## Tondon Advertiser.

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LONDON - - CANADA. BRANCH OFFICES: onto-U. Rowland Orr, 11 King street

Montreal and Maritime Provinces-A. McKim & Co., Montreal, Que. London, Wednesday, July 16.

BEET ROOT SUGAR. Why cannot beet root sugar be made in Intario? So far as growth of the roots is concerned, there is no question. We have the soil, the length of season and all the climatic conditions for the maturing of roots of the best quality, and although our farmers may have something to learn as to time of planting and style of cultivating, mation which they may need is easily acquired. The main secret is to thin out the roots to a proper space in the rows, and to keep them well covered with earth up to the crown of leaves. The tendency of the beet root, like that of the common table beet and the mangel-wurzel, is to grow out of the ground, but it is a fact not generally known that all the portion of the

generally known that all the position of the root growing above ground is of little value for sugar-making purposes, the exposure causing a loss of its saccharine properties. Special cultivation is thereproperties. Special currivation fore necessary, but with a suitable plow or done, and it does not cost more of time or labor than the common cultivation of corn and potatoes. The beet root grown in Germany contains about 14 per cent. of sugar, and the pulp which remains after it is manufactured is highly prized as a fodder for cattle, especially for milch cows. Experimental plots grown in various parts of Ontariolast year from seeds distributed for the purpose proved that roots of equally good quality could be raised here, even although in several cases the farmers did not know the secret of covering up. The average of a number of analyses gave 14 per cent. of sugar, and in the case of a lot grown at the Guelph Experimental Farm the average was 17 per cent. Of course it is not to be supposed that the whole of the sugar in the roots can be extracted. One or two per cent.
of it would be suitable only for the making of syrup, while perhaps as much more will be wasted; but a good deal depends on the process employed and the kind of machinery The Germans have made a careful study of processes, and we have something to learn from them as to methods and machinery. The American sugar king, Claus Spreckels, of California, had a plant Inported from Germany about a year ago, and we believe that a second one is being set up by him this year. Each of these has a capacity to treat 300 to 500 tons of of 10 per cent. of refined sugar this means

figure the product of 2,400 acres would represent \$1,440,000. Thus the cost of raw material is 2 cents per pound of the refined product of 72,000,000 pounds, and as the present selling price of the latter at the refineries is about 4½ cents per pound it would appear that the margin of profit is sufficiently large to encourage the investwould appear that the margin of profit is sufficiently large to encourage the invest-ment of capital in the industry. The question is well worth considering in the Interests of the farmers of Ontario, and we are confident that, if men of experience and capital can be found to erect the mills, there is little fear of the farmers failing to there is little fear of the farmers failing to there is little tear of the farmers raining to supply the raw material in abundant quantity. The crop would pay as well as any other at current prices, and it would pay over again in the cleaning of dirty

daily sugar product of 30 to 50 tons.

One such plant, producing 30 tons per

let us see what that output means to the

yield, it would require 360,000 tons of roots

ing 14 per cent. of saccharine matter are

worth \$4 per ton to th

ABOUT LIFE INSURANCE.

It is not more than fifteen years ago that benefit societies began to play an important part in this country in the business of life insurance. They began upon a very modest scale, and at the first the social element insurance. They began upon a very moutoff the societies was professedly the one of chief interest. Officers and members hardly cared to mention the insurance upon life which was provided, partly perhaps because among the masses of the people, and especially among the working classes, there was a prejudice against life insurance, or a dread of it, and partly because the scheme was stoutly opposed and keenly ridiculed by the regular life insurance companies. In a great many cases fifteen years ago if a man proposed in the hearing of his wife to take out a life policy, there was sure to be a scene. Did he expect to die? Did he intend to commit suicide? Did he mean to defy Providence? These and many more questions of like character were flung in his face, and tears and cutreaties generally

Money is saved by buying parlor suites, questions of like character were flung in his face, and tears and entreaties generally prevailed to dissuade him from his purpose. We know instances in which men took out policies and kept the fact a profound ceret from their wives—iust as men

of a literary bent known to sneak a book into their library—so as to escape the reproof which would surely be visited upon them. Those were the days, too, in which the regular timer agent made his reputation for sublime check; lightning itself couldn't color it or dint it, the newspaper wit used to say. And no wonder that the life insurance man got a name for pertinacity, because it was only by downright hectoring that he often succeeded in pursuading any one to give a spolicy. But when the benefit society began its operations, and the modest "beneficiary certificate" commenced to issue, a veritable school of life insurance was opened. Men under pretense of joining a lodge for social advantages were enabled quietly to get a policy of \$1,000 or \$2,000 to \$ sneak a book into thei would surely be visited upon them were the days, too, in which the regular liner agent made his reputation for sublime cheek; lightning itself couldn't color it or dint it, the newspaper wit used to say. And no wonder that the life insurance man by and by thousands got to understand by and by thousands got to understand that the benefit societies were doing a noble work. In this quiet way men and women came to recognize the value of life insurance, and the business has been growing in volume year by year at a rate to astonish the old line companies. And what is more, the old line companies have been made to see that there is money as well as business in cheaper rates and various forms of policies, and coverybody is better served as a consequence. Verily the world "do move."

PERSONAL AND GENERAL.

The citizens continue to appreciate the band concerts on Victoria Park; but there is still much complaint because of the scarcity of seats. What is the aldermanic committee which has charge of the park

mmittee which has charge of the park about?

In British Columbia a new race trouble is looming up. The employers of labor are importing Japanese to take the place of the much-detested Chinamen. It would not be surprising to see an agitation spring up to tax the incoming Japanese also.

The people over here are all interested in the price of fruit, but that does not necessarily innly that they cannot tell the truth. -[St. Catharines Star. Not necessarily, but we fear there is

sometimes a great temptation to boom prices by making a poor mouth about the

-Canada has been importing a consider able number of Japanese laborers recently. Something will have to be done to maintain a correct balance of trade in humanity. Cannot we export a few of our embryo nobles in the shape of knights, beginning, say, with Sir Adolphe Caron, who does not m to be wanted even by his own political friends? There is room in Japan for nabobs of his build, for the Japanese are an intensely democratic people. Their newly-organized House of Peers, indeed, cutains but one noble, while of its 44 members 22 are farmers and 15 merchants. There seems to be a field in the kingdom of the Mikado for more blue-bloods. We in Canada can spare a few. Let the procession, headed by the Minister of Militia,

-The Toronto World chronicles the re turn of Mr. Wm. Houston, Provinci ibrarian, from a week's sojourn at Chauauqua, New York, where he delivered a series of addresses on the teaching of English. "With excellent opportunities for observation he claims that Chautauqua is beets per 24 hours, and assuming a yield doing sound collegiate work, and after would give an output of 36,000 s in 120 days, or say 72,000,000 pounds, it would require at least three such s to supply the Canadian market. mingling on this and other occasions with leading educationists of the United States tons in 120 days, or say 72,000,000 pounds, par with the most advanced States of the and it would require at least three such Union, that in secondary education no mills to supply the Canadian market. Now rist. On the basis of a 10 per cent. plished fact and Toronto University is restored we will have no reason to fear com to supply one mill, and at fifteen tons per parison with any State of our population in the matter of higher education." This necessary to grow the roots, or say 2,400 is high testimony to the manner in which our educational institutions have been continued. It is reckoned that beets containpre-election criticisms of opponents of the Ontario Government.

### OTHER NEWSPAPERS. A PROUD EDITOR.

On the 1st of July the editor of this paper had considerably over 50 varieties of roses in bloom.

THE LATEST GAME.

Springfield, Mass., Republicas.

The playful game of grab is defined by Lord Salisbury as an "energetic desire for acquisition." And my lord intimates that as between England and Germany just now honors are easy.

WILL HISTORY REPEAT ITSELF ? arnia Observer

Sarnia Observer.

From the use the Tory press is making of the fact that a petition has been entered against Hon. G. W. Ross, it is evident that it has been put in for political effect to give our Tory friends something to brag about until the court sits and lets the wind out of the bubble. A similar petition was entered once on a time against the late Mr. Pardee, and when the court got a chance at it it was kicked out with irronominous haste. got a chance at it ignominious haste.

LONDON TOWNSHIP RECIPROCITY WISDON

LONDON, Ont., July 15, 1900

library but a good art gallery, free to all, and it is thought the latter, in conjunction with the now noted art school, has had much to do with London's fame for origin-

are invariably too gentlemanly to expecto ate on the sidewalks.

Contrary to the expectation enterta Contrary to the expectation entertained ten years ago by some, there is not yet complete prohibition in London, but there is little or no drinking, partly owing to the discovery of the new and agreeable non-intoxicating drink, partly to the shorter hours of labor and better social conditions generally, and partly to the complete abolition of saloons effected five years ago.

One admirable feature in London is that difference of view politically seem to make

One admirable feature in London is that differences of view politically seem to make no difference in social relationships, there being tacit agreement to differ without smallness or bitterness.

The City Council is now composed of the most reputable and capable men of the place, addermen being here chosen for their fitness mart from nolitical or like confitness, apart from political or like con-siderations. The members of the Board of Trade and the best citizens brough many of the foregoing things about simply by working together and being willing to take some trouble to create the conditions nebases you to a model city. Since 1895 women have voted at municipal elections as freely as men, and this has also helped greatly.

Altogether, London in this year of grace Altogether, London in this year 1900 is a delightfully-environed a ing place of business and residence. TRAVELER.

thank you a thousand times.

DENNIS DOWNING, Waterbury, Vt.

Sold everywhere. Price: CUTICURA, 75c., SOAP, 35c.; KESOLVENT, SI 50. Prepared by the POTTER DRUG AND CHEMICAL CORPORATION, BOSTON, MASS.

#### How to Cure Skin Diseases, 64 pages, 50 illustrations and 100 testimonials.

PIMPLES, black-heads, red, rough, chapped and oily skin cured by CUTICURA SOAP

## McCollom's

Has won an excellent reputation from the Atlantic to the Pacific coast, as a wonderful rheumatic cure, and in numerous instances where it has been thoroughly tested during the past sixteen years it has proved the most reliable remedy known for this distressing complaint. It is neatly put up in \$1 bottles, agreeable to take, operates well on the liver, kidneys and blood, and effectually removes rheumatism, gout and neuralgin from the system. Prepared by W. A. McCollon, druggist, Tilsonburg, Ont., and sold by wholesale and retail druggists.

No. 2 Market Square.

### LONDON IN THE YEAR 1900.

ality of manufacturing design.

In London I have observed ladies invariably express their thanks to gentlemen who surrender street car seats, and the men

### Scratched 28 Years A Scaly, Itching, Skin Disease with Endless Suffering, Cured by Cuticura Remedies.

If I had known of the CUTICURA REMEDIA

The new Blood and Skin Purifier, internally tto cleanse the blood of all impurities and poissonous clements, and CUTICEA. The great Skin Furnith of CUTICEA. The great Skin Furnith of the state of the

ACHING SIDES AND BACK,

## Rheumatic Repellant

### BOOTS AND SHOES

Ordered work attended to promptly A perfect fit and perfect satisfaction Prices moderate. Call and examine

GEO. WYATT. The finest carriages in the city. Lowest charges and best accommodation. Large wagonettes for funeral purposes. Stable always open. Telephone No. 406.

# What Morthrop & Byman's.

A Miraculous Medicine,—Mr. J. H. Car-Prac, St. Camille, writes: "Send me at once three dozen Nonvinor & Livian's Vestrams. Discovers, It is a miraculous medicine and has performed great cures, testimonials of which we

ing suffered for over four years from Dysper and weak stomach, and having tried numer

## Vegetable Discovery-

It Gives Strength.—Ms. 5. S. Dassould Granite Hill, writes: "I have derived great be fit from the use of your Yeastanza, Discovi My appetite has returned, and I feel stronger A Pleasure to us.—Ms. L. N. Bouncars Ripon, P.Q., writes: "It is with great pleasu

spirited, Irritable and Peevish, and unpleasant sensations are felt invariably after eating,

If you are Despondent, Lowpirited, Irritable and Peevish,
and unpleasant sensations are
elt invariably after eating,

Was Done.

inform you that your VECETABLE DISCOVERY cured me of Dyspepsia. I tried many remedies, but none had any effect on me until I came across NORTHEOR & LTRAIN'S VERMABLE DISCOVERY; one bottle relieved me, and a second completely cured end it too highly."

then get a bottle of Northrop & Lyman's Vessraked Discovers, and it will give you relici. You have Byspepsia, Mr. R. H. Dawos, of St. Many's, writes: "Four bottles of Vegetable Discovery entirely cured me of Dyspepsia; mine was one of the worst cases. I now feel like a new man." it the best medicine in the market for the stomach and system generally." Mr. Gro. Tolsey, Druggist, Gravenhurt, Ont., writes: "My customers who have used Northrop & Lyman's Vzetable Discovery by that it has done them more good than anything they ever used."



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A MODEL \$1,000 COTTAGE R. W. SHOPPELL, ARCHITECT. Also Model House Designs of other Sizes and Costs. The most help-ful aids ever devised for intending builders.



" 6,000 " 22 " 7,500 " 20 " 10,000 " 16 Any 8 of the above Portfolios for \$5; any 7 for \$10; the complete set (12) for \$15. Pamphlet of speci-men pages, 25c. Address R. W. Shoppell, 63 Broad-way, New York. Mention this paper.



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to. Goods delivered to any part of the city. 269 DUNDAS STREET

LIVERY STABLES. L ILLEY'S CROWN LIVERY—NO. 619
Dundas street, East London, Telephone





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What You Need in Summer Coats and Vests.

THEY ARE CHEAPER THAN EVER

We want to reduce our stock to make room for our fall goods.

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We are now manufacturing 56 styles of Coal and Wood Furnaces and School Room Heaters.

COAL FURNACES WITH CAST EADIATORS, STEEL RADIATORS, STEEL DOMES WITH STEEL DOMES WITH LOW RADIATORS

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SUMMERS & ORRELL

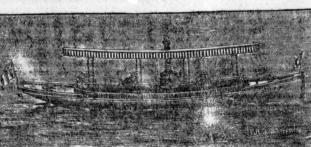
The finest and largest stock of Fancy Goods in the city will be sold at once at their old stand, 202 Dundas street.

NOTE OUR PRICES---Ladies' and Children's Hose at one-third off former prices. Silk and Cotton Gloves half price. Silk Plushes at one-half price. Berlin Wool at 8 cents per ounce. Ladies' and Children's Underwear at 20 per cent. discount. Embroideries at half price. All goods are marked down, and are to be sold at once. Come and secure some such bargains as were never before offered in the city. city.

202 DUNDAS STREET, LONDON.

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STEAM LAUNCHES, - Using COAL OIL or COAL for Fue



OUR GOODS in the above line for 1890 will be found ahead of anything in the market. Sing and Compound Stationary and Marine Engines and Boilets up to be here-grower. Pleasu Launches from 20x4 to 34x1. Low Pressure condensing Engines 2 to 4 horse-power for War houses, Public Buildings, etc., for driving Holsts, Elevators, or any Machinery requiring abov power. Send 3c, stamp for New Hiustrated Catalogue. No notice taken of Postal Cards. JOHN GILLIES & CO., - - Carleton Place Ont-

All new and young horses, new buggies and carriages. Give him a call.

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Livery,
No. 191 DUNDAS STREET
The finest carriages in the city, Lowest
The finest carriages in the city, Lowest
Laces and Tailors' Trimmings,
Laces and Tailors' Tri

Berlin, Beehive, Peacock, and other Wools and Yarns. Fancy Goods, Stationery, Jewelry, Etc. 333 RICHMOND STREET. LONDON.

It is that impurity in the blatting in the glands of the sightly lumps or swellings; wrunning acres on the arms, leevelopes ulcers in the eyes causing blindness or deafness of pimples, cancerons growmanife-tations usually aser It is a more formidable ensure or cancer alone, for scrottal possible features of both. Bet it is the most general of all of or very few persons are ent. How can it be cured? By partila, which, by the cares

What is So

parilla, which, by the cares of the cares of the when other medicin proven itself to be a potent a for this disease. For all affected a season of the care of the Hood's Sar

THE FIELD

100 Doses C

Danadian Cricketer Internationa

esting Chess Co Sporting TUESDAY'S

-McQuade.

At Philadelphia—lettsburg, 4, 8, 3.

Clements, Coleman a McDermott.

-McDermott.

At Brooklyn-Br
Chicago, 12, 18, 5. 1

and Kittridge, Ca
Clark. Umpire-Lyn
AMERICAN At Columbus—Co Brooklyn, 2, 3, 8. and O'Connor, Matt and O'Connor, Mattoire-Curry.

At Toledo—Toled
7, 12, 6. Batterie
Rogers, Callinan, Ba
pires—Doescher and
At &t. Louis—f
Athletics, 3, 8, 3
Hart and Wells, §
Umpire—Emslie.

At Louisville—Louise, 3, 5, 5. Bio O'Rourke, Stratton At Boston-Bosto

13, 10. Batteries— Buckley and Mack. Sheridan. At New York-Cleveland, 6, 11, 5.
Ewing, Bakely and
Knight and Jones.
At Philadelphia-Chicago, 3, 9, 6. and Milligan, Kir pires—Matthews ar At Brooklyn—B burg, 2, 6, 9. B and Daley, Staley Ferguson and Holl

UNLUCK BROOKLYN, July Brooklyn League tyesterday, the Chome players made first six innings. a collision in the van was seriously consciousness, only herently. A phys Donovan was carr

The Advertis Canadian league dorsed by the T players been Tor dians, a city crow the grounds and of the grounds and countries in a lot of hire exploit the grounds an arra so-called sport among the clu affect the honors, with the club will proved a disastro had little to rest not get up a Can Hamilton, Londo dian players in local interest. T

> The Des Moin Leighton mac first game with Mansfield, Oh franchise in the The new men.
> a splendid sho
> Standard.

Standard.
The attendan and baseball ig [Sporting Life.
The Y. M. Cmorning to part tournament at The Hamilton Ahe their wholes for \$3,000.—[S] Virtue has league team a other Detroit p Formal appli Wheeling Ball place in the A by Toledo falli The Toronte

> Strav St Belt We offer o

prices unpr trade in Str value. It efforts. Ca

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