

## London Advertiser.

FOUNDED IN 1863.

TWO EDITIONS DAILY - WEEKLY.  
TELEPHONE CALLS.Business Office .....107  
Job Department .....178  
Editorial Department .....134  
The London Advertiser Company,  
Limited, 191-193 Dundas street, London,  
Ont.

## TO SUBSCRIBERS.

Readers of The Advertiser are requested to favor the management by reporting any irregularities in delivery. Communicate with the Circulation Department or Phone 107.

LONDON, SATURDAY, JULY 13.

## LONDON'S OPPORTUNITY.

Any lingering doubt of the vital importance to the city of London of a high pressure system is removed by the guarantee of a 25 per cent cut in insurance rates.

The president of the Fire Underwriters' Association has formally and definitely promised this reduction, in a letter to the engineer of the local board of water commissioners.

It would be almost suicidal for London to throw away this proffered boon. The present insurance rates are a heavy handicap on the industrial and commercial progress of the city. There has been an outcry that London has been distanced by rival municipalities in attracting new industries, and a vigorous industrial policy is being constantly urged upon the city council. Two of the strongest inducements which the city could offer would be moderate fire insurance rates and superior fire protection. The independent scheme would provide both of these.

The annual saving effected by a 25 per cent reduction in the insurance rates upon the property protected by high water pressure would be more than the annual charges of the high-pressure system. The larger part of these charges would be levied upon the property-owners so benefited. Another great advantage of the independent system would be the husbanding of the spring water supply for domestic use. The strong points of the dual system may be summarized thus:

1. Cheap insurance.
2. Adequate fire protection.
3. Spring water for drinking.
4. Plenty of water for manufacturers.
5. Clean sewers and pavements.
6. The abatement of the dust nuisance.

## AROUND THE WORLD.

Jules Verne's popular book, "Around the World in Eighty Days," was regarded not many years since as a pleasing flight of the "scientific imagination." A month ago Lieut.-Col. Campbell of the British army finished a world-girdling trip, which occupied 40 days, 19½ hours.

It is gratifying to Canadians to know that one-half the journey was made in the steamships and trains of a Canadian railway company. Lieut.-Col. Campbell left Liverpool on May 3 at 7:30 p.m. on the Empress of Ireland, reaching Quebec on Friday, May 10, at 3 p.m. He left the ancient capital two hours later on the over-seas mail, and at 5 a.m. on the 14th was in Vancouver. From thence he sailed at 12:30 p.m. on the C. P. R. steamer, and at 7 p.m. on the 26th of May he was landed in Yokohama, 23 days from London, a distance traveled of nearly 10,000 miles in the case of one company. Five days later he was at Harbin, and on June 10 his train steamed into Moscow at 2:38 p.m. Proceeding, via Warsaw, Berlin, Cologne and Ostend, he landed at Dover on June 13 at 2:50 p.m., 40 days, 19½ hours from the time he left England. He lost only 9½ hours at both ends of the C. P. R. and his other delays consumed less than a day.

Verily, modern science is making the world smaller, and the imagination of one generation pales before the facts of another.

## PROFITS OF DIAMOND MINING.

An idea of the immense profits of the diamond mining business is furnished by a report of the United States consul at Amsterdam, which is the chief center of diamond cutting. The diamonds manufactured there come from the British-owned mines of South Africa, the De Beers mines alone supplying 95 per cent of the world's product. Last year the diamonds produced by the De Beers company amounted in value to the enormous sum of \$27,051,627, about one-half of which is sold in the United States, which fact is causing the company to seriously consider a proposition to move their selling offices from London to New York, and thereby avoid the British income tax of nearly half a million dollars. Notwithstanding this tax, and an income tax to a similar amount imposed by the Cape Government, the company has just declared a semi-annual dividend of 20 per cent on preferred stock and one

of 35 per cent on deferred stock.

Large as these profits are they are small in comparison with those of a minor company, owning the Premier mine. At the annual meeting of this company, notwithstanding that taxes to the amount of \$1,787,075 were paid, the Transvaal Government, dividends were declared of 250 per cent on preferred and 400 per cent on deferred stock. The total diamond output from South Africa for last year was about the same as before the last war with the Boers, but it is believed that double the present output could be absorbed by the market without in the least affecting the price. A revolution in the business is expected to result from new methods of extracting the diamonds from the clay, which will save money and increase the speed of operation. Over 8,000,000 loads of blue clay are at present kept exposed to the atmosphere at the De Beers mines from one to two years before washing, while the clay of the Premier mine is refractory even to that treatment. In addition to these there are numerous small mines, and new fields are constantly being discovered. Diamonds are found in pipes which may be considered to be the material filling the craters of extinct mud volcanoes, and it is thought that the wide distribution of these pipes through South Africa may lead to the discovery of valuable mines at any time.

Of course quality as well as quantity must be considered, and the great mines with an average value per carat of \$19 42, have nothing to fear from the competition of mines with an average value per carat of \$2 16. Diamonds of less value find a place in the market, but such perfect stones as that of over 3,000 carats, found two years ago, are the product of a few favored localities. There appears no immediate danger of the diamond monopoly of the big companies being shaken even if it is true, as reported, that diamond pipes of blue clay have been found in New Zealand and Connecticut.

## UNFAIR DISCUSSION.

It is a pity the water situation cannot be discussed without questioning motives. There has been too much innuendo and misrepresentation, and attempts have been made to arouse prejudice and array one class of citizens against another.

The London Free Press is the worst offender. It stigmatizes the independent system as a selfish device of the merchants of London, and says that a vote for it is "a vote for the rich against the poor; the strong against the weak." This is unjust to the mercantile community, and as untruthful as it is unjust. The merchants and manufacturers enjoying the protection of the high-pressure service would pay for the privilege, but the independent system would not be exclusively for their benefit. The water in the high-pressure mains would be applied to various public uses, and sold to factories and railways. In this way the spring water supply would be conserved for strictly domestic uses.

Another sample of our contemporary's unworthy tactics was the charge that meter manufacturers or some person with an axe to grind had paid for advertisements of the independent system. As a matter of fact these advertisements were paid for by Col. Little, and another public-spirited citizen. The former made this clear at the East End Hall last night, but the Free Press has not the fairness to publish his statement. No one will question the honesty of purpose of Col. Little or of any person associated with him. It is well that there are citizens with sufficient civic pride and loyalty to interest themselves in matters of this kind, in the face of misrepresentation.

High pressure; low insurance. The water problem is a business question, not a social one. The talk about rich and poor is mischievous nonsense.

The water commissioners explain that the Kilworth springs are excluded from the Komoka scheme because they will not be needed for years. That is precisely the principle of the independent system. Take springs in as they are needed and save the cost in the meantime.

In defense of the Imperial Government's amendment of Canadian legislation, it is stated that it is not the custom of the British Parliament to accept any legislation as final and unalterable. Upon a purely Canadian question, the Federal and Provincial Governments of this country should decide that point.

## AS SHE WAS SAYING.

[Tit-Bits.]  
"John, the cook has left."  
"Now, Gwendolyn, is it right to meet me with such news when I return home late from the office, all tired out and hungry?"  
"But, John, dear, I merely want to say the cook has left."  
"Yes, I know you merely want to say. And I merely want to say that it's a great shame that this household is eternally disgraced. Other women manage to keep servants. Why can't you?"  
"John Smith, I tell you that the cook knew you would be late, so she left a cold chicken, a custard pudding and a pint of claret on the dining-room table for you."  
"Well, Gwendolyn, why in the name of

common intelligence, didn't you say that at first?"

## IN AND OUT.

[Judge.]  
"Yes," said the prominent citizen, with ill-concealed pride, "twenty trains run into this town daily."  
"And how many run out?" the stranger anxiously inquired.

## EASY ENOUGH.

[Exchange.]  
Miss Fumble—I want to break my engagement with Mr. Sapple, but I don't know how to do it without driving the poor fellow to suicide.  
Little Brother—Why don't you let him see you in curl-papers just once.

## HIS AMBITION.

[Tit-Bits.]  
Foreman—What is all that arguing down the road?  
Laborer (indignantly)—Why, the man running the steam roller wants us to call him a chauffeur.

## QUITE ECONOMICAL.

[Exchange.]  
Querulous Quincy—Is old Parsimonious as stingy as they say he is?  
De Grouch—Stingy? Why, man, he won't even give advice.

## GOOD-NIGHT!

[Philadelphia Ledger.]  
"I want to talk to you, Mary, about that young man of yours," said her father.  
"When did he say 'good-night' to you last evening?"  
"At ten o'clock," replied the fair girl.  
"What? Why, it was one o'clock, at least."  
"Oh, that was when he finished saying it."

## COULD SWEAR TO THE MAN.

[Tit-Bits.]  
Village Constable (to villager who had been knocked down by passing motor cyclist)—You didn't see the number, but could you swear to the man?  
Villager—I did; but I don't think 'e 'ard a social innovation.

## A SOCIAL INNOVATION.

[Windsor Record.]  
The Massachusetts man who eloped with mother-in-law has done a lot for the vindication of a much-maligned and long-suffering class of women.

## DUBIOUS PRAISE.

[Exchange.]  
Stippler—Did Miss Kitts admire your paintings?  
Dobber—I don't know.  
Stippler—What did she say about them?  
Dobber—That she could feel that I put a great deal of myself into my work.  
Stippler—Well, that's praise.  
Dobber—Is it? The picture I showed her was "Calves in a Meadow."

## BILKINS WAS HOPELESS.

[Spare Moments.]  
"Yes," said the business man, "I have given up trying to collect that little bill from Bilkins. You see, he is a big, muscular fellow, and he used to throw my collectors out."  
"Then why didn't you employ a woman collector?" inquired a fellow-trader.  
"He couldn't do that to a woman."  
"That's what I thought, so I got one and sent her round, but she never came back."  
"Why?"  
"He married her."

## HIS BUSINESS.

[Everybody's Magazine.]  
A Boston lawyer, who brought his wife from his native Dublin, while crossing-examining the plaintiff in a divorce trial, brought forth the following:  
"You wish to divorce this woman because she drinks?"  
"Yes, sir."  
"Do you drink yourself?"  
"That's my business," angrily.  
Whereupon the unmoved lawyer asked: "Have you any other business?"

## INTO THE WOODS THE MASTER WENT.

[Sidney Lanier.]  
Into the woods the Master went.  
Clean forewent, forewent.  
Into the woods the Master came.  
Forewent with love and shame.  
But the olives that were not blind to him.  
The little gray leaves were kind to him.  
The thorn tree had a mind to him.  
When into the woods he came.  
Out of the woods the Master went.  
And he was well content.  
Out of the woods the Master came.  
Content with death and shame.  
When death and shame would woo him last.  
'Twas on a tree they slow him last.  
When out of the woods he came.

## ST. GEORGE'S OUTING DOWN THE RIVER

London Junction Picnickers Have Glorious Time at Springbank.

The annual midsummer picnic of St. George's Sunday School, London Junction, which was postponed on account of Thursday's rain, was held yesterday afternoon at Springbank. A special car was chartered for the occasion, a departure which pleased both scholars and grownups alike, as they turned out in force. The swings and boats were the immediate goal of the youngsters on arrival, the merry-go-round also exerting its attractions on numbers of the smaller ones. The games, as usual, proved the chief item of interest for young and old. The picnic of this year was in no way inferior in attendance, interest or enjoyment to any held for a long time. Following are the results of the sports:

Boys, under 8—1, Arthur Bennett; 2, Alf. Denley; 3, Harvey White.  
Boys, 8 to 10—1, Claude Nelson; 2, Victor Spicknell; 3, Tom Lashbrook.  
Boys, 10 to 12—1, Bruce Kingsboro; 2, Willis Burnett; 3, Alex. Fulton.  
Boys, 12 to 14—1, Wilbert Nuttycombe; 2, Len McDonald; 3, W. Hirschleber.  
Girls, under 7—1, Ethel White; 2, Thelma Oettinger; 3, Annie Moss.  
Girls, 7 to 9—1, Pearl White; 2, Barbara Fulton; 3, Winnie Whetter.  
Girls, 9 to 11—1, Emma Thomson; 2, Jonny Paterson; 3, May McGregor.  
Girls, 11 to 13—1, Gertrude Hirschleber; 2, Pearl Moss; 3, Grace Lashbrook.  
Senior girls—1, Annie Armes; 2, Daisy Spicknell; 3, Mary Westcott.  
Half-mile race—1, Len McDonald; 2, Wilbert Nuttycombe; 3, Duncan Small.

## Advancing Years or Sudden Sickness

may lessen your earning powers. While in good health prepare for the time of failure. Make sure of a competence for your old age. Guard your loved ones against want in case of your own death.

Write to us about our IDEAL INCOME BOND. If you die it will provide for your family. If you live it will provide an income for you just when you may need it.

THE IDEAL INCOME BOND is a Copyrighted policy and is not obtainable from any other Company. Be sure that you understand its splendid possibilities before you decide upon the policy you will take.

## LONDON LIFE Insurance Company.

GEORGE MCBROOM, Inspector, J. F. MAINE, Superintendent Industrial Branch.

## RAMS A MOGUL WITH HIS AUTO

Local Pet Car of an Autoist Wrecked at Rectory Crossing.

When Mr. Joseph Firstbrook, manager of the Havana Cigar Company, of this city, rammed his nice big automobile into a monster freight engine at the Rectory street crossing last night, the auto came to grief in a very decided manner, for although the machine was a heavy one, and going at a goodly rate of speed, it had not sufficient momentum to remove the heavy freighter from its path. The result was disastrous. In short Mr. Firstbrook had an automobile, but he has not got one now. Through many a long afternoon, driving about the city streets and highways, Mr. Firstbrook has become so sure of his machine's ability to rough it that he has almost forgotten to bother about ordinary obstacles. Now just whether the autoist saw the approaching mogul when he came rushing along Rectory street, and headed for the G. T. R. tracks, or whether the crew of the engine saw the automobile coming, will probably remain a mystery, but at any rate the fireman and engineer stuck manfully to their posts and did not even attempt to jump as they usually do when a collision is due. As for the two ladies and the man in the auto, they did not have a chance to get out of their own accord for they were hurled headlong from their seats, when the machine hit the engine amidships. Perhaps they did not want to jump at that, for the owner certainly did think that machine capable of standing pretty nearly anything, and it would be unfair to believe that those who accompanied him were inspired with anything but the most implicit faith in their car.

However, faith or no faith, the honk of that automobile will never more be heard throughout the land, and the exact cause of the accident may never be known, while wheels turn, but Mr. Firstbrook will now have to set aside one day or more a week for the reception of agents, who handle a line of machines, which are guaranteed not to rip, ravel or tear at the seams, and absolutely collision proof.

Fortunately the occupants of the auto escaped with no more injuries than a severe shaking up. The ladies were conveyed to their homes in a cab and Mr. Firstbrook remained to superintend the gathering up of the pieces and to gaze on the receding form of the relentless freight which had in such a heartless manner put his pet car all to the bad.

A dip into an official return showed that there are 1,204 London cabmen between the ages of 70 and 80, while seven return their age between 80 and 90. One almost suspects these seven old patriarchs of having carried sedan chairs in the pre-growth days.

## CASTORIA For Infants and Children. The Kind You Have Always Bought

Bears the Signature of J. C. Watson

## Saturday Night at Chapman's in the Great Mid-Summer Sale

Store Open Tonight (Saturday) Until 10 o'Clock As Usual. Other Days During July and August, 5 p.m.

A big Saturday's business will be a fitting climax to the second week of the Great Mid-Summer Green Ticket Sale. We inaugurated this sale on July 4, to continue the entire month. No stone has been left unturned to make it the greatest sale we have ever had. Profits and costs have been ignored entirely in order that the desired effect may prove a success. The reason for this continued buying is self-evident in the extraordinary value giving which is the prime feature of this sale, and when we announced our Mid-Summer Sale Clearance, the women of London instantly recalled to mind the wonderful like bargain event of a year ago. We determined to make this event a duplicate in every respect that could interest the buying public. How well we have succeeded since this sale was begun was attested by the busy selling and the busy crowds which have patronized this store. Those who haven't already attended will find the same economic conditions prevailing throughout the month, namely: the banner bargains of the year, and a maze of money-making values in all Departments. Let nothing deter you from visiting this store during the green Ticket Sale.

## A Bonafide Saving Opportunity in Petticoats

Giving the best chance to choose from a large shipment of High Grade Petticoats which only arrived yesterday.

Great sale of Ladies' Silk Petticoats; 86 only in the lot, made of colored Taffeta; guaranteed silk; a large variety of colorings and sizes. The guaranteed price was from \$5.00 to \$10.00 each. We sell them without the guarantee for only, each.... \$3.95

A great bargain.

Petticoats	Petticoats	Petticoats	Petticoats
4 dozen Ladies' Printed Percale Petticoats, good coloring, up-to-date styles. Worth \$1.00, on sale..... 75c	1 dozen Ladies' Black Amaze Satene Petticoats, flounce and well trimmed. On sale at..... \$1.00	4 dozen Black Sultan Satene Petticoats with flounces. Worth \$2.00, on sale at..... \$1.25	2 dozen Ladies' Black Watered Moreen Petticoats. On sale tomorrow..... \$1.75

The above are a special purchase for speedy clearance in Mid-Summer Sale.

## DEPARTMENT UPSTAIRS; TAKE ELEVATOR.

Don't lose sight of our bargains in Jumper Suits and Wash Dresses. Handsome styles that your dressmakers cannot improve on. Made of all the finest washing materials in light colors. Prices greatly reduced..... \$6.00 and \$7.00

Waists	Waists	Waists
You cannot have too many. White Lawn Waists, guaranteed perfect-fitting and a real nice waist. Never sold less than \$1.00 to \$1.50. Saturday..... 89c	You can afford them at these prices. White Lawn Shirtwaists, buttoned front or back, in this season's popular styles, \$1.75 to \$2.25 regular values. Saturday..... \$1.19	Get them tonight while choosing is good. White Lawn Shirtwaists, in very handsome styles, sold all season long at \$2.25 to \$3.00. Tonight \$1.88
Children's Wear	Made Veils	Boys' Wash Suits
Fancy Roman Stripe and Plaid Silk Belts, with front and back buckles and buckles to match. Splendid values at 50c and 75c; on sale tonight at..... 33c	Full 1½-yard Chiffon Veils, hemstitched and fancy finished edge, black, white, blue and gray, the right thing for outing, boating and automobile driving. Were 85c to \$1.25. Tonight..... 69c	Buster Brown, Sailor Blouse and Russian Blouse styles, our newest \$1.50 lines. Tonight..... \$1.19
A chance to buy Handbags at 25 per cent off. — We will sell our Handbags, regular \$2.00 to \$5.00 lines, the very best novelties in leather goods, at one-quarter off. Front Counter.	25 pieces Black Silk Net Veiling, open mesh, with chenille dots. Tonight, per yard..... 5c	
A Handkerchief Bargain. — Ten dozen Ladies' Embroidered Handkerchiefs, for tonight, each..... 75c		
Trimmed Hats		
Clearance is the word from the Millinery Section. See the bargain table tonight at..... \$1.98		

## 25c and 35c Wash Fabrics

To really appreciate this offering one must see the quality and note the perfect coloring.

Real Paris Tissue, an embroidered novelty washing fabric, in black and white, blue, green, fawn and gray colorings; in checks and plaids. All of the 13 different styles are desirable for wash summer dresses and jumper suits. And then the bargain feature—think of buying this early in the season 25c and 35c values at 12½c yard. Give it your attention tonight or Monday morning.

12½c

## J. H. Chapman &amp; Co., 126, 128, 128½ Dundas St.

## DR. BARNES' LAST LECTURE

"The Relation of Woman to Education" Dealt With.

"The Relation of Woman to Education" was the subject dealt with by Dr. Barnes in his final lecture last evening.

The change which has gradually come about in the way women are regarded was pointed out by the lecturer. At one time they were looked upon as so much merchandise, being bought and sold. Later woman was considered almost man's equal, but became an ornament, then a plaything, then a parasite.

The people first settling in this country were driven here owing to persecution, and were of a very high class. They had a great respect for education and would allow no woman to teach. Since 1870, however, there has been a change, the number of women teachers has increased, and many other vocations have been thrown open to them.

The great majority of women teachers is, Dr. Barnes believes, a disadvantage. The students should not be taught by one sex exclusively, as thus they attain proficiency in the lines in which that sex excels, and the subjects which appeal more to the other are rather neglected.

MINARD'S LINIMENT CURES COLDS, ETC.

## ANNUAL OUTING

## AT SPRINGBANK

Empress Avenue Sunday School Scholars Have Successful Picnic.

The members of the Empress Avenue Sunday School and Church held their annual outing at Springbank Park Wednesday afternoon. This proved one of the most successful and enjoyable picnics held in years. About 600 sat down to luncheon.

The afternoon was given over to sports of various kinds. In the evening a ball game was played between the scholars vs. teachers and officers, resulting in favor of the teachers. At the conclusion of the game the umpire, Mr. Elliott Hickson, sen., was presented with a handsome bouquet of flowering burdock.

Following were the results of the sports: Race, 25 yards, primary girls, under 5—1, Helen Bowie; 2, Freda Wilkins; 3, Emma Wootton; 4, Fern Bullivant. Primary boys, under 5—1, Willis Wilkins; 2, Melville Johnson; 3, Norman Rossiter; 4, Gordon Allen.

Girls, primary, over 5—1, Hazel Bernard; 2, Vera Lawton; 3, Elsie Bowie; 4, Gerlie Parker.

Boys, primary, over 5—1, Pearson Lawton; 2, Charlie Robinson; 3, Leonard Wilkins; 4, Ellison Myers.

Girls under 10—1, Lily Thompson; 2, Hazel Bernard; 3, Rosie Bartlett.

Boys under 10—1, Walter Johnson; 2, Leonard Wilkins; 3, Ellison Myers.

Girls, 10 to 15—1, Ailise Barry; 2, Hazel Lawton; 3, Marion Steele.

Boys, 10 to 15—1, Charlie Bowie; 2, Eddie Stead; 3, Thos. McFadden.

Married ladies' candle race—1, Mrs. Wallwin; 2, Mrs. Bullivant.

Boys' three-legged race—1, Charlie Bowie and T. Holmes; 2, E. Kipp and B. Gibson; 3, E. Stead and W. Wallwin.

Young ladies ball throwing contest—1, Bessie Gibson; 2, Bessie Robinson; 3, Mrs. Ward.

Combination race—1, Mr. Myers and B. Gibson; 2, Mr. Wallwin and Mrs. Rossiter.

SUFFER NO MORE.—There are thousands who live miserable lives because dyspepsia dulls the faculties and shadows existence with the cloud of depression. One way to dispel the vapors that beset the victims of indigestion is to order them a course of Parmentier's Vegetable Pills, which are among the best vegetable pills known, being easy to take and are most efficacious in their action. A trial of these will prove this.

The trouble with the average bread winner is that he wants cake.

The Queen of Norway speaks five languages fluently, including Russian.