

London Advertiser.

Founded in 1863.

ADVERTISING BUILDING, Dundas Street, London, Ont.

SUBSCRIPTION RATES:
One week by carrier..... 10c
One year by carrier..... \$5.00
One year by mail, outside city..... \$5.00
One year, delivered outside city..... \$5.00
Weekly Edition..... 75c

TELEPHONE NUMBERS:
3670 (Private Branch Exchange,
Connecting All Departments,
Nights and holidays, ring the fol-
lowing numbers:
Business Department..... 3670
Editorial..... 3671
Reporters..... 3672
Job Printing Department..... 3673

[Entered at London Postoffice for
transmission through the mails as
second class matter.]

LONDON, THURSDAY, JULY 25.

TWO OF A KIND.

The St. Louis Republic makes this
stay in Missouri appeal:

"With all her population and
half-developed. We have lost too
many of our sons and daughters to
other lands and states. We must
stop the export of our people. We
must stop the export of our people.
We need them at home—cannot spare them to Can-
ada and the far southwest. A great
new programme of state develop-
ment must be worked out. We have
scores of acres of rich lands now
lying idle, mineral wealth untold
awaiting the pick and the swinging
bucket, infant industries whose de-
velopment will bring tens of thou-
sands of new citizens in at our
gates."

Yet Missouri was one of the pioneer
states within living memory. If it is
feeling the drain to the less-developed
states, and even to the Canadian
west, it is no wonder that Ontario
has been depopulated by the same
causes. Ontario has mothered the four
western provinces, and is still mother-
ing them. It is her farms that suf-
fer from the double attraction of the
west and of her own industrial cen-
tres. How to repeople the soil is her
greatest economic problem. The para-
graph in the St. Louis Republic may
be applied to Ontario with the change
of a few words:

"With all her population and
wealth, Ontario is an empire, but
half-developed. We have lost too
many of our sons and daughters to
other lands and other provinces. We
need them at home—cannot spare them
to the west. A great new programme
of provincial development must be
worked out. We have scores of
acres of rich lands not yet settled
or not being worked to their full
productivity, mineral wealth untold
awaiting the pick, infant industries
whose development will bring tens
of thousands of new citizens in at
our gates."

NO CAUSE FOR PANIC.

"Britain, under Churchill's pro-
gramme, is to proceed, with almost
feverish haste, to strengthen her
naval forces. Canada can well af-
ford to join in the task. A perma-
nent naval policy for this coun-
try is much to be desired, and the
principle underlying the Laurier
policy is as sound today as when
first propounded. But that policy
did not shrink from immediate con-
tributions of ships, money and men,
if the need arose. It may well be
that the need is close at hand."

* * * If there is danger, and if to
meet that danger the people of the
British Isles are straining every
nerve, then we Canadians cannot
wait for the development of a perma-
nent policy to range ourselves
alongside our brethren, but must
act promptly, in helping to present
to the world the spectacle of a
United Empire."—Montreal Herald.

The usually well-poised Herald has
evidently misread Mr. Churchill's
speech. "Feverish" action of any kind
is deprecated. In the cable sum-
mary of his speech on Monday is this
warning against "raw haste, half-sis-
ter to delay."

Mr. Churchill, discussing the gen-
eral question of the growth of mod-
ern navies, said cool, steady and
methodical preparation, prolonged
over successive years, could alone
raise the margin of naval power. It
was useless flinging money about on
the impulse of the moment. The
strain we should have to bear would
be long and slow. No relief could be
gained from impulsive and erratic
action. We should learn from our
German neighbors the way in which
policy must be made, and steadily
goal. We must have an ample mar-
gin of strength instantly ready.
There must be steady and systemat-
ic development of our naval
forces, untiringly directed and pur-
sued over a number of years."

Again Mr. Churchill yesterday de-
clared: "There is no cause for panic
or alarm." The policy laid down by
the First Lord of the Admiralty ought
to take the fever out of the naval situ-
ation. The maintenance of a margin
of 60 per cent. over the German naval
strength is ample security and is to
be attained, as Mr. Churchill says, by
cool, steady and methodical measures.
A Canadian gift of Dreadnoughts to
the mother country at this juncture
would be "impulsive and erratic," a
flinging about of money "on the im-
pulse of the moment." It would, of
course, increase the margin of British
superiority by over 60 per cent., but
as 60 per cent. is sufficient, the in-
crease would be useless expenditure.
The money should be put into Cana-
dian ships. Had the past year not
been wasted by the partisan exigen-
cies of the Canadian Government, a
number of Canadian cruisers would
now be almost ready for launching.
It is now proposed to further postpone
the construction of a Canadian navy
for some years because the Borden
Government is averse to a general
election in the immediate future. In
the meantime from \$15,000,000 to \$25-
000,000 of Canadian money is to be
spent abroad, on the pretence of an
emergency which the First Lord of
Admiralty says does not exist.

THE CANADIAN-WEST INDIES
TREATY ATTACKED.

There is some acrid criticism in
Great Britain of the trade treaty be-
tween Canada and a number of West
Indian islands. Canada has hitherto
extended her preferential tariff to the
British East Indies; but under the new
arrangement the East Indies will be
excluded from the preference. Thus
Canada will discriminate in favor of
West Indian as against the East Indian
rice; the cocoa beans of Ceylon, which
have been found peculiarly suitable to
the Canadian market, will be displaced
in favor of the cocoa beans of the
Western Islands. "These are merely
examples of the incongruities which
make the agreement as much an em-
pire-dividing as an empire-binding in-
strument," says the Manchester Guar-
dian.

This is not as sound Liberal doctrine
as the Guardian usually lays down.
Canada and every other part of the
Empire should be free to consult their
own interests. The Imperial tie is
stronger when it is not a fetter. In
this country last year politicians were
preaching that if Canada regarded her
purely economic interest by securing a
free American market the tie would
be weakened. It was not good reason-
ing then, and it is not good reasoning
now. If we can do a profitable stroke
of business with the West Indies, we
should not be prevented by our political
relationship to the East Indies. The
present treaty even involves discrimina-
tion by Canada against the West In-
dian Islands which refuse to subscribe
to the treaty, but even this should be
permissible. The Guardian, however,
makes out a stronger case against the
treaty than it says:

"The articles on which a preference
is to be conceded to Canada and on
which, therefore, protective duties
will have to be placed when they are
imported from foreign countries, in-
clude most ordinary commodities of
food and clothing. The West Indian
negroes are poor enough as it is, but
their case will be worse when and if
the new duties become operative. The
cost of living will be raised to the
level of the cost of living in the
commercial demands of comparative-
ly small groups of white inhabi-
tants, and to enable Canadian traders
to undersell Americans."

If it is true that the treaty will raise
the cost of living to the poor blacks,
Canada has no reason to be proud of
it. The Guardian advises the British
Government to veto it, on the ground
that the West Indies are crown col-
onies, not self-governing communities.
But it would not be politic to cross the
white inhabitants of the islands who
favor the treaty. And what cruelty
to Mr. Foster to kill his lone chick, over
which he has done so much Imperial
crowing!

Did summer burn itself out in the
first fortnight in July?

When the London Times talks of
Lloyd George's resignation, the wish
may be father to the thought.

The Advertiser has received the
first notice of a fall fair. Why not let
people hug the delusion of summer a
little longer?

The Democrats in Congress have
refused to vote for the full battleship.
The taxpayers of Great Britain and
Germany may well envy such luck.

The Hon. Robert Rogers, who has
been in the cyclone cellar since the
Saskatchewan election, is going to
England. There is nothing like an
ocean voyage to permit a man to for-
get his troubles.

The Montreal Gazette, in scoring
Churchill's naval speech, says Britons
"will hope for changes that will gain
place in control of the Empire's af-
fairs at London men who will know
how to be prudent and quiet while
being strong." And these prudent and
quiet men are the politicians who have
been making a bogey of Germany for
years.

The Prince Albert Herald says that
as Prince Albert is "the brightest Con-
servative spot in Saskatchewan," the
Conservatives of the city should "take
advantage at once of every ounce of
favor with Ottawa" by turning the
attention of the department of the in-
terior to Prince Albert. Is it necessary
to offer this sort of advice to Mr.
Rogers?

The Toronto News is still blub-
bering over the snare of the Toronto
Times. It still whines that the success of the Lib-
erals was very largely due to a sen-
timental appeal to the American vote.
—Hamilton Times

How can this be? Not long ago the
News blamed the western discontent
largely on English Radicals.

WHAT ABOUT IT, MR. BECK?

Lost—somewhere between the Provin-
cial elections and the 1st of July, a hydro-
electric extension scheme for Horon Coun-
ty. Kindly discovering its whereabouts
will anyone communicating with Hon. Adam
Beck, Parliament buildings, Toronto, or
the president of the board of trade,
Goderich.

NOSE POKING.

[Windsor Record.]
If the Conservatives at Ottawa are well
advised, they will refrain from poking
their noses into any more Provincial
elections, especially in the west.

QUITE A MAN.

[Judge.]
Howell—What sort of a fellow is he?
Powell—He can make two lemons grow
where only one grew before, and then
hand them to you when you are not
looking.

THE BULL MOOSE'S FORCES.

[Toronto Star.]
Just to show where the Bull Moose
is strong, Tom Hynds, his face lath-
ered, was sitting in a New York bar-
ber's chair the other day, when he
ventured to make a jocular remark
about T. R. The barber made a "sweep-
ing stroke with the razor that felt
like a dull hoe biting into a potato."
"Hold on," said Tom, "don't cut my
throat, I'm for Teddy. Gimme a good

shave." And after that soft southern
breeze was nothing beside that bar-
ber's gentleness.

SLANDERING CANADA.

[Toronto Star.]
It is slandering Canada to represent
this country as roaring for a tax on
the bread of the English poor, and call-
ing that beggarly demand by the name
of imperialism. Wealthy tax-dodgers
in England may seek to shift the bur-
den of taxation from their huge es-
tates to the necessities of life for the
people. But Canada is not asking for
a share of the plunder.

ART AND FINE ART.

[Vancouver Province.]
The new Dominion five-dollar notes,
now in circulation, are pronounced a
work of art. The process of acquiring
a quantity of them is also one of the
fine arts.

BOILING AND DOING.

[Prof. L. T. Hobbouse.]
"The blood of the student of sociol-
ogy should boil at certain things. But
it is no good for his blood to boil un-
less he does something."

GOOD TIMES FOR SHIPBUILDERS.

[Pall Mall Gazette.]
Not only have many British ship-
building companies enough work in
hand at home to keep them well em-
ployed for another two years at least,
even if additional contracts are not
forthcoming in the meantime—but
some of them are also busy develop-
ing their operations abroad.

CROWDED CHINESE SCHOOLS.

[American Review.]
Since the establishment of the Repub-
lic of China, girls are crowding into
the schools in such numbers that the
rooms are already exhausted, and new
buildings are constantly being erected
for educational purposes.

NEW LABOR DAILY.

[London Star.]
The Daily Citizen, the Labor daily
newspaper, is to commence publication
on Oct. 8.

It is an experiment that will be
watched with the greatest interest by
journalists, by Labor leaders, and the
public generally.

Hitherto Labor journals have been
run by propagandists rather than by
journalists, and it will be interesting
to watch the career of a Labor jour-
nalist who is not a propagandist. Above
all sides of the day's happenings.
"It promises a vivid sketch of pro-
ceedings in Parliament, a law report,
dramatic criticisms, sport is to be
dealt with fully, with the crowding in
its various developments," and a
financial expert will write on the
fluctuations and developments of cot-
ton, coal, and iron, in which the work-
ers are specially interested. Above all,
foreign affairs are to be presented
from the view of the industrial de-
mocracy.

"The heroism of the miner will be
set forth, with the heroism of the
duke, when it is forthcoming."

APPROPRIATE.

[Philadelphia Record.]
A buffalo will replace the Goddess of
Liberty on the nickel. Why not use the
trolley car for a design?

NOT SO MUCH.

[Dartmouth College.]
Larry—I like Prof. Whistisham in
Shakespeare. He brings things home to
you that you never saw before.
Harry—Huh, I've got a laundryman as
good as that.

THE BULL MOOSE'S FORCES.

Just to show where the Bull Moose is
strong, Tom Hynds, his face lath-
ered, was sitting in a New York bar-
ber's chair the other day, when he
ventured to make a jocular remark
about T. R. The barber made a "sweep-
ing stroke with the razor that felt
like a dull hoe biting into a potato."
"Hold on," said Tom, "don't cut my
throat, I'm for Teddy. Gimme a good
shave." And after that soft south-
ern breeze was nothing beside that
barber's gentleness.

ART AND FINE ART.

[Vancouver Province.]
The new Dominion five dollar notes,
now in circulation, are pronounced a
work of art. The process of acquiring a
quantity of them is also one of the fine arts.

ASQUITH IN IRELAND.

[Hamilton Herald.]
Mr. Asquith was able to tell his Dublin
audience that he was the first British
prime minister who had visited Ireland
since the union—that is to say, for
more than a hundred years. And he might
have added that he is the only British
prime minister, except Gladstone, that
the Dublin people would have been glad
to welcome in all that time.

QUITE SO.

[Stratford Beacon.]
It may be a platitude, but it is a truth
that the prosperity of the country de-
pends more on the crops than on the
politicians.

THE VOLUBLE GEORGE.

[Toronto Star.]
Meanwhile Mr. George Buis Foster is
speaking so profusely in London that he
has been mistaken several times for the
Gulf stream.

AT THE MENTION OF BOB'S NAME.

Mention of the name of Bob Rogers in
Saskatchewan immediately creates an
atmosphere of suspicion. Ralph Smith,
who I met in Saskatoon the other day,
told me he saw a man instinctively put
his hand in his pocket when Bob Rogers'
name was mentioned on the train. When-
ever Mr. Smith mentions this incident on
the platform it is received with appre-
ciation by his listeners, to whom the
reputation of Bob Rogers apparently is
well known.

ASK REOPENING

OF THE INQUEST

Relatives of Dead Woman Want

Further Inquiry Into Her

Death.

[Canadian Press.]

Montreal, July 25.—Formal applica-
tion has been made to the attorney-
general's department at Quebec for
the reopening of the inquest on the
body of Mrs. Adela Boudrias, which
was found floating in the St. Law-
rence River near Varennes, two weeks
ago. Her brother, Theodore Moreau,
is working on the case, and thinks that
Mrs. Boudrias met with foul play.
Four of the jurymen who were
among those who composed the jury,
now remember that the woman's
body was minus an eye when found,
while one side of the face was very
much swollen.

Tests made on the body at the
time seemed to indicate that death
had not resulted from drowning.

THE EARLY
SECRET SOCIETIES

[By Special Arrangement With
the Winnipeg Telegram.]

A great many religious people en-
ertain a prejudice against secret so-
cieties. The Order of Freemasons re-
ceives probably more criticism than
any other order, and yet this society
bases all its ritual upon the Bible, and
is throughout profoundly religious. It
is true that Freemasonry in France has
renounced religion, but so far as I
know, this is the only instance of de-
fection among all the modern brother-
hoods. It ought to be interesting to
the uninitiated to learn that not only
are the modern orders religious
throughout, but the earliest secret so-
cieties of which we have knowledge
were deeply spiritual in their aims. In
the Graeco-Roman world private asso-
ciations of the worshippers of some
local god or hero existed as far back
as the fourth century before Christ.
The data available regarding the
Eleusinian and other mystery societies
are very meagre, but students of the
classics have succeeded in gathering
together some important material,
which shows that men banded together
in secret associations owing to the
pressure of religious need.

The latest results of patient research
on this question have been set forth by
Professor H. A. Kennedy, late of Knox
College, Toronto, in a learned English
review, "The Expositor." As Professor
Kennedy is a New Testament scholar,
he entered upon this task with the
hope that he might discover the indebt-
edness of St. Paul in metaphor and
thought to the ancient mystery socie-
ties. He believes that these associa-
tions formed an integral part of Paul's
environment, as he labored in great
centres of population like Antioch,
Ephesus, Corinth and Rome. These
members of secret cults had as their
ultimate aim the elevation of the soul
above the transiency of a perishable
union to an immortal life through actual
union with the divine. So, when Paul
came among them, preaching the gos-
pel of immortal life, his message was
bound to appeal to such an audience;

just as the Freemasons of Canada
would listen gladly to a great lec-
turer, who should come to them bring-
ing a message accentuating their prin-
ciples, so these mystic brotherhoods of
Greece and Italy heard the apostle with
the greatest attention, and opened up
to him a field of converts.

The Eleusis, the Dionysus and the
Cybele cults were the principal
brotherhoods in the Graeco-Roman
world. Just as the acacia occupies a
prominent place in a modern ritual, so
the Phrygian cult of Cybele, the Gre-
ek Mother, had the pine tree as a sacred
symbol, for under its branches died the
beloved youth, because of his love for
the goddess, and his restoration by her
to undying life forms the basis of the
mystery. The most famous, and possi-
bly the most religious, of all the se-
cret societies of the ancient world,
however, was the Isis cult imported
from Egypt. The ritual of this society
has been preserved in its leading out-
lines in the writings of Apuleius, who
describes the initiation of Lucius. The
points of contact between this ritual
and that of the Christian church are
exceedingly interesting. "On the one
hand," says Professor Kennedy, "there
are the prescribed abstinences imposed
upon the candidate, the solemn bap-
tism, the communication of mystic
formulae and the overpowering scenes,
which formed the climax of initiation.
On the other hand, there is presented
the preparation of the heart, the sym-
bol of cleansing, the conception of re-
generation, and, finally, identification
with the deity." After initiation, a
very beautiful prayer was offered to
the goddess by the newly-made mem-
ber. According to Apuleius, it opened
with these sentences: "Thou, who art
the holy and eternal Savior of man-
kind, ever bountiful to the mortals, who
cherish thee, thou bestowest thy gra-
cious mother-love upon the wretched
in their misfortunes. No day, no brief
moment ever passes without thy bene-
fits. On land and sea thou watchest
over men, and holdest out to them thy
saving right hand, dispelling the
storms of life. Thou dost undo the
hopelessly ravelled threads of Fate, and
dost alleviate the tempests of Fortune,
and restrainest the hurtful courses of
the stars. . . . Thy divine coun-
tenance, and thy most holy presence
will I hide within the shrine of my
heart; there will I guard thee, and
continually keep thee before my spirit."
Even if they were heathen, these brethren
of old seem to have been seekers
after righteousness.

THE DARROW TRIAL.

Los Angeles, Cal., July 25.—Not-
withstanding the threatening attempt
of the defence to oust Juror Leavitt
from his place because of alleged dis-
qualifications, it was expected that the
bribery trial of Clarence S. Darrow
would be resumed today, with Leavitt
in attendance, if his health permits.

Chief Counsel Earl Rogers, of the
defence, said he would produce wit-
nesses to support his contention that
Leavitt had expressed decided opinions
regarding the Darrow case prior to the
beginning of the trial. Rogers
declared that he would renew his re-
quest that A. M. Blakeley, the alter-
nate juror, be substituted for Leavitt.
Leavitt has been ill for nearly a
week with what the physicians said
was appendicitis, but it was an-
nounced yesterday that he would be
sufficiently recovered today to take
his place again.

A Few Lines of

Most Anything

OUR PRECISE ARTIST.

CHAPMAN'S

5 o'clock Closing
During
July and August

239 DUNDAS STREET
STORE

WOOLS—Our fall import shipment of
Wools has just arrived, including Ber-
lin, Shetland Floss, Andalusian and Eider-
down Wools, in black, white and colors. An
abundance of every shade.

Single and double Berlin Wool, at oz. . . . 7c
Eiderdown Wool, black, white and colors, at
a skein 12½c
Shetland Floss, black, white and colors, oz. 7c
Andalusian Wool, black, white and colors, an
oz. 8c

KAYSER SILK GLOVES—Long sixteen-
button length, guaranteed double tips,
in sky, navy, pink and cream. Regular \$1.25
a pair. Midsummer sale 98c
price

LONG SILK GLOVES—12-button length,
double tipped fingers. In white and
black only. Regular \$1.00 a pair. 79c
Midsummer sale price

SHORT LISLE GLOVES—Wrist length,
2-clasp, fine quality of lisle. In mode,
tan, gray, black and white. 22c
All sizes, a pair

WOMEN'S SWEATER COATS—Made
of worsted wool, hip length with
pockets, high military collar, which buttons
up close to the neck. Colors are navy, gray
and cardinal. \$1.79
Midsummer sale price

SWEATER COATS—A particularly nice
coat for lakeside and cool evening wear.
Made of fine worsted wool in black, cardinal,
gray and cream. Soft roll collar. Price \$3.25

NEW IDEA PATTERNS NOW IN STOCK

243 DUNDAS STREET
STORE

COTTON VOILES, which have been sell-
ing until now at 30c and 35c a yard. In
stripes, checks and floral patterns, they will
make the prettiest summer dresses. 19c

BEDSPREADS—Snow white Crochet
Spreads, soft finish, medium weight. Size
68x90 inches; \$1.50 value. \$1.10
Midsummer sale price

HALF-BLEACHED COTTON—Heavy,
round thread, absolutely pure, suitable
for making sheets, pillow cases, etc. Note the
extra width—40-inch. 9c
At a yard

TABLE CLOTHS—The following sizes in
fine Damask Table Cloths, each one
slightly damaged in manufacture. We are
selling them at about half the regular prices.
2½x2½ yard Table Cloths, "Seconds," \$7.00
value at \$3.00

2½x3 yard Table Cloths, "Seconds," Worth
\$4.00 to \$8.50. Sale prices \$2.00, \$3.00, \$3.50, \$4.00

2x3½ yard Table Cloths, "Seconds," Worth
double. Sale prices are \$2.00, \$3.00, \$3.25 and \$3.50

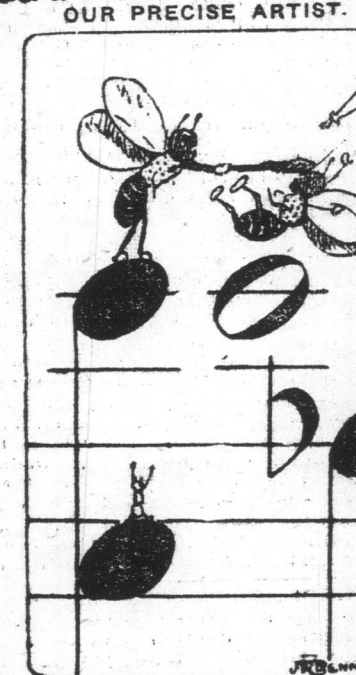
2x4 yard Table Cloths, "Seconds," Worth \$6
to \$9. Sale prices \$3.25, \$4.50 and \$4.75

Midsummer Sale of Women's Ready-to-Wear
Garments.

J. H. Chapman & Co. 239 and 243
Dundas Street

A Few Lines of
Most Anything

OUR PRECISE ARTIST.



"A desperate encounter on the high
C."

The Toronto Star says if any tough-
looking citizens are seen in its parish,
they are New York gamblers, fleeing the
law. But who could pick them out
of an average Yonge street crowd?

Now that you've been reminded,
wouldn't it be a fine thing if mother
could have a vacation?

He was one of the seedy kind, but
he had a vestige of self-respect left,
because he wanted his "name kept out"
for being drunk. Newspapers aren't
such heartless institutions after all, and
scores of citizens (from lowly walks
of life as well as the more pretentious
occupations), are granted such a re-
quest in a year.

"I'd lose my job if it got printed,"
he said.

The man was treated fairly, and went
on his way after many profuse thanks.
When he happened to follow him
downstairs from the editorial room.
There the recently-released person met
a waiting friend.

"Did they leave your name out, Bill?"
asked the friend.
"You bet they did," replied the town
tink. "I told 'em they daren't print it."
That was all.

This party is one of the kind that
gets gathered in every little while.
Moral: Don't make the bluff too
strong, if there's likely to be a next
time.

Storm signals are being posted by
the Ottawa baseball team.

What Lovely Weather We're Having?
She was a wealthy barber's daughter,
and she often would get vexed
when she had to go into the shop
and holler out: "You're next!"
One day a stranger met her
As he wandered down that way,
And he took all her savings
That she had made from shavings.

And then he went away.
As he happened to follow him
downstairs from the editorial room.
There the recently-released person met
a waiting friend.

"Did they leave your name out, Bill?"
asked the friend.
"You bet they did," replied the town
tink. "I told 'em they daren't print it."
That was all.

This party is one of the kind that
gets gathered in every little while.
Moral: Don't make the bluff too
strong, if there's likely to be a next
time.

Storm signals are being posted by
the Ottawa baseball team.

What Lovely Weather We're Having?
She was a wealthy barber's daughter,
and she often would get vexed
when she had to go into the shop
and holler out: "You're next!"
One day a stranger met her
As he wandered down that way,
And he took all her savings
That she had made from shavings.

And then he went away.
As he happened to follow him
downstairs from the editorial room.
There the recently-released person met
a waiting friend.