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LONDON, SATURDAY, SEPT. 10.

THE MOTOR RAGE.

The motor craze is one of the most salient facts in the United States today. Fifteen years ago American industry turned out \$150,000 worth of cars. Even five years ago automobiles were still regarded as ministers to the idle pleasure of rich men. Today the output of cars is 200,000 a year, worth \$225,000,000. More than a billion dollars are invested in the manufacture; 400,000 persons are engaged in it; there is a car for every 160 persons in the States; and the demand shows no signs of being satisfied. Detroit produces 60 per cent. of the total output. A completed car is there turned out every three minutes; the evolution from steel billet to finished machine takes six days.

Mr. Maurice Low, an Englishman qualified by years of residence on this side of the Atlantic to comment on American affairs, writes in the London Morning Post that "the motor rage" is one of the causes of pessimism over the immediate financial outlook in the United States. Comparatively poor men are mortgaging their homes and selling their savings to get the \$500 car. The market is relatively greatest in the west. In Nebraska there is an average of one machine to every 100 of population; in Los Angeles, California, it is one in 40. There are intelligible reasons for this western demand. In a region where many are thirty, fifty, or a hundred miles from a railway, the automobile means an enormous advance in the possibility of community, human fellowship and the amenities of living. It means also a reversing of that steady, slow drift of the rural populations into the cities, which a great writer nearly a hundred years ago branded as "the graveyard of civilization; a drift which in Europe was the cause of a cosmopolitan anxiety, and in new lands like Australia had become a menace." "To some extent," says Mr. Low, "the motor has changed city life. The automobile has changed the point of view. To live ten or twelve miles out and to come backward and forward under your own steam is now a sign rather of moderate affluence instead of (as before) of scrimping poverty." The "railway age" has lasted something near a century; the "motor age" may fill up the century to come; after which aviation will probably make our rejoicings over the automobile themselves look ridiculous, as a man will easily rise on his monoplane from his back-garden to take dinner with a friend a hundred miles away, and return comfortably by midnight.

What Mr. Low says of the motor in relation to the Western States is applicable in an almost equal degree to the Canadian west. In that country of sparse settlement, magnificent distances, and level roads, the automobile has come as a good fairy to town and country folk alike. In the United States there may be the making of a financial panic in the fact that so many automobiles are being purchased with borrowed money, but there is no evidence that the motor fury is raging to nearly the same extent in this country. There is a large and growing demand for automobiles, but no one imagines that it is sufficient to upset the financial equilibrium of the Dominion.

THE PRINCE OF WALES.

For the first time in centuries the investiture of a Prince of Wales will take place in Wales. Cardiff and Carnarvon have been contending for the honor. The King has decided on Carnarvon, probably on historical grounds. Tradition has it that the first Prince of Wales, afterwards Edward the Second, was born in Carnarvon Castle, but research has proved that the castle was not then built. The prince, however, was actually born in Carnarvon in 1284, the year in which Wales was formally annexed to England by Edward the First. His first title was Earl of Carnarvon, and he was created Earl of Chester and Prince of Wales in his 17th year, the investiture taking place at Lincoln.

Since the reign of Edward the Third, the eldest sons of kings and queens of England have been always Dukes of Cornwall by birth, and with few exceptions, Princes of Wales by creation. When a Prince of Wales succeeds to the throne the principality in all cases merges at once in the crown, and can have no separate existence again, except under a fresh creation, while the dukedom of Cornwall immediately descends to his son, or remains in abeyance until he has a son if one is not already born. If, however, a Prince of Wales and Duke of Cornwall should die in the lifetime of the sovereign, and leave a son and heir,

both dignities are extinguished because his son, although he is heir, is neither a king of England, nor the first begotten son of a king of England. If instead of a son, the prince should leave a brother his heir, the dukedom would pass to the brother as the eldest living son of the king, but the principality would become merged in the crown. This was decided upon in the reign of James the First on the death of Henry, Prince of Wales, whose heir was his brother, Charles, Duke of York.

It is an illustration of the continuity of the English monarchy, and the English liking and reverence for precedent, that the future Edward the Eighth will be created Prince of Wales at the same age at which the first Prince of Wales—also an Edward—was invested with that dignity 610 years ago, and at the town where the first prince was born. The decision of King George to hold the ceremony in Wales is a compliment to the little principality which will be keenly appreciated by the Welsh people.

THE WESTERN FAIR.

Londoners live so close to the Western Fair and are so accustomed to it, that many of them regard it like the return of the seasons—they are somewhat indifferent to it, but they would wake up to its importance if it failed to materialize. A great annual exhibition is not made in a day or a year. It is a gradual growth, and the Western Fair is a remarkable growth indeed, a fact which will be appreciated more by old residents, who watched it in its infant days, than by those who see it now, firmly founded, well ordered, and ample beyond the dreams of its first promoters. It holds an unchallenged position as the second best of its kind in Canada, excelled only by Toronto and Winnipeg, and not surpassed even by these in some of the particulars which the farmers appreciate more than the city folks. We Londoners should be proud of it as a local product. Fortunately it has always appealed to a large number of our foremost citizens, who have given it their time and services freely.

We have the word of the directors and officers, corroborated by the entry lists, that the Fair next week will be in no detail behind any of its predecessors. It has been a bountiful year in husbandry. The orchardist has some cause for complaint, but only in respect to one or two products. The season of plenty will be expressed at the Western Fair, for it is supreme in the department of agriculture, including live stock and the dairy, no less than the products of the soil. Mechanical industry, which is also flourishing like the Ontario harvest, will be adequately represented, and there will be the usual, or rather better than usual, entertainment in the ring. The Western Fair is a great event in Western Ontario. There is no better "boosting" agency for the city of London. The surrounding counties do their duty by it. The citizen of London should do the same.

The Western Fair is always able to "come back." Mr. Frank E. Leonard is the type of citizen that should be welcomed to a place on a municipal board.

After reading his address on present-day tendencies, no one will deny that Father Vaughan shines as a maker of epigrams.

Premier Roblin will stump Ontario again. His last tour of this province ended abruptly and ignominiously. Conservatives may well hope that he had mended his manners.

The Winnipeg Telegram, the chief Conservative organ of the prairie provinces, calls upon the Government to take an axe to the tariff. The eastern and western organs of the party are not playing the same tune.

Mr. Aylesworth's plan in preparing the British case in the fisheries dispute is not being overlooked. "E'en the rank of Tuscan" can scare or bear a cheer. He is a great jurist, whatever his qualifications as a literary censor may be.

Mr. R. L. Borden reproaches Mr. E. M. Macdonald, M. P. of Pictou, for saying at Lethbridge: "You want a postoffice here and you certainly need one badly, but you will never get it so long as you vote Tory." If Mr. Macdonald said such a thing, he deserves the castigation. But Mr. Borden is not fair when he implies that the Federal Government is responsible for the utterance of a private member.

Wireless telegraphy saved 35 lives on Lake Michigan yesterday, but nearly as many were lost through the suddenness with which the vessel went down. This is the second disaster of the same kind within a year, although no lake carriers look safer than these mammoth car ferries. There seems to be no machinery for investigating such affairs and enforcing preventive measures. For years it has been a complaint among the lake sailors that they are without the protection afforded ocean sailors. A Plimsoll is needed to do for them what was done for the seamen.

STURDY STOCK.

[Kingston Standard.]
Scottish farmers from the Duke of Sutherland's estates are coming to Canada as settlers. We can't have too many Scotsmen and we shall be glad to see a million of them in the west.

COSMOPOLITAN LONDON.

[Manchester Guardian.]
In the matter of Americans in London I may give the following census of a boarding-house in the neighborhood of

Russell Square, which was taken today and is probably typical. There are 20 American boarders (17 women and 3 men), 5 English, 7 Irishmen, 1 South African, 1 Dane, 1 Norwegian, 1 Swede, 1 Austrian, 1 Spaniard and 1 Italian. Three Russian girl students left last week-end and also a doctor on holiday. The landlady, it should be remarked, is Irish. My informant is the Italian boarder, who until the arrival of the Spaniard was the sole representative of the Latin race. They are now bosom friends. I asked him what he thought of the Americans. Were they "rich"? "No," said he, "not very rich, but 'rumorous.'" I thought he said "humorous," but he corrected me and repeated it "rumorous." This was a new word to me, and cross-examination elicited the fact that he had coined it from the Italian word "rumore," which means noise.

BIRD NEST LINED WITH GOLD.

[Cleveland Leader.]
Mysterious thefts of gold leaf used in decorating the dome of the courthouse have been reported the last few days. Sheets of the valuable material disappeared even with the closest watch kept by the foreman. When it was decided to have a detective guard the dome, the thief was discovered. An English sparrow flew into the building and out again so regularly the detective became interested in its movements. The little visitor was observed to pick up the gold sheets being used by the workmen and to fly across the street to a church tower. An investigation was made and the missing gold recovered. The sheets had been used to line a nest.

THE QUALITY OF MERCY.

[Puck.]
See the woman. Why is the woman's hat trimmed with a nestful of little birdlings with the mother bird brooding them?
It is because the woman is merciful. The woman wished to trim her hat with the mother bird alone, but rather than leave the birdlings to starve she trimmed it with the whole family.
Must it not feel lovely to be merciful like that?

THE RIGHT WAY.

[St. Paul Dispatch.]
William Muldoon, the noted trainer, was talking apropos of the Jeffries-Johnson fight of training.
"In training," he said, "the strictest obedience is required. Whenever I think of the theory of training I think of Dash, who, after eighteen years of married life, is one of the best and happiest husbands in the world."
"Dash," I once said to him. "Dash, old man, how do you take married life?"
"According to directions," he replied.

NO HELP.

[Washington Star.]
"That's a fine dictionary you have," said the city relation.
"Yes," replied Farmer Cornstossel. "Mandy thought I ought to have the book in the house so's to help my spelling."
"But your spelling is just as erratic and unusual as ever."
"I know. I'm one of these fellows that don't believe half they see in print."

SHE DONE THE WORK.

[Fort Saskatchewan Chronicle.]
Take off your hats to the ladies, Mrs. Joe Vance, with the assistance of her son, had the shingles on their new barn (12x20, with 14-foot rafters), in two days, and Big Joe, the infant, says, as good a carpenter as he is he don't believe he could do it in that time. All Joe done was carry shingles up the ladder all day, while the woman on the roof, she done the work.

UNFAIR COMPETITION.

[M. A. P.]
A prosperous grocer in a certain Lanarkshire town had occasion recently to engage a new errand boy. Trade was very brisk, and the lad had a great deal of work to do in delivering parcels in different parts of the town.
"Well, George, how did you get on on Saturday?" asked the grocer on Monday morning.
"Oh, fine," replied George, "but I'll be leaving at the end of the week."
"Why, George, what's up now?" queried his master. "Are the wages not high enough?"
"I'm not findin' my fault to the pex," replied the boy, "but the fact is, I'm sure a horse out of a job here."

WHY DOESN'T HE KICK?

[St. Paul Dispatch.]
If man came from monkey.
As some folks like to maintain.
How patient is the gentle ape
That he does not complain.

NO DECEPTION.

[Ally Sloper.]
Madge—She said I put rouge on my face to deceive people. Wasn't that mean?
"It was, indeed, dear. The way you put it on doesn't deceive anybody."

CLOSE CALCULATION.

[Washington Evening Star.]
The businessman who stays at home and figures night and day.
Gazes at his girls and loves to roam
When summer time is gay;
He shouted welcome from afar
And viewed them with delight.
Even though the sun should melt to mar
Complexions once so white.

And then to work again he turned,
The weary hours he spent.
Where values of all kinds he learned
To fractions of a cent.
He found when he had figured out
The bills at Billings and Co.
That this year's freckles cost about
Two hundred dollars each.

"A Toothsome Flavor"

True for you, there's a treat in the crisp, nutty, delicate sweet taste of Grape-Nuts served with cream or milk.

(Don't spoil the food by trying to cook it. That's the worst and perfectly done at the factories.)
The cream should soften it a bit, but not enough to excuse the teeth from at least a few good earnest "chews" for old Dame Nature sends rich blessings to the strong chewer. Of course, the one with weak teeth can soften the food with milk down to a mush if necessary, but the good old Dame doesn't smile quite so cheerfully on them.

You know, children and adults must use the teeth and grind freely to make them grow strong and to preserve them. Then the act of chewing brings down the much-needed saliva from the gums, and that helps amazingly in the digestion of foods of various kinds.

The saliva is not so much required with Grape-Nuts, for this food is partially pre-digested; that is, the starch turned into a form of sugar in the process of making, and that helps give it the fascinating flavor.

Grape-Nuts people are healthy and enjoy good things. "There's a reason." Read the little book, "The Road to Wellville," in package. "There's a Reason."

Canadian Trade supplied by Canadian Postum Cereal Co. Ltd., Windsor, Ont.

BIG FERRY SANK WITH 28 SOULS

No. 18 of Pere Marquette Goes to the Bottom of Michigan.

WORST WRECK OF THE SEASON

Thirty-Three of Crew Saved But All Officers Perish—Story of the Disaster.

THE DROWNED.
Peter Kilty, captain, of Ludington. Joseph Brezinski, mate, Manitowoc. W. H. Brown, second mate, Ludington.
S. F. Sepeanek, purser and wireless operator, Worcester, Mass. E. R. Leedham, chief engineer, Ludington.
Chalmers Rosenkrantz, assistant engineer, Northport, Mich. Paul Renner, second assistant engineer, Ludington.
Unknown officer, Norwegian.
A. J. Mack, steward, Westfield, N. Y. W. H. Cummins, advertising manager, Chicago.
John Schrautagal, cook, Milwaukee. N. L. Bertrand, passenger, Ludington.
Michael Haythaler, fireman, Forestville, Mich.
Samuel Bouchie, fireman, River Bozeois, N. S.
W. Parker, fireman, Marine City, Mich.
Unknown fireman.
Mrs. Marion Turner, cabin maid, Ludington.
Peter Hine, watchman, Ludington. One lookout, name unknown.
Ole Bakken, wheelman, Ludington. Joseph Marlow, scrubber, Ludington. Another scrubber, Tom Kelley and brother, Detroit.
Frank Warner, "Chicago Frank," porter, Chicago.
Jacobson, seaman, residence unknown.
Charles Jensen, oiler, Ludington. Joe Peterson, watchman, steamer No. 17.
Jacob Jacobson, scrubber, steamer No. 17.
Eli Colbeau, Saginaw, Mich., is believed not to have been aboard, but if he was, he also lost his life.

Ludington, Mich., Sept. 9.—The worst disaster on the lakes this season came this morning with the drowning of 28 persons, and the saving of 33 more of the passengers and crew of Pere Marquette car ferry No. 18, which had left here at midnight bound for Milwaukee. The fate of one man cannot be learned till it is found whether or not he was on board the fated vessel.

Owes Life to Fear.
Charles Sylvester, formerly chief engineer of No. 18, owes the fact that he is not drowning to the place of Chief Engineer Robert Leedham, who lost his life, to a remarkable premonition. Sylvester had been engineer on No. 18 for some time, but a few weeks ago he told his friends he became convinced that a serious accident would overtake the vessel, and decided to leave her. He could assign no reason for his fears, as No. 18 was one of the best and newest ferries on the lake, but they were too strong to permit him to keep his place.

Leedham was sent for from Port Huron, where he had been living, and came, bringing his wife and family with him. His wife was one of the frantic crowd waiting for No. 17 to come in tonight with tidings of the disaster, and was distressed when she learned that her husband was surely dead.

The gale which caused the wreck was not unusually strong, and it is suspected that there must have been some carelessness in making the cars fast before the ferry left here. She carried 24 loaded cars and 400 tons of coal in the bunkers.

Wireless Tell of Danger.
The first intimation of trouble to those on shore came in a wireless message early this morning from a point about 20 miles off Sheboygan, Wis.

"Car ferry No. 18 sinking. Help."

The message was repeated constantly till nearly 6, when it suddenly changed to "The ferry is sinking. Mercereau, of the P. and M. ferry line, received a message from No. 17 saying that No. 18 sank about 7. A few details were received by wireless, but little was known till No. 17 reached this port at 6 o'clock tonight.

The scene at the pier when No. 17 came in was one of deep grief. Crowds lined the docks, hoping anxiously for a sight of loved ones who might be saved. Weeping women and children ran about wringing their hands as they looked in vain for bodies of their dead. The bodies of Capt. Kilty, Joseph Brezinski, A. J. Mack, Steward W. H. Cummins, Chicago, S. F. Sepeanek, N. L. Bertrand, city, and Mrs. Marion Turner were taken off as soon as the boat landed.

The men who were saved watched from the deck as the dead were slowly carried off. Officers are on guard on the docks and no one is allowed on the boat nor is any one from the boat allowed to leave it. The officers of No. 17 will not talk of the disaster, and others who know are dead.

It is supposed that the dead lights in the stern of the boat were either broken or left open. According to stories gathered from the surviving members of the crew, about 4 o'clock this morning the engineer reported to Capt. Kilty that the boat was filling with water. The latter went below and was heard to state that they might reach their destination if the water was lightened. Seventeen of the 24 cars were run off, and the vessel rose suddenly. Then, without any warning, the ferry gave a lurch, the stern went down and she sank to the bottom about 7:30. Many were in bed, others who had heard of the trouble and had risen were thrown into the water with scarcely any clothing on.

The explosion stunned many, who went to the bottom and never rose. After their terrible experience, and the sight of screaming men and great

Kingsmills

Opening of the Fall Carpet Season With Nine Big Features

BIG planning has brought corresponding results. "SUCCESS" will be written in bold letters on every page of the store history of our housefurnishing business for autumn, 1910. Surplus stock purchases here—helping this mill bridge over the dull season there—showing that maker how to take the short-cut to meet his payroll—underprice buying wherever and whenever we could turn the trick. And QUALITY back of every Rug, every yard of Carpet, every piece of Linoleum. COME MONDAY.

When Desired, Goods Bought at This Sale Will Be Held Until Wanted.

\$1.00 Brussels Carpets

A beautiful collection of choice patterns, some with borders and Stair Carpets to match; designs suitable for every carpet-needing room; also for halls. A superior Carpet in every way.

65c Linoleums

All 2 yards wide. Your choice of 10 entirely different designs; for halls, bathrooms, kitchens, etc. These will quickly find a place on the floors of London homes.

60c Furniture Coverings

In green, blue, rose and tuscan shades; all are 50 inches wide. We ask your inspection and comparison.

Wool Blankets at \$2.50

Full six pounds, big warm Wool Blankets, with either pink or blue borders; size 60x80 inches.

Special Nottingham Curtains, \$1.50

Only 50 pairs at this price. Your choice of six beautiful designs, all 3½ yards long.

Tapestry Rugs at One-Third Off

A big purchase explains this price. Your choice of scores of the prettiest of designs.

Size 3x3 yards...\$6.10 Size 3x4 yards...\$8.10
Size 3x3½ yards...\$7.10 Size 3½x4 yards...\$9.57

MAIL ORDERS FILLED.

Kingsmills

timbers mingled in a confused mass, the survivors look dazed and as if they had passed through months of illness.

When the accident occurred a freighter was passing about two miles off and saw distress signals, but passed on. Pere Marquette ferry No. 17 happened to be coming from Milwaukee, and came up as No. 18 went down. Her crew assisted the men and women into boats. Tug A. C. Tesler, of Port Washington, and Sheboygan tug assisted, the former receiving bodies that will be brought back today.

Pere Marquette ferries Nos. 20 and 6 left this port this morning at 6 o'clock and at 7 tonight were still searching for bodies. All the bodies recovered are bruised and covered with blood.

Jas. Fray, the cook, who was saved, has a hand badly injured by flying timber. He was in the car ferry when she went down and says he was carried down about 40 feet, when an explosion forced him out with broken timbers. He was picked up more dead than alive.

The Rescue.
At 7:30 this morning, without warning and before the horrified gaze of 50 men on board, Pere Marquette car ferry No. 17, which had just arrived on the scene in response to a distress signal, the great black bow of the flagship rose high in the air, the stern settled swiftly toward the bottom and with a roar the ship shot downward and was lost to view.

The crew of No. 17 rushed overboard with a lifeboat with four men. The waves picked it up in an instant and crushed it against the ferry's side. Two of the sailors were rescued by those on board, while the other two, Jos. Peterson and R. J. Jacobson, a scrubber, immediately sank.

Another lifeboat was successfully launched. This boat in charge of Duncan Milligan, of Ludington, did heroic work in less than an hour picked up fourteen survivors, who were floating about and clinging to bits of the wreckage.

Then another lifeboat was manned and in the face of great danger more than 30 persons were saved. Meanwhile the tug A. C. Tesler, of Milwaukee, car ferry P. M. No. 20, steamer P. M. No. 6, and a tug from Sheboygan, towing the Sheboygan life-saving crew, arrived on the scene. They instituted a thorough search for survivors and bodies and succeeded in picking up seven of the former, and eight of the latter.

The cause of the disaster is and may always remain a mystery. The men who know what the trouble was are all dead, and among the survivors there are only two theories. The best conclusion seems to be that the car ferry's after-water compartment filled through an open or broken dead light, which was followed at the last minute by a bursting of bulkheads.

Chief Engineer Ross Leedham and his first assistant, Chas. Rosenkrantz, died at their posts in the engine-room.

OPENING OF CALGARY UNIVERSITY.

Calgary, Alta., Sept. 10.—Calgary students will be able to take the first year of their university course in Calgary this year. The definite announcement was made by Mr. Blow, prime mover in the university scheme, this morning.

NEW FACTORY FOR PERTH.

Perth, Ont., Sept. 9.—The Wm. Company, of Milton, Ontario, manufacturers of children's shoes, are to erect a factory here, the citizens having subscribed \$50,000. Seventy-five hands will be employed and the industry will be in operation by January next.

Chamberlain's Colic, Cholera and Diarrhoea Remedy is today the best known medicine in use for the relief and cure of bowel complaints. It cures griping, diarrhoea, dysentery, and should be taken at the first unnatural looseness of the bowels. It is equally valuable for children and adults. It always cures. Sold by all dealers.

MINARD'S LINIMENT CURES OANDRUFF.

The Company's Investments

consist of

1st Mortgages	85.79%
Stocks and Debentures	6.56%
Loans on Policies	5.29%
Other Securities	2.36%

An excellent record of safe and profitable investment of funds.
Splendid rate of interest steadily maintained

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W. H. ROBINSON, District Inspector.
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