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

London, Thursday, May 9.

Wireless Telegraph From England to Australia.

Attempts are being made by the Marconi Wireless Telephone Company of London, to inaugurate a wireless telegraph service to Australia. Although the total distance is considerably in excess of that from England to this country, it can be more easily negotiated owing to the fact that the stations at various points en route, for the installation of subsidiary transmitting stations. Arrangements are being made to erect stations at Prawn Point, The Lizard, Ushant, Cape Finisterre, Gibraltar, Malta, Algiers, Sardinia, Sicily, Cape Malea, in Greece, Alexandria, Aden, Socatra, Colombo, Sumatra, the Cocos Islands, Perth, Albany, Adelaide and Melbourne. The various governments of the countries in which these points are situated are being approached to obtain permission to install the stations. In no single instance is the span between two points so great as that from the west of Ireland to New York. If success attends the experiments in this case, it will probably be equally possible to extend the distance and to establish other communication between this country and Great Britain. If the vessels plying between England and the Antipodes are supplied with instruments, it will be possible for passengers to dispatch and receive messages during the voyage.

We clip the above from an exchange. It is here outlined is accomplished, it will be a very great forward movement in the business interests of the world. What limitation can be any possibility be placed upon invention, and particularly where electricity is concerned? Enough has already been discovered and invented to create wonder in the mind of everyone. The possibilities of invention are unbounded.

The progress of the world does not seem to be confined to invention alone. What a few years ago were regarded as gigantic combinations will appear small in view of some of the possible combinations contemplated in the near future. For instance, should the Grand Trunk, Canadian Pacific and Northern Pacific amalgamate, the power of such an amalgamation could scarcely be estimated; and if the idea suggested by Mr. Andrew Carnegie becomes an accomplished fact, combinations for purposes of traffic will not end with the railroads, but will include steamboats also, the extent and importance of such combinations thus becoming world-wide.

What the effect is going to be upon the average man, no one can foresee. The Government now manages our postoffices, and does so very successfully. No one would dream of placing the postoffices in the hands of private individuals; and if the telegraph system was also placed under government control, it would not be long before the public would realize how much more useful it was, and how much cheaper telegraphing could be made than when controlled by private corporations.

Of even greater consequence, we think, would be the Government control of telephones. There is no reason why there should not be a telephone in every house; and the houses not only of citizens, but of farmers. Quite a number of farm houses already have them, but if they were under Government control, there might be almost a universal system, and the greater the number of people with whom one could communicate, the greater the convenience and value. The original cost of the telephone is very little compared with the amounts obtained by private corporations for their use. The public are paying a very large sum to maintain monopolies which really belong to themselves.

One of the most important questions to be considered and to be decided upon in the near future, is what regulations should be made by the Government in the interest of the public when dealing with corporations whose interests may not be bounded by any one country, but may extend to many countries. We may yet see one corporation controlling traffic round the whole globe. The question of the rights of the public in all franchises granted on behalf of the public, is a very important one, requiring very great consideration, and in which the control in some way of the enterprise should be held in the public interests.

Dr. Rainsford.

Rev. Dr. Rainsford, of St. George's Episcopal Church, New York, is likely to become coadjutor bishop in Nebraska, on Broad Church lines: in due time, of course, to become full bishop. Dr. Rainsford is a broad man, physically as ecclesiastically; tall and muscular; a battery of bodily energy. Dr. Rainsford's church in New York is institutional, carrying on lines of ameliorative effort, such as boys' brigades, sewing classes, night schools, and other helpful agencies. It has done an immense amount of good. The Advertiser takes special interest in Dr. Rainsford as a London Old Boy. Dr. Rainsford, when of St. Paul's clerical staff in this city, exercised a wide influence, and was always an attractive and attractive speaker. If he finally decides to accept the call from Nebraska, he will there rise to the occasion, as in London and New York.

Speculation Too Active.

There must be many believers today in the old saying, "It is better to boil over than not to boil at all." There must be many men today endeavoring by speculation in the grain and stock markets to make a spoon of spoil a horn, who will rub their eyes with disappointment when the excitement is over and prices settle down. Inflation of every kind has been resorted to, amalgamations of various companies brought about, and the stocks unloaded at prices that pay the promoters, but these will find their level and actual value in time. Speculators in stocks are not unlike the purchasers of hair restorers. A barber once explained that no hair restorer was any good, but they sold because there was always a fresh sucker ready to buy.

Lack of Proportion.

One trouble with Opposition journals, in connection with criticism of Ontario politics, is lack of proportion. One of them, in particular—need we name?—scolds away every lawful day like a scalded fowl, and scolds just as vehemently over trivial things as over matters of importance; like the Yorkshireman who used to relieve his feelings by going out into the middle of the road and swearing at large.

Quebec's Two Provincial Houses.

Quebec Province has two Provincial Chambers. By the death of the late Senator Ross, the majority in the Quebec Upper House now becomes Liberal. Mr. Ross having been also a member of the Quebec Legislative Council. It seems a little odd to find one man representing the people in two different legislatures, but for some years after Confederation it was quite common. Sir John Carling at one time sat for London for both the Dominion Parliament and the Ontario Legislature. Hello, Quebec! We thought you intended to abolish your little House of Lords. Why don't you do it?

Texas Oil Fever.

Recent telegrams from Texas say that many people have "gone clean crazy" over the reported discovery of oil in paying quantities. That people may go crazy over a discovery of "oil symptoms" we in this part of the world know full well. Many of us recollect the crazy days of speculation at Petrolia, Oil Springs and Bothwell, away back in the sixties, when fortunes were made and lost in a day, and much more money was blown in by the crazy ones than they ever got out of it. So no doubt will it be in Texas and in California, where crazes are on today.

Some Good Out of the Boer War.

"Personally," says the London Spectator, "we believe that in spite of the injury done to our fiscal system and the drain on the national resources the war has been of immense indirect advantage to us. It has shown us that our army had become demoralized not by peace, but by the easy triumphs won in native wars. We had made war in too amateur a way and had won victories too easily. The Boers have made us realize how serious a business war is and how absolutely necessary it is to be prepared at all points. Had we fought a formidable European state two years ago the position would have been one of serious peril. As it is we should have no fear of the results. We realize now that it does not do to meet men armed with the latest artillery with a weapon like 'the antiquated toy' so eloquently described by Mr. Winston Churchill when the armored train was captured. Thus, though we paid a very big price for the lessons the Boers have taught us, we have by no means bought our experience too dear. We could, indeed, hardly pay too big a price for obtaining a national security which was real, not nominal."

Tax Dodging Costly for the Corporation.

Ottawa continues in great trouble because the mayor refuses to sign checks to pay civic bills, as there is no money in the exchequer, and he will not countenance borrowing from the bank until the taxes of the year are collected in the latter winter, as has been the habit hitherto. It is one way of attempting to bring about a better state of affairs, but it is doomed to failure. The mayor may lead, but he cannot drive. What he should have advised and worked for should have been a scheme to collect the taxes in installments, the first in June or July, and giving those who pay all their taxes by midsummer a substantial percentage off. This is how we do it in London, and it has worked like a charm. Ottawa has, of course, been badly ruled municipally, or it would never have allowed rich men like Senator Clemons to get behind for many years with their water rates, only to find, on appealing to the courts, that the corporation could not legally collect back taxes beyond the three years' limit, when, if taxes are not paid, the city has the right to sell the property, and collect the unpaid taxes. The Senator seems to have been a sagacious chap, for he has not only held on to vacant lands until his neighbors have built around them and made the land valuable, but he has beaten the corporation in the courts, and laughed in the faces of the aldermen when they asked him to pay the costs incurred in proving that he was away behind in his payments. The experience of Ottawa may well be laid to heart by other corporations.

It does not pay to let rich men, or

any class of men, get behind in the payment of their municipal indebtedness, for there is more than one way in which the citizens who pay their way promptly can be beaten out of their rights when such municipal looseness is tolerated.

The safe plan is to make every taxpayer who is able to pay his civic dues promptly, pardoning from so doing only those who are shown to be too poor to do so. The adoption of any other course is certain to bring trouble, discontent and loss to the people of any community.

The Wall Street Pit.

[By Edwin Markham.]

I see a hell of faces surge and whirl
Like maelstrom in the ocean—faces lean
And fleshless as the talons of a hawk—
Hot faces like the faces of the wolves
That track the traveler fleeing through
The night—

Grim faces shrunken up and fallen in,
Deep plowed like weather-beaten bark
Of oak—
Drawn faces like the faces of the dead,
Grown suddenly old upon the brink of
earth.

Is this a whirl of madmen ravening
And blowing bubbles in their merriment?
Is Babel come again with shrieking
crew

To eat the dust and drink the roaring
wind?

And all for what? A handful of bright
sand

To buy a shroud with and a length of
earth.

Oh, saner are the hearts on stiller
ways!

Thrice happier they who, far from
these wild hours,
Grow softly as the apples on a bough,
Wiser the plowman with scudding
blade,

Turning a straight, fresh furrow down
the field—

Wiser the herdsman whistling to his
heart,
In the long shadows at the break of
day—

Wiser the fisherman with quiet hand
Slanting his sail against the evening
wind.

The swallow sweeps back from the
south again,
The green of May is edging all the
boughs.

The shy arbutus glimmers in the wood,
And yet this hell of faces in the town—
This roar of giddy madness surging
on,
Surrounded by the quiet of the hills;
With great calm star forever overhead,
And, under all, the silence of the dead!

The season for canoeing accidents
has arrived.

The ailment a majority of the Senators
suffer from is Anno Domini.

Mr. Whitney would be wise not to
count his political checks before they
are cashed by the electorate.

Roses have thorns. Think of poor
Carnegie, unable to get rest or pleasure
at Paris, because of the number of
people soliciting his aid.

The highly intelligent method of
sending out lists of college successes,
without any postoffice or other means
of identification, continues.

The Toronto Sun truly states that
while Mr. Borden, leader of the Dominion
Opposition, is performing his
personal duties as a leader with fair
success, he is fatally handicapped for
want of a distinctive policy.

The progressive Scottish city of Glasgow
has petitioned the Imperial Parliament
for power to tax ground values.
If Henry George were alive, he would
rejoice to learn of this advance towards
his views. "His spirit goes
marching on!"

The Chatham Banner-News, which
has been under its present management
for the past six months, has
been transformed into a lively daily.
The typographical appearance of the
paper has improved and with its staff
of local correspondents it may safely
be said that the Banner-News has won
for itself the reputation of being one
of the best of provincial newspapers.

At the very threshold of his duties
as commissioner of the Yukon, our
former townsman, Hon. J. H. Ross,
was importuned by an address from
the public to give his aid for a liberal
support to supply schools for the education
of the rising generation. Education
may not be the one thing needful,
but it is as necessary to genuine
success anywhere on this continent,
and it is significant that in the "wild
and woolly west" they recognize the
public school as a prerequisite to territorial
prosperity.

Best Friends.

[Robert Collier.]

A man's best friends are his ten
fingers.

Pessimism.

[New York World.]

The pessimist is a person who finds
a personal grief in the fact that green
strawberries are sour.

The Narrative Piscatorial.

[Toronto Star.]

The Ontario Government is restocking
the inland lakes. Really, this is
superfluous. The fish story will thrive
just as well without fish.

Stock Fortunes.

[N. Y. World.]

Right now, while the get-rich-quick
bee is buzzing in so many bonnets, is
a good time to recall one of Douglas
Jerrold's witty sayings: "Fortunes

Grocery and
Crockery
Department
In Basement

THE RUNJANS, GRAY CO

208, 210, 212 1-2, 212 Dundas Street, London.

The
New Idea
Patterns,
10c.

Friday Bargain Day

Shoppers will read carefully the news of the saving to be effected by buying Friday. Our list today tells of lines bought away below regular prices, and the benefit of our sharp buying going to the customers. Remnants and oddments to be cleared out regardless of cost, and great reductions from regular prices on wanted goods.

Dress Goods

1 PLAIN HOMESPUN, 50c-54-inch all-wool and 54-inch Union Homespuns, in castor, brown, gray and green; regular \$1. Friday, each, 50c.
25c TWEED, 50c-54-inch small tweed effects, for bicycle skirts or children's wear, 4 colors, regular 25c, Friday, per yard, 15c.
50c NAVY SERGE FOR 35c-44-inch Navy Serge, all wool, chevrot make; regular 50c, Friday, per yard, 35c.
45c BLACK SERGE FOR 35c-42-inch Black Serge, all wool, in plain and fancy weave; regular 45c, Friday, per yard, 35c.

Handkerchiefs

100 dozen Ladies' Hemstitched Handkerchiefs, with fancy lace corners, special bargain price, each, 5c.
40 dozen Ladies' Hemstitched Handkerchiefs, narrow hem, special bargain price, 2 for, 5c.

Ladies' Ties

Ladies' Taffeta Silk Ties, hemstitched, in cardinal, sky, pink, white and black; special price, each, 25c.

Parasols

Children's Fancy Parasols, in light shades, good size, with 4-inch frill, special bargain price Friday, each, 40c.
Ladies' Fancy Brocade Satin Finish Parasols, in assorted colors; regular price \$1, special Friday, each, 50c.

Men's Furnishings

6 dozen Men's Bow Ties, with neck bands, light and medium shades, regular 25c, Friday 7c each, or 4 for 25c.
Men's Flannellette Night Shirts, all sizes, good weight and neat pattern, regular \$1.25 and \$1.50, kinds, all sizes, assorted colors, a big bargain, Friday only, 90c.

Clothing

Boys' Blouse suits, in good weight serge, with Eton collars, regular \$1.50 to \$1.90, Friday, extra special, 90c.
Men's Pants, regular \$1.25 and \$1.50, kinds, all sizes, assorted colors, a big bargain, Friday only, 90c.

made in no time are like shirts made in no time; it's ten to one if they hang long together."

Brought Down to the Present.

[Washington Star.]

"The pen is mightier than the sword," quoted the man who clings to proverbs.

"My dear sir," rejoined the modernist, "it is no longer a question of pen and sword. The debate now is as to whether the typesetting machine is mightier than the maxim gun."

WM. H. TAYLOR
THEIR CHOICE.

[Continued from page 2.]

and firm in their allegiance to their party's principles with absolutely no dissension in their ranks. All should work heartily and in unison, and if that were done in North Middlesex, Taylor would again be returned to Toronto to support an active, progressive, yet withal, economical and prudent government. (Applause.)

MR. VALENTINE RATZ, the sturdy campaigner for the Dominion House in the north riding, spoke briefly, and his reference to his candidature, under heavy handicaps, aroused considerable enthusiasm. He was not discouraged because of what had happened in his case, for he and everybody else knew that North Middlesex had been gerrymandered for Dominion election purposes. Even so, the Conservative majority last fall had been comparatively small, and he had no doubt of what the result would be when the people of the riding were arranged on a fair fighting basis.

He praised the government as one that was as nearly perfect as that of any country.

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Staple Department

200 yards of our best Scotch Ginghams, in pinks, blues, greens, cardinals and mauves, extra fine quality, our regular price 25c, Friday only, per yard, 15c.
50 yards All-India Crash Toweling, red border, woven regularly 8c, Friday, per yard, 5c.
1 dozen 5 O'clock Table Covers, in German Linen, hemstitched borders, good size, our regular price 75c, Friday only, each, 49c.
80 yards Muslin and Lawns, black ground, with colored sprints and figures; also embroidered polka spots, in colors, regular 15c, 20c and 25c, Friday only, per yard, 10c.
Special Line Heavy English Art Satens, in fancy stripes, suitable for cosy corners and upholstering, regular price 15c, Friday only, per yard, 11c.
Special Line Swiss Pillow Shams, slightly soiled, worth 75c, Friday, each, 35c.

Housefurnishings

75 Lace Curtain samples, in lengths of from 1/2 to 2 1/2 yards, special each, Friday, 15c.
60 Opaque Window Shades, in cream, tan, and sage green, ready to put up, regular price 50c, Friday, each, 25c.
80 yards Sash Muslin, good quality, regular price 20c, Friday, per yard, 13c.
46 yards All-Wool Carpet, yard wide, worth 75c, Friday, per yard, 50c.

Costumes

Ladies' Suits in best American Percales, skirt deep Spanish flounce, shirt waist, sailor collar, new sleeve, special Friday, \$2.98.
Ladies' Black Lustre Skirt, 5-gored flare, inverted pleat, well lined, special, \$2.00.
10 yards hosiery, with perfect fitting, only in from the makers three weeks, were \$18.50, \$19.00 and \$20, Friday only, \$15.00.
Gray Homespun Suits, stylish and right in every way, were \$15, Friday only, \$10.75.

Ribbons

15 pieces Fancy Silk Ribbons, in shades and checks, all shades, 4 inches wide; regular price 20c and 25c, special Friday only, 15c.

Millinery

DON'T MISS THIS—216 Girls' Ready-to-Wear Street Hats; regular 75c and \$1, Friday and until sold, 35c.

15 Pattern Hats will be sold at from \$2 to \$5 less than regular prices Friday.

Hosiery

Ladies' Plain Cashmere Hose, seamless feet, spliced heel and toe, sizes 8 1/2, 9, 9 1/2; regular price 50c, very special Friday at, 40c.
Ladies' Plain Cashmere Hose, fine quality, spliced seamless feet; regular price 40c, Friday, special at, 35c.
Ladies' Black Cotton Hose, with natural wool soles, special at, 25c.
Ladies' Plain Cotton Hose, seamless, fast black, spliced heel and toe, very special Friday at, 12 1/2c.
Children's Plain Cotton Hose, fast black, sizes 4 1/2 to 9 1/2, special at, 8c, 10c and 12 1/2c.
Boys' Extra Heavy Ribbed Cotton Hose, sizes 8 1/2, 9, 9 1/2; regular price 25c pair, special Friday at, 20c.

Underwear

Ladies' Summer Vests, in white or unbleached, with short sleeves, special at, 10c.
Ladies' Shaped Vests, with short sleeves, special at, 12 1/2c.
Ladies' White Vests, with lace without sleeves, lace trimmed, very special at, 15c.
Ladies' Knitted Corset Covers, without sleeves, special at, 25c.

Sateen Underskirts

Ladies' Sateen Underskirts, splendid quality mercerized sateen, in colors of red, rose, blue and black, good width, trimmed with three narrow ruffles; regular price \$1.50, special at, each, \$1.19.

Smallwares

12 dozen more of our Special Double Patent Belts, shaped and plain, for, 25c.
10-Piece Printed Toilet Set, in three colors, for, per set, \$2.00.
A new line of China Decorated B. and B. Plates, gilt edge, 15c, for cups; regular 25c.
50 only "Fancy" Decorated Jardinieres, 15c, for, 10c.
See our Chinese Fern Pots, 15c.

Corsets and Whitewear

Ladies' Corset, long waist, steel filled, made of strong gray jean, sizes 18 to 30, special per pair, 75c.
Ladies' Short Corset, very pliable filling, French model, perfect fitting, special at, 50c.
Ladies' White Night Dress, made of good cambric, Mother Hubbard style, with tucked yoke, trimmed with embroidery insertion, special at, 75c.
Only 1 Ladies' White Night Dresses, in good cotton, trimmed with frills and narrow tucks; regular price 50c, Friday only, 39c.
Our Special White Skirt, in all lengths, good width, trimmed with deep hemstitched flounce of muslin and embroidery, very special at, \$1.00.
Another special in Ladies' Aprons, made with deep hem, pocket and pleated fancy bib, trimmed with embroidery; worth 40c, special on Friday, 23c.

Shoe Bargains

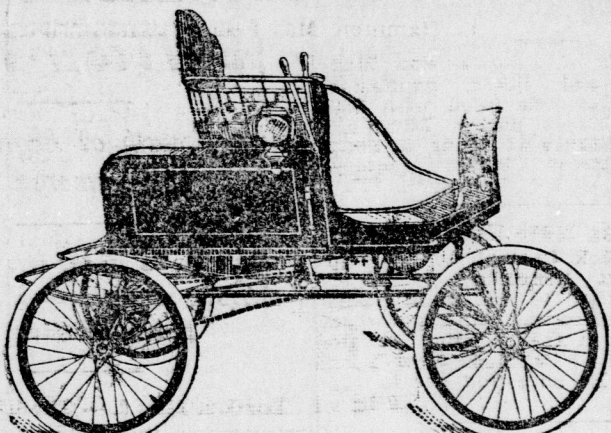
Ladies' Colored Oxford Shoes and Lace and Button Boots, all sizes, very fine Vici kid; no better summer shoe to be had; regular \$2, \$2.25 and \$2.50, on Friday only, 1.50.
Very Cheap Ladies' Button Boots, sizes 3 to 5 only; some were \$1.25 and \$1.35, Friday, 8c.

Groceries

4 pounds Sweet Home Soap, 25c.
6 bars Sweet Home Soap and 1 packet Silver Dust for, 25c.
6 pounds Dried Apples for, 25c.
20 pounds Redpath's Granulated Sugar for, \$1.00.
Choice Hired Salmon, per can, 10c.
Morton's Herring and Tomato Sauce, per tin, 15c.
1 can of Peas, 1 can of Plums and 1 can Blue Berries for, 25c.
Starch, Rice, Tapioca and Dried Apples, per pound, 5c.
New Choice Lemons, 12 for, 10c.

Crockery

10-Piece Toilet Set, tinted in three shades and gilt decorations, per set, 35c.
10-Piece Printed Toilet Set, in three colors, for, per set, \$2.00.
A new line of China Decorated B. and B. Plates, gilt edge, 15c, for cups; regular 25c.
50 only "Fancy" Decorated Jardinieres, 15c, for, 10c.
See our Chinese Fern Pots, 15c.



Do You Know That

You can buy an Automobile from us which will go three times as far as a horse per day—and at one-third the cost?

Which is easily learned, easily handled, perfectly safe—far safer than a pair of horses, for a thousand-mile trip.

The only danger is you may neglect business—the pleasure of using it is so great, delight unknown to the driver of horses.

We are the leaders in Canada; we will hold the market if perfection of detail and high excellence of device will do it.