

The Advertiser

Founded by John Cameron in 1863.

THE DAILY ADVERTISER.
Daily, by mail, per year (to 12 pages).....\$4.00
Daily, by mail, for three months.....1.00
All subscriptions payable in advance.

IN LONDON:
Morning Edition, 86 per annum; Evening Edition, 10c. per week, delivered.

THE WESTERN ADVERTISER.
SIX WEEKLY EDITION

By mail, per annum.....\$1.00

JOHN CAMERON, President and Manager.

ADVERTISING RATES
Made known on application at office Address all communications to

ADVERTISER PRINTING CO'Y,
LONDON, CANADA.

BRANCH OFFICES:
Toronto—E. Dickie, 366 Dundas Avenue.
Montreal and Maritime Provinces—A. McEwen & Co., Montreal, Que.

God's in His heaven,
All's right with the world.
—[BROWNING.]

London, Monday, July 11.

ADVERTISING is a great help to the politician, as it is to almost every other individual except the fugitive from justice.

Bony snatchers are severely dealt with by the new criminal code, as passed into law in the recent session of the Dominion Parliament. It was first intended to make the penalty one year's imprisonment; finally it was fixed that the person who steals a body from a grave shall go to prison for five years.

CANADA should have a resolute of fractional currency. The 25-cent coin has been a great convenience to the public in remitting small sums. They are a big improvement on the sticky stamp that is so bothersome to people nowadays. What good reason is there for not issuing 25-cent and 50-cent paper money? It would be more useful in some respects than \$1 bills.

The New York Standard truthfully remarks: "The day has come when men who work for a living can no longer be caught in the net of the monopolist. It is becoming better and better understood that trade the world over is an exchange of labor for labor, from which each party reaps a profit; and that the more of trade there is and the freer it is allowed to be, the better for every one concerned, except people who live by levying tribute upon traders and producers."

The Jewish Chronicle has discovered that to the old Irish House of Commons belongs the credit of the initiative in the cause of Jewish emancipation in 1745. The House passed a bill giving naturalization to Jews, but the Irish House of Peers rejected it. It was not until 1753 that a similar measure was introduced in the British House of Commons and rejected, and not until the present century were the Jews recognized as entitled to full civil rights. Benjamin Disraeli was the first citizen of Jewish parentage to enter the House of Commons.

A LEADING "protectionist" paper in the United States, referring to the Homestead trouble, says:

"It is hard to believe that if a fair arbitration had been asked this struggle would not have been avoided."

The answer to this was given in the dispatches from Pittsburgh. The Carnegie Company, strong in the knowledge that while it enjoys an enormous protective tariff there is no tax on workmen, rejected arbitration or even compromise from the first. Arbitration is the only reasonable method for settling labor disputes.

JOHN BRIGHT's speeches have been brought forward in the British electoral campaign in support of the view that there should be the utmost friendliness between the Motherland and the people of America. Here is the peroration with which the great English tribune closed a speech during the United States civil war, when he found it necessary to stand up for the North against the slave-holding States:

"I cannot believe that civilization, in its journey with the sun, will sink into endless night in order to gratify the ambition of the leaders of this revolt, who seek to wage through slaughter to a throne. And shut the gates of mercy on mankind. I have another and a far brighter vision before my gaze. It may be but a vision, but I will cherish it. I see one vast confederation, stretching from the frozen north in unbroken line to the glowing south, and from the billows of the Atlantic westward to the calmer waters of the Pacific main—and I see one people and one language and one law and one faith, and over all that wide continent the home of freedom and a refuge for the oppressed of every race and of every clime."

There was nothing narrow or contracted about John Bright.

A LESSON FROM THE M.P.S.
Eighty Conservative members went in for the indemnity grab at Ottawa last week. But not a man of them is now willing to stand up and be counted. The chief reason for asking for an addition to their pay of \$1,000 and mileage of 10 cents a mile for the session, is stated to be the expense incident to the operation of the Dominion Franchise Act. The delegation, a Conservative journal says, "called attention to the fact that the Franchise Act entailed a certain amount of expense on members for looking after the revisions, and that altogether it was a more expensive matter now to be a member of Parliament than it was twenty years ago." The concession is timely, in view of the fact that revision has been

abandoned for this year, though many lists are known to be outrageously defective. What the Conservative M. P. should do, if they are in earnest in their opposition to spending vast sums of money to attend to the voters' lists, is to move for the repeal of the infamous act, and join the Liberals in the effort to get a "one man one vote" residential suffrage measure passed. It may be said that all the Provinces are not ready for the change. That is no excuse for Ontario M. P. in any case. We already have the "one man one vote" principle in force in the Ontario elections, and no one would ever think of repealing the statute. Why not insist that Ontario shall keep in the van of electoral progress,—completeness, simplicity and inexpensiveness being the chief requisites insisted on? The voters' lists need not cost the M. P. a cent if he compels Sir John Thompson to alter the system or give place to those who will, and the people will be apt to insist that this view shall prevail.

A GREAT CITY'S FUTURE.

Up to the passage of the law giving the taxpayers, in a large measure, control of its affairs, the British metropolis was one of the most conservative cities in the world. It was, in fact, a cosmopolitan aggregation of municipalities, each governed by its local vestry, and in the main controlled by the owners of the ground on which the houses were, by gracious permission, placed. A practical revolution in civic management has taken place since Lord Rosebery and his associates assumed control of the greatest city in the world, and now we find the progressive element indorsed almost all along the line. The movement has even extended to imperial representation, for in the contests just held the Liberal and progressive candidates, starting with only the possession of thirteen of the 60 seats in the Metropolitan district, now have 25. With a change of six seats they would be in the majority.

It is the local rather than the imperial aspect of the question, however, that we desire to traverse at this time. The London County Council, it is now evident, is determined to be as radical in its management as have been many other British cities—notably Birmingham and Manchester—and if it effects what it promises it will beat them all in points of efficiency and economy. At its last meeting it decided to abolish the contract system of lighting and watering roads, requiring on the embankment and bridge, and to start its own electric plant, stables, wharves, etc. This may seem a big contract, but that it can be carried out with great advantage to the community may municipalities in both England and Scotland have shown. What is needed is the honest co-operation of the people and the management of municipal affairs by the best men in the community. Another most important project is the construction of a grand new street from Holborn to the Strand, to sweep a broad path through the ancient rookeries between Drury Lane and Lincoln's Inn Fields, creating one of the finest thoroughfares in Europe. The very fact that the chairman who wrote and presented the report of the improvement committee is Frederick Harrison, the famous Cornish philosopher and essayist, gives one new ideas of the composition of this council and the splendor of the dreams they are dreaming as about to come in London. This 100 feet wide Broadway will enter the Strand with a terrace in the center, round which the roadways will curve down on each side 400 feet apart, the noble old church, St. Mary's le Strand, standing alone in this space. A council will control the architecture along the whole avenue, and probably build a palatial council hall for itself on the terrace, giving London for the first time a municipal building rivaling those of Paris, Vienna and Rome. Incidentally, the council is likely to take over the task of building new homes for thousands of poor people rendered homeless by the cutting away of these slums, and, if undertaken, this will be done upon a comprehensive plan, going far beyond the present notions of model tenements.

What is puzzling the London municipal rulers more than anything else is the question of a water supply to meet the wants of the population that is ever increasing within the metropolitan district. That territory is more extensive than the city, as controlled by the London County Council. The number of persons now dependent upon the metropolitan water supply is 5,750,000, and it is their increase which must be estimated before the quantity of water needed half a century hence can be defined. If it be taken for granted that the British metropolis will continue to grow at the rate exhibited between the censuses of 1881 and 1891, then in 1941 it will contain no fewer than 17,827,645 human beings. If, on the other hand, we suppose that the rate of progress cannot be kept up, and that the metropolis hereafter will only expand by means of the natural increase of births over deaths, then the population 60 years hence will be 10,837,989. It, finally, all ratios of increase should be disregarded, and we should simply add for each decade the precise number of persons added in the 10 years preceding 1891, we should obtain 9,906,087 as the population of 1941. After weighing all the considerations that might affect the calculation, the committee of the County Council determined to accept 12,500,000 as the most reasonable estimate of the population of London 50 years hence, and they accordingly recommended that the scale of the new works should be adjusted to this computation. The London Spectator thinks the estimate too low, just as the estimate of 23 years ago has turned out. In 1869, a commission decided that the time was remote when London would have 4,500,000. Now it has nearly 6,000,000. The Spectator sees no reason why the rate of increase should not continue. But assuming that it remains as between 1881 and 1891, it would in 50 years from now number upwards of 17,500,000, or double that possessed by the whole of England and Wales at the beginning of this century.

We sometimes are told that Great Britain keeps up her navy mainly for the benefit of the colonies. A more reasonable explanation is that she maintains her war ships because she desires to protect the avenues to her food supplies. While there is a danger of her having to go to war she can take no chance of being deprived of the means for obtaining food from foreign countries. How much more will she be dependent on a foreign food supply when London city becomes a nation with as many people living within a few miles of Charing Cross as the present population of Spain? In any case, the London of the future must afford splendid scope for the exercise of the genius of the sanitary engineer and of the municipal reformer. The county councilors are now trying to make a good beginning. So far they have accomplished wonders.

"German Syrup"

A Farmer at Edom, Texas, Says:

"We are six in family. We live in a place where we are subject to violent Colds and Lung Troubles. I have used German Syrup for six years successfully for Sore Throat, Cough, Cold, Hoarseness, Pains in the Chest and Lungs, and spitting-up of Blood. I have tried many different kinds of cough Syrups in my time, but let me say to anyone wanting such a medicine—German Syrup is the best. That has been my experience. If you use it once, you will go back to it whenever you need it. It gives total relief and is a quick cure. My advice to everyone suffering with Lung Troubles is—Try it. You will soon be convinced. In all the families where your German Syrup is used we have no trouble with the Lungs at all. It is the medicine for this country."

John Franklin Jones.

G. G. GREEN, Sole Man'fr, Woodbury, N.J.

Universal Food Tonic

—AND—

Stimulating Nutritive

PEPTONIZED

ALE

—AND—

BEEF

Price, 25 Cents.

AT ALL DRUG STORES.

IMPERIAL

Cream Tartar

BAKING POWDER

PUREST, STRONGEST, BEST.

Contains no Alum, Ammonia, Lime, Phosphates, or any Injurious.

E. W. GILLET, Toronto, Ont.

LIVERY STABLES.

HUNTER & SON—SOUTH LONDON
Livery and Hack Stand, Rates reasonable. Telephone No. 157.

WILLIAM TRIFF, LIVERY, RICHMOND
Street north. Stylish rigs, good horses, both riding and driving, at the shortest notice; also boarding and sale stables. Telephone 425.

A. DUTTON, LIVERY, KING STREET
Stylish rigs and good horses. Rigs at shortest notice. Telephone 332.

J. LILEY'S LIVERY—NO. 619 DUNDAS
Street, East London, Ont. Telephone No. 166.

J. S. MARSHALL
MAMMOTH LIVERY, DUNDAS STREET
Good carriages at all hours. Low charges. Telephone 466.

A BOOK FOR EVERY MAN

Only \$1.00. Strength! Vitality!

THE SCIENCE OF LIFE

KNOW THYSELF.

OF SELF-PRESERVATION. A new and only Gold Medal PRIZE ESSAY on NERVOUS and PHYSICAL DEBILITY, ERRORS OF YOUTH, EXHAUSTED VITALITY, PRE-MATURE DECLINE, and ALL DISEASES OF WEAKENESS OF MAN. 300 pages, cloth, gilt; 125 invaluable prescriptions. Only \$1.00 by mail, double sealed. Descriptive Prospectus, with endorsement of the Press and voluntary testimonials, in person or by mail. Expert treatment. INVOLUNTARY SECRECY. CERTAIN CURE. Address Dr. W. H. Parker, or The Pendergast Medical Institute, No. 4 Bulfinch St., Boston, Mass.

FREE!

The Science of Life, or Self-Preservation, is a treasure more valuable than gold. Read it now, every WEAK and NERVOUS man, and learn to be STRONG and MANLY.—Medical Review.

THE ONTARIO LOAN DEBENTURE CO.

Subscribed Capital, - \$2,000,000
Paid-up Capital, - - 1,200,000
Reserve Fund, - - - 400,000

Joseph Jeffery, John McClary,
President. Vice-President.

MORTGAGES.

This company is at all times prepared to lend Money on Mortgages on Real Estate at Lowest rates of Interest. Interest only, yearly, or as may be agreed on.

Savings Bank Branch.

Interest allowed on Deposits at current rates.

DEBENTURES ISSUED

In Canada and Great Britain, with interest payable half-yearly. They are accepted by the Government of the Dominion as a Deposit from Fire and Life Insurance companies for the security of their Policyholders, and are also a legal investment for Executors, Trustees, etc.

WILLIAM F. BULLEN,
OFFICE
Cor. Dundas St. and Market Lane,
LONDON, ENGLAND.

LONDON Machine Tool Co.

MANUFACTURERS OF
Lathes, Planers, Drills, etc

Send for catalogue.

CITY FIRE ALARM CARD

Locality and Numbers of Boxes, with Directions for Giving an Alarm.

No. 2. Central Fire Station Signal.
No. 4. Central Police Station.
No. 5. Dundas and Wellington.
No. 6. Talbot and Kent.
No. 7. Richmond and Sydenham.
No. 8. Waterloo and Piccadilly.
No. 12. Colborne and Bond.
No. 13. Dundas and Maitland.
No. 14. Simcoe and Maitland.
No. 15. Wellington and Simcoe.
No. 16. Talbot and Horton.
No. 17. Ridout and York.
No. 21. Clarence and G. T. R. Crossing.
No. 23. York and Berrill.
No. 24. Lichfield and Raglan.
No. 25. Carling's New Brewery.

Directions for giving an alarm from above boxes: Unlock the outside door and pull it steadily and firmly wide open. Then grasp the knob or button which is on a crank on the inside door and pull it slowly and steadily to your right, and downwards (once only) as far as it will go. Then release it and it will at once fly back to its starting position.

No. 9. William and Oxford.
No. 26. Dundas and Ridout.
No. 27. South street, opposite Hospital.
No. 31. Waterloo and Bathurst.
No. 32. Wellington and York.
No. 34. Richmond and Bathurst.
No. 35. William and Hill.
No. 36. Maitland and Pall Mall.
No. 41. Dundas and Adelaide.
No. 42. Ridout and Fullerton.
No. 43. Richmond and Maple.
No. 45. William and Bathurst.
No. 51. Waterloo and Queen's Avenue.
No. 52. Richmond and Ann.
No. 53. William and Bond.
No. 54. Thames and Bathurst.
No. 61. Hill and Clarence.

Directions for giving an alarm from above boxes: Unlock the outside door and pull it firmly and steadily until it is wide open. Pulling the door wide open is all that is necessary to give an alarm from these boxes.

No. 3. Talbot and King.
No. 62. Dundas street and Street Car Stables.
No. 63. Elizabeth and Lorne Avenue.
No. 64. Ontario and Franklin.
No. 71. Dundas and Quebec.
No. 72. G. T. R. Car Shop Gate.
No. 81. Rectory and Hamilton Road.
No. 82. Rectory and G. T. R. Crossing.

Directions for giving an alarm from above boxes: Unlock and pull open the outside door. Then pull the hook on the inside door straight down as far as it will go (about two inches)—only once—and let it go.

No. 18. Queen street and Maple Avenue.
No. 19. Stanley and Horn.
No. 28. Wellington and Bridge streets.
No. 46. Elmwood Avenue and Edward street.
No. 47. Wortley road and Briscoe street.
No. 56. Wharncliffe road, McMillan's Hotel.

Directions for giving an alarm from above boxes: Unlock the outside door and pull it open. Then pull the hook on the inside door slowly and steadily to your left and downwards (once only) as far as it will go. Then release it and it will fly back to its place.

GOVERNMENT SCHOOL OF ART

Special Spring Term. Opens Monday, March 18.

Classes Monday, Wednesday and Friday from 7 to 9 p.m.

Fees for 26 lessons, \$3. Subjects taught: Mechanical, Geometrical, Freehand and Model Drawing, Perspective Geometry, Ornamental and Industrial Designing, Modelling, Lettering. Extra classes—China Painting, Oil and Water Color Painting Monday, Friday and Saturday, 12.30 to 4.30.

Medallion Institute, Dundas Street.

Send for circulars. Pupils may join at any time.

J. H. GRIFFITH, Sec.-Treas.

FANCY VESTS.

All Sizes from 34 to 46

Inches. All the Latest Fabrics and Designs.

Skeleton Coats and Vests

Burns The Clothiers

MARSHALL BROS.

Wholesale Importers of

TEAS AND COFFEES

67 Dundas Street, London, Ont.

Wives and Daughters

The Leading and Most Popular Ladies' Monthly in the Dominion.

CONDUCTED BY WOMEN FOR WOMEN.

The character of the circulation of "Wives and Daughters" is superior to that of most publications, and embraces the well-to-do portion of the community who are able to, and do, purchase liberally. As this publication appeals directly to those who form the purchasing power, and who, more than men, closely study advertisements, it must follow as a natural result that advertisers will get liberal returns for their outlay. It circulates throughout the whole Dominion, and to a large extent in the United States, but more particularly in the Province of Ontario, the largest, most populous, wealthy and progressive of the provinces.

SAMPLE COPIES AND ADVERTISING RATES SENT TO ANY ADDRESS ON APPLICATION.

Subscription, 50c. per year.

CLUB OF TWO, 45c. PER YEAR.
CLUB OF THREE, 40c. PER YEAR.
CLUB OF FOUR, 35c. PER YEAR.
CLUB OF FIVE, 30c. PER YEAR.
CLUB OF SIX, 25c. PER YEAR.

SUBSCRIBE NOW!

ADDRESS—

"WIVES AND DAUGHTERS,"
Care Advertiser Printing Co., London, Ont.

FOR

Lawns and Cemetery Lots

Ornamental Iron Vases, Painted pure white, Beautiful Designs.
Wire Chairs and Settees,
Wire Arches, for Graves, etc., etc

R. DENNIS, 205 and 211 King St., London

LONDON MANUFACTURING TRADE

WM. MALLOCH & CO., MACHINISTS

—MANUFACTURERS OF—
ELEVATORS,
PULLEYS, SHAFTING, HANGERS AND SPECIAL MACHINERY
Repairing a Specialty.

154 Fullerton Street, London

CHAS. CHAPMAN

Bookbinder, Account Book Manufacturer

—AND DEALER IN—
ARTISTS' MATERIALS

NO. 51 DUNDAS STREET, LONDON, ON

Telephone No. 510