

London Advertiser.

TWO DAILY EDITIONS AND WEEKLY.

The Leading Medium for Advertisers in Western Ontario.

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

London, Saturday, April 26.

The West London Breakwater.

The spring freshet of the Thames was comparatively mild this year and put no great strain on the West London breakwater, though the river forced an entrance in one spot. The breakwater is only a mud embankment, and every year increases the chances of it falling to pieces under the pressure of the spring floods. Continual patching and dumping of garbage will help to postpone the collapse, but the city can hardly wait till a calamity forces it to provide adequate protection for its western suburb.

The Ontario Government recently sent engineers to Galt and Brantford to investigate the causes of recurring floods and advise what works were necessary for flood prevention. We are reliably informed that the Government has also taken London's case into consideration, and is prepared to contribute 25 per cent toward the cost of a breakwater, which will be safe and permanent.

Mr. Whitney as a Purist.

Mr. Whitney will detonate in Western Ontario shortly. His speeches in this neighborhood will ring with denunciation of "the machine," and he will repeat his pious appeal to clergymen and all good people to overthrow Ross and enthroned Whitney in the name of righteousness. He has already warned the electors that if they return the Government they will show themselves lost to all sense of decency and public honor, and the Province will be cast into outer darkness. A victory for the Opposition, however, will prove that conscience still lives, and that political purity will reign, incarnated in Mr. Whitney.

Mr. Whitney's speeches must add immensely to the gaiety of the Albany Club. It will be remembered that Mr. W. F. Maclean, the Conservative member for East York in the Commons, ran against a fellow-Conservative, O. A. Howland, for the mayoralty of Toronto, in January last. Mr. Maclean was knifed by the silk-stocking wing of the party controlled from the Albany Club, Toronto, which is the head and front of Mr. Whitney's organization in the Province. After his defeat he let the cat out of the bag. This is how he described the Conservative "machine" in his newspaper, the Toronto World:

"The public are being aroused at last to the existence in Toronto of an organized machine of professional corruptionists. They have a nest in the center of the city. They handle the money of corporations; their mission has been to corrupt representatives of the people, and to corrupt the electors. Most of all to invade the one thing that ought to be sacred in our politics—the ballot box."

Has Mr. Whitney ever had a word of reproof for the corrupt elements of his own party? Everyone knows of the orgy in South Ontario in 1908, when the Opposition spent over \$7,000 to defeat Hon. John Dryden. Wm. Smith, ex-M.P., confessed in court that he spent \$1,200 in buying votes for Calder; today Mr. Smith is on Mr. Whitney's platform, working for Mr. Whitney's candidate, enjoying Mr. Whitney's confidence, secure from Mr. Whitney's crusade against bribery and corruption. What value can the public place on Mr. Whitney's professions of purity, and what credit for sincerity can he expect? If he were in earnest he would begin his missionary work in his own party. The Liberal party can be relied upon to purge itself; let its opponents do the same.

Patronize Home Merchants.

There are some people in London who regularly go away to do their shopping. They are not a numerous class, but they are generally pretty well-to-do, and their custom is a large item. You may find them any day in the big stores of Toronto; before Christmas and Easter especially there is an exodus of holiday shoppers from this city. The ladies of London ought to show more local patriotism. It looks like sheer affectation or snobbery to go to Toronto, or any other place, for goods which may be evenly matched for quality and price at home. There is no excuse for it. London may well be proud of the standard of its retail stores. The leading drygoods firms here do business on so large a scale that it pays them to send their own buyers to the foreign markets. Their stocks are kept as well assorted and as up-to-date in metropolitan modes and fashions as any in the country. The Toronto merchants have no advantage over London in this respect, though London may have an advantage over surrounding towns and villages. The citizen whose wants are too nice to be satisfied here is almost too nice to live here. A family owes something to the community in which it derives its livelihood. Other things being equal, money earned in London should be spent in London.

Canadian Horses.

According to the trade returns, there has been a marked falling off in the number of Canadian horses exported during the past year, as compared with the number exported in any other year since 1900. This is due almost entirely to the scarcity of suitable horses for the export trade. The following table shows the condition of the export and import trade of the Dominion in horses since 1901, complete to June 30, 1901:

	No.	Value.	No.	Value.
Exports.			Imports.	
1901	11,638	\$1,417,214	5,405	\$503,569
1902	11,063	1,354,027	2,623	401,533
1903	13,219	1,461,157	2,171	329,964
1904	8,734	945,760	1,857	265,695
1905	14,744	1,812,476	1,787	206,447
1906	21,852	2,113,905	2,860	246,736
1907	17,993	1,710,923	4,518	212,234
1908	14,349	1,497,441	12,900	427,779
1909	12,334	898,063	15,114	543,026
1900	10,053	1,106,981	12,101	509,023
1901	7,609	919,273	9,099	418,915

This table indicates a gradual decline in the number of horses exported since 1906. The average price per horse for our exported stock was, last year, \$119, while that of the imported stock was \$46. The low average price paid for imported horses is due in part to the scrub stock of cayuses, which meet a demand among the settlers of the west. The effect of importing horses worth on an average less than half our export stock, must tend to the deterioration of the Canadian supply. The western horsemen have raised a voice in protest against admitting animals of low value. In this respect they have the sympathy of those farmers and horse breeders who desire to see the standard of Canadian horses kept up to the highest notch.

Our customers are almost exclusively Great Britain and the United States. During the year ending June 30, 1901, we exported to Great Britain 2,143 horses; to the United States, 2,088; to South Africa, 3,063, and to all other countries combined, 315. It remains for the farmer and horse breeder to study the requirements of these markets. The average farmer knows less about the market classes of horses than about the market classes of almost any other animal he raises. In order to breed horses successfully, he must aim at producing those animals which the market demands; at the same time he must select those best suited to his own conditions and environment. Draft horses, for instance, are at present in good demand, and likely to be so for some time to come. Draft horses do not require so much care in breaking as the lighter breeds. Besides the heavy variety is that required for farm work, hence the agriculturist does not need to go out of his way to breed a special class of horse for market. Carriage and saddle horses, though in good demand, require greater attention than the average farmer has time to devote to them, and command the highest prices only after weeks of training by a special trainer or dealer.

In view of the outlook, taking into consideration also the demand for horses in South Africa, farmers and horse trainers will advance their own interests by seeking to meet the various demands of the export trade. The corporations are not groaning over their Provincial taxes half as much as Mr. Whitney is. The Conservatives of Hamilton have discovered that Mr. Colquhoun is a failure, and now they are trying to throw him overboard. Yet this is the man West Hamilton chose in preference to Hon. J. M. Gibson. A riding like that doesn't deserve anything better than Mr. Colquhoun.

Speaking in 1908, Rev. Dr. Carman, general superintendent of the Methodist Church, had this to say of the temperance record of the Ontario Government: "Ontario has done well during the last twenty years. To reduce the licenses from 6,000 to 3,000, so that, instead of a license for every 200 people, it is now a license for 600 people, is encouraging enough to work on."

The Catholic Register, Toronto, says that if people inform from old age and senile are confined in Toronto jail, it is a disgrace to the municipality, which has done nothing to provide for them. The Register adds: "Everyone recognizes the zeal and industry of Mr. Stratton in increasing the efficiency of all the public institutions of the Province, and what is needed is that his hands should be strengthened so that adequate provision be made in the nearest possible future for the pauper lunatic and other dependent poor creatures through age and idocy, either by reform of the law or by largely increased expenditure of money upon such institutions as are provided by the law in his present state."

John Wanamaker pays over \$1,000 a day just for advertising his Philadelphia store. He uses a page a day in five daily newspapers in that city. They are as follows: Press, \$60,000 per year; Ledger, \$60,000; Times, \$50,000; North American, \$75,000; and Evening Telegraph, \$50,000. Up to a few months ago Mr. Wanamaker was using a page in the Record at the rate of \$87,500 a year, which would have made an annual expenditure of \$382,500. When he wanted an advertising contract with the Record, the publishers asked \$25,000 more, or a total of \$112,500. Mr. Wanamaker refused to pay the amount, thinking that no one else would pay the sum for the page. The proposition was made to Lit Brothers, who accepted the contract without a moment's hesitation, and they are now paying the enormous sum of \$112,500 for the use of the page for one year.

Her Triune.

[George Meredith.]
"She had health, wealth and beauty, that triune of perfect stardiness that makes all men astronomers."

The Rising Generation.

[Washington Star.]
"What's the matter, little boy?" asked the kind hearted man. "Are you lost?"
"No," was the manful answer; "I ain't lost. I'm right here. But I'd like to know where father and mother wandered off to."

A Sordid Maid.

[New York Herald.]
He wrote sweet sonnets to her eyes, Her lips, her brow, her hair, Impassioned gems of polished thought, And flights of fancy rare. She thanked him with a radiant smile, And praised his grace, his wit, his rhyme, The yearnings of his heart. But since he sent her his poems in print, A poem de plus above, He keeps to prose and hints no more of love.

While with the proceeds of his lines Her lovely self she decks; For she sent them to the magazines, And gathered in the checks.

Worlds Getting Small.

[Washington Star.]
With the Atlantic traffic reduced to the basis of a "ferry," with the Pacific traffic in the line of a like manipulation, with the Cape-to-Cairo railroad annihilating, when completed, all distance in Africa; with our North and South American railroad, when completed, bringing Central and South America into most intimate relations with the United States; with Russia's spanning of Siberia with a railroad, the key to her latest ambitions, with all this either accomplished or in the line of accomplishment, how systematized the world's affairs will soon be, and how little more we remain to be done to bring everything and everybody close together!

An Exception.

[Washington Star.]
"It is a great injustice to say that we put prices up," said the trust magnate.

"I am sorry if I have done you any injustice," answered the plain citizen, "but there is a general impression to that effect."

"It is a very erroneous impression. When we desire to buy anything ourselves we always put the price down."

Fixed By Apparel.

"TALKING through your hat" is slang.
"LAUGHING in your sleeve" is idiom.

Frugal.

[Washington Star.]
"Roast beef, corned beef—"
"Beef?" snorted the economical guest. "Beef? I can't afford luxuries. Bring me some strawberry shortcake!"

A Gallant Admiral.

[George Du Maurier.]
Hostess (passing the wine)—I hope that you admire this delectable Admiral.

Admiral—it is not the vessel that I admire.

Hostess—I suppose it is the port.

Admiral—No, madam, it is the pilot.

The Flowers to Be.

[Atlanta Constitution.]
Let the sturdy blizzards blow, Since the weather'll have it so, Rain but makes the roses grow.

Spring in greenest robes will dress her, While the flower-sweet winds caress her, And the blithe birds sing "God bless her!"

Just a dream—a little way— To the meadows of the May— To the glory of the day.

Pant Damns.

[St. Thomas Times.]
A shocking state of affairs is reported from Kansas. The Lawrence News says: "Bill Damm's daughter, Gracie, has scarlatina, and the whole Damm family is quarantined."

Simple Query.

[New York Times.]
Teddy—Pa!

Pa—Yes, dear.

Teddy—May I ask a question?

Pa—Certainly, Teddy.

Teddy—Where's the wind when it don't blow?

With an "H."

[London Daily Mail.]
A witness called in a case in the king's bench yesterday was asked his name.

"John 'Awkins," was the prompt reply.

"Do you spell your name with or without an 'h'?" queried the counsel.

"J-o-h-n," was the emphatic reply.

Economy of a Kind.

[Cincinnati Commercial Tribune.]
He's economic, close and shrewd. On making money he's most intent; But he'll spend three dollars' worth of time In search of a pencil worth half a cent!

Bnt Congress Won't.

[New York Journal.]
The tariff blow can be struck immediately.

Congress, if it so wills, can at once repeal the Dingley duties and let in free the beef, mutton and pork of Canada and Mexico.

That would bring prices down on the run.

It would give relief to the plundered people, to the suffering poor at once.

Chinese Repartee.

[Singapore Free Press.]
An English sailor was watching a Chinaman who was placing a dish of rice by a grave. "When do you expect your friend to come out and eat that?" the sailor asked.

"Same time as your friend come out to smell flowers you fellow put," retorted Li.

Could If She Would.

[Louisville Courier-Journal.]
A Kansas editor recently contradicted a report that a young woman in his county was about to abandon school teaching in order to get married, adding:

"She is not that kind of a girl!"—whenever he meant that she would not break a contract.

But the girl interpreted the phrase differently, and wrote to the editor to give him a "piece of her mind." "I do not know," she said, "that it is any of your business, but I give you to understand that I am not getting married if I want to."

A 16-YEAR-OLD BOY MURDERER

Kills a Man in the Course of a Quarrel.

The Lad Had a Loaded Pistol in His Pocket—Claims He Shot in Self-Defense.

Detroit, April 26.—John Reinhardt, of 64 Scott street, 42 years old, and a son by trade, was shot through the heart in the woods in the rear of his home, at 1:30 o'clock yesterday afternoon by a 16-year-old boy named Frank Colling, who lives next door, 52 Scott street.

Reinhardt and young Colling became engaged in a dispute over the former's children. Colling, without warning, pulled a gun from his pocket and shot Reinhardt in the breast.

After the shooting young Colling ran down the street in an effort to escape. The police overhauled Colling and took him to the Chene street station.

Reinhardt told Colling playing with his children and objected. That started the trouble, and Reinhardt threatened to whip Colling, who pulled the gun.

Young Colling has been locked up several times for carrying a revolver in his pocket, with which he threatened to shoot several people, and was considered as one of the toughest boys in the neighborhood.

When caught by the police the first thing Colling said was, "Is the guy dead yet?"

The officers said he would be locked up for murder and he replied that he didn't care.

In certain claims that his victim started for him with a hammer, and that he fired two or three shots into the ground before shooting directly after him.

Reinhardt had just strength enough to crawl from the yard into a shed before dying.

GONE UP IN SMOKE

"Wright's Castle," One of Brampton's Landmarks, Destroyed by Fire.

Brampton, Ont., April 25.—Last night at 7 o'clock what is known as "Wright's Castle" was discovered on fire, and by 7:30 nothing but the bare walls were left standing. It was built fifty years ago by the late George Wright, and was the most imposing private residence in Western Canada at that time, and cost perhaps \$25,000. Shortly after its completion the owner failed, and it was for a number of years used as a ladies' college, finally being divided and used as two dwellings.

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SPECIAL NOTICES

Diseases of the Kidneys.

Dr. Albert Wesley Kalle, Specialist in Diseases of the Kidneys, No. 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913