceeded with when employment is scarce, and the circulation of money in ordinary channels is limited, than that they should be kept back till the ordinary avenues of industry are in a stimulated condition through a general revival of trade."

Meanwhile, there are good hopes for the future; we can all help the movement betterward.

Mr. Laurier is going to get himself into trouble unless he takes good care. He has actually committed himself to enact prohibition provided the people say they want it. If he does that, he can't expect the London Advertiser's support.—Kincaid Review.

Nonsense. The Advertiser recognizes, to as full an extent as does Premier Laurier, that the will of the people is supreme.

## The Vice-Regal Visit.

Lord and Lady Aberdeen today returned to Ottawa after a most pleasant, though very busy, visit to London and the West. Their Excellencies have everywhere been received with the utmost cordiality by the populace.

The Governor-General's office has been regarded by many as a sinecure—a mere five years of dawdling away time. But the present representative of her Majesty is far from so regarding it. At considerable personal inconvenience, he has made it his duty to see the country from one end to the other. He has studied the conditions of the people, and the capacity of the Dominion as a home for the ever-increasing crowd of old world residents who must seek a living outside of their motherland. As a practical agriculturist, he has greatly interested himself in the Canadian farmer and his products. By first visiting the great show of the West, the Western Fair, and subsequently the county exhibitions, Lord Aberdeen has been able to make such contrasts as will be of great use to him in saying a good word for Canada when he returns to Great Britain. We take it that Lord Aberdeen will do so, with even greater emphasis than his predecessors, for he is not only acquiring a thorough knowledge of our position as a land of homes, but he has shown a practical faith in the Dominion by himself purchasing and working a Canadian farm.

Lord and Lady Aberdeen will resume their visits in the West next week.

British newspapers have recently forced a discussion on the question, "When should a woman marry?" It is all very foolish. A woman will marry when she gets the man who suits her, and not before, and no one can prevent her.

## About Two Ministers.

In Mr. Dryden the farmers of Ontario have an admirable, some think, an ideal representative. Ever since he assumed charge of the department he has carried out a broad and liberal policy for the development of the agricultural resources of the Province.—Montreal Gazette.

This Conservative testimony to the good work done by the Ontario Minister of Agriculture is well merited.

Mr. Dryden has proved a model leader in the work of helping the farmers to better results in their occupation. He is in every sense a practical farmer.

There are many reasons for the belief that what Mr. Dryden has been to Ontario, the new Minister of Agriculture at Ottawa, Hon. Sydney Fisher, will be to the Dominion. The Dominion and the Province of Ontario are fortunate in having secured for these departments the services of two eminent, practical, progressive farmers. What can fairly be done to advance the great staple industry of Canada will be undertaken by them.

## The Carshops.

The Brantford Courier, referring to The Advertiser's comments on the letting of the contract for the construction of the new concentrated G. T. R. car shops in this city, says:

"The letting of the contract does not, of course, mean that the Brantford shops 'are coming to this city' as yet something to say about that."

Of course, the Brantford shops will not go. They will stay right in that place. But the men will come to London. That is all.

It is apparent that Japan has no undertakers' association. A middling funeral there costs \$3 cents, an important one in style, with lunch for the pall-bearers, can be had for \$1 25. These are positively killing rates, as the advertising man would say.

## How to Get and Hold Markets.

The British newspapers continue to discuss the question of how the manufacturers of the motherland can best hold their own in the world's markets, and much good is likely to follow an earnest investigation into the competitive efforts of foreigners in neutral as well as in colonial fields. As a result of the inquiry set on foot by the Governor of Hong Kong, at the invitation of Hon. Mr. Chamberlain, it is pointed out that the displacement of British goods has been going on for some time. It has not been on a strikingly large scale, but it has been suggestive of the tactics which have to be met.

In China, foreign goods have entirely ousted British-made llama, braids and aniline dyes, and goods imported from Germany have taken the place of British-made Spanish stripes and broadcloths. The attempt to displace British smaller wares by foreign imitations, though persistent, has been much less successful. Chinese imports of "yellow metal" goods have fallen off, their place being taken by inferior German metal. The advantage is with Belgian manufacturers, who have cheaper production and lower freight. Once pig lead was almost entirely procured by China from Britain and Germany; now, through cheap production, it is imported from Australia. Belgian manufacturers pack their candles better than the British do, hence the Belgians have got the Chinese candle trade. Arms, ammunition and gunpowder from the European continent can be laid down cheaper than those from Britain. Continental manufacturers, therefore, get the trade.

The competition of Japan is just beginning, "but it promises to prove serious later on." United States cotton goods are finding a market in China because they are carried from New York to Hong Kong and Shanghai at 25 to 30s a ton, as compared with 75 to 80d from London and Liverpool outward. The same remarks apply to the shipment of machinery from the United States to China, the freight for which is about 40 per cent lower than that from British ports.

The causes to which the displacement of British goods is to be assigned are stated thus by the Hong Kong committee of inquiry: 1. Lower cost of production of rival foreign goods. 2. Discrimination of British manufacturers to study taste of consumers. 3. The steadily falling value of silver since 1873. 4. Lower freight outward from foreign as compared with British ports. 5. Cheaper railway transit to foreign ports of shipment.

Great Britain is still in the lead for the trade of the nations of the earth, but it is apparent that if she is to hold her own, she must leave nothing undone to please her customers. British makers have lost trade by ignoring the desires of those who buy their wares, whereas the Germans and other keen competitors, instead of choosing for the buyer, have consulted his tastes and provided for him the article exactly as he desires it.

Canadians are looking for foreign trade. They have the raw materials, and they have the necessary shipping facilities to many ports. It would be interesting to know how far our manufacturers have consulted the wants of foreigners or anticipated brethren with whom they would like to trade. As the Iron and Coal Trades Review says, the average buyer does not greatly care whether the things he is about to buy are of English, Canadian, German, or United States origin. He wants them of a particular pattern, at a particular price, and as he pays the piper, he insists on choosing the tune, which is reasonable.

able. If our manufacturers are to build up a successful trade with other countries—and in all industries where we have the raw material in abundance, we ought to be able to do so—they must study the wants of their customers, and give them the article at the lowest market price.

Jealousy is curable. Dr. Fleury, a French savant, announces there is a proper physical method of relieving this most unfortunate of maladies. True jealousy, he insists, is never the result of knowledge, but of doubt. The jealous man suspects; he does not know; hence this suspicious, weak state of mind is the very thing to foster the ailment. Defective brain nourishment can be met by stimulants and nutritives. All jealous persons have sensible intervals, the malady being in some degree a periodic one. Just like chills and fever. Dr. Fleury's treatment includes everything that can be done to give strength and confidence to the sufferer, to inspire him with a sense of his own power—to make a man of him. Modern study of the brain shows that sea-sickness may reasonably be said to be in the ear, being a reflex nervous disorder which starts from the shaking about of the liquid in the ear canals, thus producing a sensation of dizziness. Deaf people are less subject to sea-sickness than are the blind.

Dr. Drysdale, writing to the British Medical Journal, apropos of certain recently published statistics of smokers among the students of American colleges, recalls some facts discovered by Bertillon in 1855. He found on inquiry made by him concerning the pupils of the Polytechnic School of Paris that 108 of the pupils smoked and 52 did not smoke. He then arranged the 160 pupils into eight divisions according to the place they held in examination, 20 in each rank, and found that of the 20 who stood highest, 6 were smokers and 14 non-smokers. Of the next 20, 19 were smokers, and 1 non-smoker; of the next 20, 11 smoked and 9 did not smoke; thus showing how much higher the non-smoker stood intellectually than the habitual smokers. He also found that the mean rank of the smoker, as compared with that of the non-smoker, deteriorated from their entering to their leaving the school. As a result of Bertillon's inquiry, the Minister of Public Instruction of France issued a circular, addressed to the directors of schools and colleges, forbidding the use of tobacco and cigars to students.

The working of the compulsory accident insurance in Germany is aptly illustrated by the case of the widows and orphans of the miners who perished in consequence of the explosion of the Kleophas pit, in Upper Silesia. The state guarantees each widow 10 per cent of her late husband's income. She further receives 15 per cent for each child, until the maximum of 60 per cent is reached. An article to be written by the mine agrees to pay half as much again, widows with three or more children receive 90 per cent of their late husband's earnings. Childless widows must content themselves with 20 per cent.

## CANADA'S INTEREST IN ARBITRATION.

Montreal Witness.

If it is important for the United States to make friendly provision against war, especially with Great Britain, it is still more important for Canada to have such provision made. Canada is infinitely interested in the approaches which are going on between the two powers. To the whole world it might be spoken of as an unspeakable gain that these two powers, whose interests are all on one side of peace and progress, and who have nothing to gain from the overthrow of good government anywhere, should be so united that they could easily dictate peace on all shores; but not all existing people can be expected to contemplate such an alliance with the same heartiness that Canada of necessity must. While these two peoples are at one, her position between them is a happy safe, and hopeful one. Should they ever come to strife, it would be most of all she that would suffer. She would find herself between the upper and the nether millstone, and it is hard to say what her fate would be; but it would be a century before sundering hatred between her and her neighbors would be forgotten. Her place as a fragment of one empire and a neighbor of another is to act as a peacemaker and bond of union between them. While true to her loved allegiance, her voice must always be for peace and goodwill.

## TOMBS THAT WILL TELL NO STORY.

If in our funeral customs we thought of posterity, the practice of honoring the dead with flowers—which in some recent funerals has prevailed on so extensive a scale—would give way to some more enduring tokens. "The flower fades," and, indeed, generally, how empty our tombs will be of archaeological interest to the antiquarians of future centuries! It is curious to reflect how much of our knowledge of antiquity and how many of our recovered treasures of ancient art are the result of the practice of burying trinkets and utensils with the dead. Ancient tombs are thus full of information—and, we may add, of puzzles—for the meaning of those exquisite little Tanagra figures found in Greek cemeteries has not yet been convincingly explained. The tombs of the modern world, when they are dug up by the curious of after ages, will contain no buried treasures. To the archaeologist they will be full only of emptiness, which, however, will itself carry its lesson with it—the lesson of the greater spirituality of the faiths of the modern world.

A Woman's Heart.

Derangement of the heart and nerves in women is followed by various nervous disorders, such as Hysteria, Melancholia, Neurasthenia, Sleeplessness, Irritability and Pains and Aches in various parts of the body. In such cases strengthen the heart and build up the nervous system by the use of Milburn's Heart and Nerve Pills.

The old saying that a horse's head is the length of a four barrel is substantially true. The average horse's head is 27 inches long; an average four barrel is 29 inches.

## Bank Advertising.

Some Cogent Reasons Why Financial Institutions Should Make Their Business Known to the Public.

The Detroit Tribune prints the following:

The art of newspaper advertising is one that bankers as a class do not seem to understand or appreciate. Comparatively few banks pay much attention to this means of reaching the public. Like physicians of the old school they are bound by a narrow code of ethics, and seem to consider it unprofessional to publish more than the bank's card in a few lines of small type, when they advertise at all. The banking laws obligate them to publish statements, but this is done for the protection and information of the public and not because bankers as a class acknowledge the benefits of newspaper advertising.

Among the 22 State and national banks of Detroit there are only half a dozen that make any pretense of regular advertising, and only two or three which do intelligent, systematic work, although quite a number issue leaflets for distribution among their customers, and occasionally put cards in the hands of their clients. The City Savings Bank, however, has been the most ingenious and systematic bank advertiser in Detroit. Every Saturday it takes up considerable space in the newspapers, using large display type, and giving the details of its business. Here are some that have appeared during the past few weeks, coupled with the usual list of officers and directors:

Are your dollars dead or alive? If you carry them in your pocket they are dead. If you put them in the City Savings Bank they become alive, begin to grow and attract others to them. Try it and see if it isn't true. The growth of the world's wealth has been done by the savers, the thrifty, and those who have wasted their resources have been their slaves. Young man, young woman, don't become the slave of anyone; join the ranks of the savers in the City Savings Bank and be independent.

A rolling stone gathers no moss, and the idle dollar gathers no interest. If you consider the earning power of money, you will never let a dollar go idle, but would deposit it where it would draw interest. When you spend 20 cents a day unnecessarily you never consider it. But if you deposit it, it represents buried capital to you, which, if deposited at a fair rate of interest, would amount to \$11,000 in 50 years. Put your idle dollars at work in the City Savings Bank.

"What a man I would be and what sights would I see if I had but a thousand a year." The City Savings Bank will put you in the way of being "the man" (or woman, either), and "seeing the sights." If you open a savings account and add to it systematically.

Money in the pocket grows less. You know that, don't you, but still you carry it there. Money in the bank increases. You know that, too, but neglect to do so. Be advised: in your own interest open a savings account now in the City Savings Bank.

"We don't want our children to be stingy"—an excuse, another writer says, given by many parents for teaching their children, by example, that money is an article to be spent only, not saved. And then he asks the question, "Do you want your children to be spendthrifts?" We say, if you don't open a savings account for them in the City Savings Bank.

The nucleus of a fortune are the pennies you carry and spend. Spend on trifles, not knowing that 2 3/4 cents a day means \$10 a year, but by accumulating it means a modest fortune in half the space of life—and a fortune is often saved than made in these days of great competition. Lay the foundation of your fortune now by opening an account in the City Savings Bank.

A little nest egg hatches wonderful things in the future. A fortune properly set and tended. Set the nest egg with us at once, where it and the accumulation will draw a liberal rate of interest and tend to regularity with a deposit of all your spare cash, and the City Savings Bank will do the rest for you. Try it.

Habit is man's best friend or his worst enemy. Why not drop the habit of spending money in useless ways and begin the saving habit, etc.

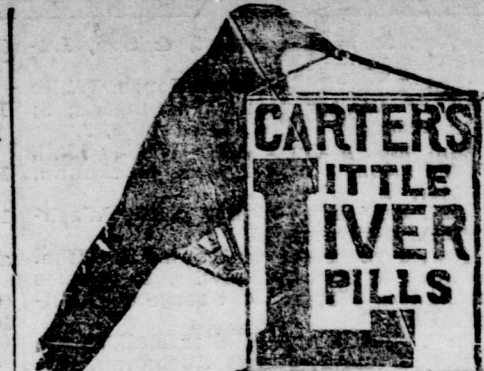
Money is power. A full purse never lacks friends. It gives endless opportunities for doing good, opens wide the door to education, art, music, society, travel and all culture. It gives you confidence in yourself and attracts the confidence of others. Begin filling your purse, etc.

These are samples of Mr. Angell's vigorous style of advertising. The first part is always set in large black display type, and is catching and ad, which never fails to hit the bull's-eye. Mr. Angell is setting a good example for other bankers to follow in the line of advertising.

## THE TREADMILL.

The treadmill, or treadmill, as it is usually termed, its purpose generally having been for grinding corn or turning machinery was the invention of Mr. Cubbit, an engineer, of Lowestoft, England, the notion of such a piece of mechanism, owing its conception to an accident.

Any POISON in blood is sure to do havoc somewhere. The only Preventive is sound kidneys, the only Cure, kidney medicine, the only Medicine is Dodd's Kidney Pills.



**SICK HEADACHE**  
Positively cured by these Little Pills.

They also relieve Distress from Dyspepsia, Indigestion and Too Hearty Eating. A perfect remedy for Dizziness, Nausea, Drowsiness, Bad Taste in the Mouth, Coated Tongue, Pain in the Side, TORPID LIVER. They Regulate the Bowels. Purely Vegetable.

Small Pills. Small Dose. Small Price.

## Good Advice

Get your coal bin filled with fresh mined Scranton Coal from  
**CAMPBELL & CHANTLER**  
at lowest city prices.

176 Bathurst Street. Phone 377.  
Branch Office 12 John Street, London West, Ont.

**HINTON & RUMBALL,**  
THE UNDERTAKERS,  
260 Richmond Street.  
Private residence, 320 King St.  
Telephone—Store 410; House, 423. xxv

## JOHN MILLS

Headquarters for School Books and Supplies.

Some of our leading Scribblers and Exercise Books: Leader, Anchor, Perfection, Crusade, Jolly Tar, Tommy Atkins, Imperial, M. S. S., Victoria, Tecumseh, Banner, Monitor, Victor, and bookkeeping blanks. Also full line of High School Books and Public School Books.

Come and see before you buy.

## JOHN MILLS

Edge Block, 404 Richmond Street, xxv

**John Ferguson & Sons,**  
FUNERAL DIRECTORS and  
EMBALMERS.

FIRST-CLASS IN ALL AP. FUN. MENTS.  
Telephone—House No. 373; Store No. 543.

**W. Chapman**  
BUTCHER.  
Fresh and Salt Meats,  
Cured, Pickled, Mutton, Poultry,  
etc. Goods delivered to any part of the city.  
269 DUNDAS STREET

## Pure "Oak-Tanned"

**BELTING**

The only genuine  
Oak Tanned Belt in the  
Dominion.

**The J. C. McLaren Belting Co.**  
MANUFACTURERS,  
Montreal. Toronto.

All the clocks and  
avenues of the Bowels,  
Kidneys and Liver,  
carrying off gradually,  
without weakening the  
system, all the impurities  
and foul humors of the  
secretions; at the same  
time Correcting  
Acidity of the  
Stomach, curing Biliousness,  
Dyspepsia,  
Headaches, Dizziness,  
Heartburn, Constipation,  
Dryness of the  
Skin, Dropsy, Dimness of Vision, Jaundice,  
Salt Rheum, Erysipelas, Scrofula,  
Fluctuating of the Heart, Nervousness,  
and General Debility; all these and many other  
similar complaints yield to the happy influence  
of BURDOCK'S BLOOD  
BITTERS.

**B**  
**B**  
**B**

**Hobbs Hardware Co.,**  
AND  
**Hobbs Manufacturing Co.**

Visitors and Citizens:  
SEE OUR EXHIBIT IN  
THE MAIN BUILDING.  
Colored Glass Windows,  
Cut Plate Glass,  
Silverware, Etc.

## Saturday Night Fair

From 7 to 10 O'Clock.

## CHAPMAN'S

ON GROUND FLOOR.

**HOSE**—Ladies' Fine Worsted Hose, double heels and toes, worth 35c, Saturday Night 25c  
**HOSE**—Ladies' Fine All-Wool Cashmere Hose, double heels and toes, worth 50c, Saturday Night 35c  
**HOSE**—Children's All-Wool Ribbed Cashmere Hose, double heels and toes, worth 30c, Saturday Night 20c  
**HOSE**—Children's Fine Maco Cotton Hose, double heels and toes, worth 12 1/2c, Saturday Night 8c  
**GLOVES**—Ladies' Colored Black Kid Gloves, worth 65c, Saturday Night 50c  
**HANDKERCHIEFS**—Fancy Embroidered Swiss Handkerchiefs, worth 20c, Saturday Night 2 for 25c  
**CHAIR DRAPES**—Fancy Embroidered Chair Drapes, Japanese, worth 50c, Saturday Night 35c  
**NIGHT ROBES**—Ladies' White Cambric Night Robes, made of fine Cambric with clusters of tucks in yokes, worth 60c, Saturday Night 45c  
**NIGHT DRESSES**—Ladies' Fine Flannellette Night Dresses, trimmed with silk embroidery, worth 75c, Saturday Night 55c  
**VEILINGS**—Fancy Net Veilings, worth 20c, Saturday Night 15c  
**SALT AND PEPPER SET**—The "Little Gem" Salt and Pepper Set and Glass Tray, Saturday Night 25c  
**PURSES**—Solid Leather Purses, calf lined, with handkerchief pocket, worth 35c, Saturday Night 25c  
**HATS**—Men's Black Fedora Fur Felt Hats, worth \$2, Saturday Night \$1 39  
**SHIRTS**—Men's Navy Blue Flannel Shirts, worth \$1 50, Saturday Night \$1  
**SOCKS**—Men's All-Wool Cashmere Socks, Seamless, worth 35c, Saturday Night 25c  
**CARDIGANS**—Men's Cardigans, Fine and heavy, worth \$1, Saturday Night 65c  
**PEAK CAPS**—Boys' Hook-Down Peak Caps, worth 25c, Saturday Night 15c  
**SHIRTS AND DRAWERS**—Men's Shirts and Drawers, worth 75c, Saturday Night 50c  
**SOCKS**—Men's All-Wool Socks, ribbed top, worth 18c, Saturday Night 12 1/2c  
**COLLARS**—Men's White Linen Collars, all sizes, worth 15c, Saturday Night 10c

ON FIRST FLOOR.

**PANTS**—Men's All-Wool Tweed Pants, worth \$2 50, Saturday Night \$1 75  
**SUITS**—Men's D. B. All-Wool Tweed Suits, made to order, worth \$20, Saturday Night \$5  
**SUITS**—Men's Black Worsted Suits, Stripe Pants, worth \$12, Saturday Night \$9 50  
**SUITS**—Men's Good-to-Wear Tweed Suits, worth \$6, Saturday Night \$2 95  
**ULSTERS**—Men's Fawn and Brown Frieze Ulsters, worth \$9, Saturday Night \$6 40  
**OVERCOATS**—Men's Blue and Gray Fine Tailor-Made Beaver Overcoats, worth \$15, Saturday Night \$11 75  
**OVERCOATS**—Men's Light-Weight, Silk-Lined Fall Overcoats, worth \$12, Saturday Night \$8 50  
**SUITS**—Youths' All-Wool Tweed Suits, worth \$4 50, Saturday Night \$3 39  
**SUITS**—Boys' 2-Piece Good-to-Wear Tweed and Serge Suits, worth \$2 50, Saturday Night \$1 49

**PANTS**—Boys' Blue Serge Pants, worth 50c, Saturday Night 29c  
**SUITS TO ORDER**—Men's Scotch Tweed Suits, made to order, worth \$20, Saturday Night \$15  
**SUITS TO ORDER**—Men's Clay Worsted Suits, made to order, worth \$22, Saturday Night \$17 75  
**PANTS TO ORDER**—Men's Fine Colored and Black Worsted Pants to order, worth \$7, Saturday Night \$5  
**WRAPPERS**—Ladies Eiderdown Wrappers, very comfortable, all colors, worth \$3, Saturday Night \$2  
**REEFERS**—Children's Fall Reefers in brown and navy, worth \$2 25, for \$1 13; worth \$3, for \$1 50, Saturday Night  
**JACKETS**—Ladies' New Fall Jackets, great special, newest style, worth \$6, Saturday Night \$5  
**FRIEZE AND TWEED CLOAKINGS**—A full range, worth \$1 50, cut free, Saturday Night, \$1  
**WATERPROOFS**—Ladies' Waterproofs, all colors, in fancy tweeds, all sizes, adjustable capes, worth \$5, Saturday Night \$3 75

Terms Cash—American Money at Par.

## CHAPMAN'S

126-128 Dundas Street.