speakers. I feel at a loss what to say. Having been connected with The Advertiser for upwards of 25 years, I have seen a great number of changes in all the departments, and I can cafely say that all who have served apprenticeship in that office have been able to secure responsible positions no matter where they have sought employment, either in the highest duty of citizenship in the highest duty of States, Africa, or in Canada. I wish to congratulate you, Mr. Chairman, on The Advertiser having attained its 33rd year of publication under your able management, and I sincerely hope that it will continue for as many more years as a dispenser of news and an able exponent of public opinion. (Applause.)

A DUET. Messrs. Wright and Chambers gave the vocal duet "Larboard Watch" in plendid voice, and were awarded an THE HEALTH OF MR. J. S. WIL-LISON, EDITOR OF THE

GLOBE. When Mr. Cameron stood up to propose the health of Mr. J. S. Willison, the company rose en masse and gave three cheers and a tiger for their dis-

Mr. Cameron said: "It is a pleasure to have the opportunity of propos-Gordon Brown, so that Mr. Willison he would answer the the fourth in the succession. I when he had concluded, he from a young man who said he had an inclination towards journalism, and wanted to know if I could advise him how to get a start. I was struck with the frankness and inlividuality of the letter. I advised him to start in, if necessary, at board wages, if he felt the call strongly enough; learn to set type, familiarize himself with punctuation, printers' devils, proof-reading and what not: and to test himself as to whether he possessed the nose for news, and cast a free ballot we may expect to newspaper instinct generally. He realize the best results from the rule wrote back that something of that sort would suit him first-rate, and office. I told him to come along. He and if the people will only be true he rapidly learned to set type, to read later went to Ottawa as a gallery movements in the United States, in correspondent. While I was at Tor- the dawn of the century, said, 'The onto as general manager of the Globe manufacturer,' and I am not directing

The London Advertiser is entitled to claim full credit. (Applause.) The Advertiser is proud of its graduate. and heartily wishes him continued and increasing success in the future." CANADA'S GREAT EDITOR RE-Mr. Willison, who was again ten-

lered an ovation upon rising, said: "When my old and honored chief innight I accepted without a moment's the Rialto, and Shylock and Antonio sibilities. The ancient fanaticism of more than one reason. In the first and intelligence what, in the goodness for the best men to enter politics. The ed to me a door into journalism, and possess." to him I owe as much as to any other man with whom I have had relations and stimulate our ambitions. Then I speeches of the campaign orators of was glad to come because for twelve the Democratic party: or fourteen years I have had no satisknew me-I was for a time one of more regret and return to it with more a boast, one of the most conspi vertiser since my early boyhood, and from the political faith of my fathers. days when we fought our political battles bare-handed, and when the men and women. stock of denunciatory adjectives in the English language was far too unwise and unsound. It is not by limited for the exigencies of our politi- such treatment that men are pergreat influence, virile and aggressive Advertiser of my boyhood. (Ap-

NOTABLE IMPROVEMNETS. "I rejoice that we are growing in Htical grace, and tempering our poitical judgments with mercy, as we did not in the earlier days. We are learning that a man is not necessarily a scoundrel simply because he does not accept our view of public questions. We are learning that the people will not tolerate persecution from press or platform or pulpit. We are learning that the journalist who deliberately misrepresents a political opponent, and wantonly garbles his tterances to serve a partisan purlow the scandal-monger, who slanders his neighbor on the street corners. Popular intelligence is broadening and deepening, and in place of a public opinion, molded and fashioned by a lew little deities, we have the strong independent judgment of an instructed democracy. While I am a thorough believer in the party system, it is my clear conviction that the party organ and the corporation organ have been among the prime curses of American civilization. The best results achieved by combinations of men to effect great reforms and to advance great progressive movements.

had a general election a few months ago, and in the contest the ques-tion of Manitoba's school system was a leading issue. For many years one of the political parties of Ontario had maintained an attitude of hostility to the extension, if not to the very existence, of a system of separate schools in this Province. But under the pressure of political exigencies, and the persuasion of party leaders, thousands of our fellow-citizens who had been identified with the movement against separate schools in Ontario gave their votes for a policy designed to force separate schools on another province. That was plain treason to the theory of free government, an abuse of the franchise, and a surrender of private judgment to party dictation. General Ben Butler, during the later years of his life drifted away from the Democratic party and in 1884 was an Independent candidate for the Presidency. You have all heard the story that ing the health of a former associate Gen. Butler was charged with stealand graduate, Mr. J. S. Willison, editor of the Toronto Globe. The lead-was in charge of the Union forces ing newspaper of Canada by general at New Orleans, and at one of his consent is the Globe. The editor of meetings during the Presidential camthat paper has the opportunity of paign a young man rose in the audia powerful influence in a ence and asked to know the truth of hundred directions. During its long the story that he had stolen spoons course of 50 or 60 eventful years, the during the civil war. Butler asked Globe has had but three previous him not to interrupt, but to wait until editors-in-chief, including George and he had finished the speech, and then well remember the circumstances of Where is the young man who wanted Willison's first connection with to ask me a question?' The questioner The London Advertiser, which was promptly rose from among the audinis first connection with journalism. ence. Butler said, 'You want to know his first connection with journalism.

It was in October, 1882, that I received a note from a postoffice in Ontario, said, 'Yes, I walked in from eight said miles out in the country on purpose to question you.' Butler said: 'I suppose you are a Democrat?' The young man sald, 'Yes; I am a Democrat, and I'm proud of it.' 'Well,' said Butler, I'm proud of it.' 'Well,' said Butler, so was I when I stole the spoons.' (Laughter and applause.)

TRUST THE PLAIN PEOPLE. "Parties should unite on issues and not on leaders or prejudices, or traditions, and in proportion as the civizens of a democracy. The great secret of Lincoln's political success was his un-With the aptitude of ability, to themselves, governments will not dare to be corrupt nor politicians unproofs, to absorb and write out news faithful. The organized interests of a particularly about London community can always find a voice. where he took up residence; John Randolph, of Virginia, combatsoon became an efficient reporter; and ting one of the earlier protectionist someone of Mr. Willison's my argument against manufacturers, type, and gave him a position. To condense the record, he finally became sub-editor of the Globe, and for they are but a fraction of the creame sub-editor of the Globe, and munity, and we are perhaps too when the time came for me to return ready to make manufacturers a speto London, to the paper I founded cial object of pursuit. The manufacturer is the citizen of no place or any Globe came naturally to Mr. Willi- place; the agriculturist has his propson. Such are the short and simple erty, his lands, his all, his household annals of Mr. Willison's brilliant gods to defend—and like that meek drudge, the ox, who does the labor our loyalty to British institutions and ploughs the ground, then for his without voting wasteful subsidies. prominence and influence. For the and ploughs the ground, then for his and ploughs the ground, the ground, the ploughs the ground, the ground the ground, the ground the mouldy straw, and the mildewed shocks | viction that we often blame the peo-

place, it was Mr. Cameron who open- of God to them, the others can never THE PRESS AND THE PUBLIC. "So it is still. So the press should during my life. And those of us—and we are many—who have to battle from articulate organ of democracy. The the very cradle for our daily bread, do New York Post, in many respects the not easily forget nor lightly value the best and strongest paper in the United friends who drop a moment from their States, said the other day in explanbusy lives to hear our presentments ation of its refusal to print the

"The reason why we are not willfactory opportunity to renew associ- ing freely to admit Bryanites to our with the staff with whom I columns is that we believe their plathad two years of pleasant relation- form to be, from top to bottom, irraships and with whom I served my tional, immoral and anarchistic. We apprenticeship. And I am always glad believe the triumph of the party would to come to London, for, while London soon put an end both to free speech has forgotten me, or rather, never and free thought, would put all property in danger, would make the its obscure citizens-and I left it with United States, instead of a glory and pleasure than any other place I have of human failures, would roll back the known, except the city which has be- tide of civilization on this continent, come my permanent home and which would exalt ignorance and folly above seems to develop in all its residents experience and knowledge, and would a very aggressive civic patriotism. put a premium on mendacity and imposture. This being so, it will be easily seen why we do not dissemin-I have no doubt that to The Adver- ate the views of the party. In fact, tiser in some degree I owe my lapse to call them 'views' at all is a misnomer. They are the yawps of ignorrecollection of The Advertiser ance and folly, and there is not, and back a quarter of a century to ought not to be, a place for them in any newspaper printed for intelligent

"To my mind, all this is eminently

cal campaigns. And if my memory suaded to sound views and inspired serves me right, few papers struck a to purer patriotism. The people rule. harder blow or was less delicate in They bear the consequences of bad its choice of adjectives than The Ad- government, as they reap the advanvertiser. The Advertiser was then a tages of good government. It is their great influence, virile and aggressive business to determine public policy and enterprising, and it has remained and choose the men who shall admino great influence throughout all of ister their affairs. They are not the Western Ontario, but you will perhaps serfs of journalistic popes, or politiallow me to say that I like The Ad-vertiser of today, able, moderate, just demand from the press of the country and argumentative, better than The a fair, full statement of the question at issue, a fair, full statement of all sides of a great matter of public con-We cannot afford to fortroversy. get that this is a land where, 'girt by friend or foe, a man may speak the thing he will.' And, by the way, we are sometimes narrow, and very petty, and very un-British in our attitude towards men who declare unpopular opinions. While it is the duty of the press within reasonable limits of time and space to open its columns to the free ussion of public questions, it is also, it seems to me, the duty of a capital address. He said: public journal to declare its opin- "Mr. Chairman and gentle ions on these questions without fear or favor. As I have said, the press may be the very bulwark of popular rights. The public journal has no contracts to let, and no offices to fill, and should have no lodge or church to pet, and no votes' to cultivate.
The forces and influences that plot and intrigue to make governments serve their private ends, are always active, no matter what party may have power, but no conspiracy against the public treasury can succeed if the press, speaking for the people, stands at the back of the country's Ministers.

(Applause.) BIG PROBLEMS TO SOLVE.



Fifty Years Ago. No theory of germs to chill. Affection's budding blisses; When ardeut lovers took their fill,

How happy they were not to know The germ-fad-50 years ago. -----

No microbes on their kisses.

#### Ayer's Cherry Pectoral

is the standard family remedy of the world for colds, coughs and lung diseases. It is not a palliative, and is not therefore put up in small cheap bottles. It is put up in large bottles for the household. They cost more but cure more.

Fads come and go but no theory or fad can overthrow the fact, that the greatest cure for all colds, coughs and throat and lung diseases, is Ayer's Cherry Pectoral.

50 Years of Cures.

try to the south, with all its splendid resources and all its amazing progress there is wide and serious social discontent. We, too, should take care that we do not pursue false policies, breed social war, and raise up taskmasters for the people by inequitable distribution of the public taxes, and rash alienation of the public resources. We ought to be able to build a railway without making a half-score of millionaires. We ought to be able to raise the revenue necessary to carry on the country's business withour creating a league of commercial We ought to be monopolists.

able to thoroughly root out of the public mind the no-tion that governments are appointed to govern for a party rather than for the whole people, and that Parliament is a grand committee for the distribution of offices. We ought to be able to regulate a railway corporation or a commercial monopoly, and if necessary to resist even a labor organizaall. We ought to be able to prove ciate all the manufacturing interest of dealing with the community. I be-Philadelphia in fifteen minutes. Nay, lieve that upon the whole the press vited me to attend this dinner to- ways assembled, they are always on its duty and fairly meeting its responmere partisan ranting and hysterical denunciation. The press of Canada never was so thoroughly Canadian. The miserable pessimism which has been a fatal drug upon the country's progress is going out with the rising tide of Canadian patriotism. We need not pretend to be saints, for we are not, and God keep us from playing the Pharisee. We need not look for a perfect press, nor perfect politicians, nor ever for perfect preachers. But to me, at least, it seems that we are all growing in candor, in toleration, in concern for our neighbor's good name as well as our own, in loyalty to public duty, in single-minded aspiration, not for the leveling down of any, but for the leveling up of all, and we may believe that still and always, as the Californian poet sings,

"-The dawn Shall find us tenting farther on." (Great applause.)

GRADUATES AND FORMER AS-SOCIATES.

After a delightful solo from Mr. J. L. Goodburne, "Alone on the Midnight Sea," which earned an encore, Mr. Cameron proposed the health of "Graduates and Former Associates," coupled with the names of Mr. Thomas Coffey and Mr. James Gillean. Mr. Cameron referred with pleasure and in terms of highest praise to Mr. Coffey. The latter, he said, was one of the most prominent, creditable and successful graduates of The Advertiser. He had filled the position of foreman of the news room, and also of the job department, with the greatest acceptance, and had risen by his own worth and ability to the proprietorship of one of the most influential and widely circulated journals in the Dominion. (Applause.) Mr. Gillean, an esteemed and efficient member of The Advertiser staff in its early days, had reared a number of the finest boys that any one would want to be associated with. (Applause.) He was a second Gladstone—he was still the youngest man in London. (Cheers.)

OVATION TO MR. MILLS. At this juncture Hon. David Mills entered, and was tendered a great ovation, the guests rising and giving three cheers and a tiger.

MR. THOMAS COFFEY. Mr. Coffey was received with the utmost enthusiasm, and justified it by

"Mr. Chairman and gentlemen,-I need scarcely tell you that I am delighted to be present on such an oc-casion as this. Let me first, Mr. felicitations on the fact that such a goodly span of life has been given you meet friends, but this pleasure is doubly enhanced when we are permitvigorous when it is called upon to revive early impressions, and this even-

bidding, and they bring with them a sunshine all the more beautiful the further we go back into our boyhood. (Applause.) Few of our young men realize what were the conditions prevailing 33 years ago. The London of that period was very different from the London of today. We were then in what would now be considered a very primitive stage. The world advances. primitive stage. The world advances, and I suppose we have to move along with it. Changes—although sometimes beneficial—very frequently bring a tinge of regret. Let me mention one case in point. Thirty-three years ago there was a glory about the composing room. There were the frames and the type and the cases, and the composi-tors and the click of the letters as they entered the 'stick,' and the merry chat when composing time ceased and dis-tribution hour arrived. There was a certain glory about all that, and, looking back upon the old composing room days, we can count them as perhaps the brightest of our early lives. Now the oid-time composing room has almost departed! The clatter of the Mergenthaler tells us that there has been a great change, and that the old conditions have gone forever. Then again, the newsboy had not yet made his appearance in London until 33 years ago-and it is worthy of remark that the establishment of The Advertiser and his coming date from the same period.

"Now, it is a sincere pleasure to re-cognize that in the onward march of the press of the Dominion, London has more than held its own. The press of canada stands on a high plane. Its great influence is exercised for good. May this ever be the case! hope the newspapers of our country will never don the robes of extravagance and license, but will continue to send into our homes healthy, intellectual food-not rank and deadly poison. (Applause.) Fortunately, we have a public opinion which would crush out of existence any attempt to introduce papers whose influences are degrading, whose aim is solely the gaining of the 'almighty dollar,' and whose publishers utterly disregard the deplorable consequences of polluting the pure atmosphere which should surround the minds and the hearts of those who are to take our places when we have paid the debt of nature. "I thank you, Mr. Chairman, for calling upon me to say a few words regarding my early recollections of The Advertiser. Were I to give ut-terance to the thoughts which are coming to me at this moment, would say too much. There are many things connected with the olden days of which I would like to speak, bu for the present I will only say that they occupy a place in memory's shrine, which recall the thought so aptly expressed by a countryman of

"Long, long may my thoughts wit such memories be filled, Like the vase in which roses hav long been distilled-They may break, they may shatter the vase if they will, But the scent of the roses will cling to it still." (Great applause.)

MR. JAMES GILLEAN. Mr. James Gillean followed, and as he rose from his seat a hearty round tion, and probably to many of us of applause greeted him. He spoke of the last would be the hardest test of the pleasure the occasion afforded Lamps of all kinds. him, as an old attache of The Adverin the art of speech-making, and have manufacturing interest are collected ticians often feel it necessary to ap- muc. pleased to be here. I was conin masses and ready to associate at a peal to prejudices and passions when nected with The Advertiser many moment's warning for any purpose of they would do better for themselves years ago, and although not associgeneral interest to their body. Do but and infinitely better for the country ated with the printing of the paper general interest to their body. Do straightforward in any way, I planted the paper in every village in the country. It was eagerly sought on account of its gen-Philadelphia in fifteen minutes. Nay, of Canada today is honorably doing for the matter of that, they are al- of Canada today is honorably doing they are always on its duty and fairly meeting its respon- I went from here to Montreal, and hesitation. I was glad to come for meet there every day as friends, and party is passing away. Man-hunting I have taken The Advertiser from the

time it published its first copy.
"I remember Mr. Coffey telling me on one occasion, when he had charge of the job department, not to go after any more work because enough in the office to keep them busy for a month. That was twenty years ago, and there are few here now who were there then. But I hope the success that has attended The Advertiser n the past will follow it in the future, and trust that we will all see another thirty-third anniversary of its birth." (Great applause.) THE JOB PRINTING DEPARTMENT

Mr. Gillean, have a good successor in continued: "It is with pleasure that I propose this toast, because the job de-Advertiser, and I have much pleasure in calling upon Mr. Lewis Clark to reply."

MR. LEWIS CLARK. Mr. Clark began by characterizing Mr. John Cameron as father of the happy family present and the assembly as brothers. He said: "I am sorry to have to make a speech. I am not a member of Parliament, or a preacher, although the son of a minister. As manager of the job department, I may say that since I have been in charge everything has been worked smoothly, and the co-operation I have with all the hands and the members of the other departments is of a most hearty nature. I have never made it a practice to rush the work except necessary, but whenever I have asked the men to put on a 'spurt' they have responded with a hearty good will. I am pleased to see The Advertiser enter upon its 33rd anniversary, and I sincerely hope that it will see another 33 years, and that we will all be there when that times comes." (Applause.)

MR. FRANK PLANT. Mr. Frank Plant spoke of the paper

# Coffee Sanborns



The quality of the Coffee we sell under our trade mark is our best advertisement.

This Seal is our trade mark, and guarantees perfection of quality, strength and flavor.

MONTREAL. CHICAGO.

# Eacrett's The latter to the first term of the latter to the latter t

Keep Your Eye On Our Ad. From This Until Xmas for Bargains,

you ever heard of. A large Chip est stock of Mirrors that we Basket for 5c, worth 12c. Fibre ever handled, bought at job-Lunch Boxes, the nicest thing bers' prices, with round top you can carry a meal in. It frames and square, starting at will keep the food moist and 5c each. These glasses are usnothing will taste. We will sell ually sold at 100. small size at 14c worth 20c, and large size at 18c, worth 25c. Do not forget our sale of Japanese Baskets at 2c, 3c and 5c

A beautiful Lamp Shade for 15c. worth 25c.

Do not forget our sale of

A beautiful set of Table Mats. tiser, to be among the staff once more, 3 in a set, for 5c set, worth 10c. This is a snap.

of corn for his support. . . Alert, ple when the real fault is that we do vigilant, enterprising and active, the vigilant, enterprising and active, the ticians often feel it necessary to an active the people and that politicans often feel it necessary to an active the people and that politicans often feel it necessary to an active the heart of spectral axing, and have Umbrellas and parasols neatly vigilant, enterprising and active, the ticians often feel it necessary to an active the heart of spectral axing, and have Umbrellas and parasols neatly vigilant, enterprising and active, the ticians often feel it necessary to an active the heart of spectral axing, and have Umbrellas and parasols neatly vigilant, enterprising and active, the ticians often feel it necessary to an active the people and that politically active to the people and that politically active to the people and the people are people are people are people and the people are people ar

Mr. J. D. Clarke, in proposing the toast of "The Job Department," said: "This department is one of the most important in connection with a newspaper office. A man like Mr. Gillean about a job department is the kind of man that is always needed-one that is ever ahead of the other fellow. You, Mr. Plant. He is yet young in that particular line of the trade, yet old in the business as pertaining to the news department." (Applause.) The vicechairman referred to the many compliments he had heard upon the promptitude with which the work in the job department was executed, and partment is the right bower of The

in its earlier days. He referred to the changes that had taken place, and related a number of amusing incidents in connection with his duties as Cameron, extend to you my heartiest junior apprentice. "I entered the employ of The Advertiser," said Mr. Plant, "on Oct. 22, 1878. At that time as publisher of The Advertiser, the first number of which I assisted in printing. It is always a pleasure to office several times during the night— (cries of "More water.")-and I often 'got a move on' when going through ted to great friends of the olden days the dark Arcade. Another incident in -of the times when the world, with its connection with my early days was trials and strivings and ambitions, was that when the Marquis of Lorne and opening before use. Memory is always the Princess Louise were here I asked permission to get off. The foreman told me he didn't see how he could vance great progressive movements.

"Perhaps never did greater probling, in the company of old friends, lems press for solution. In the count these early recollections come at the Continued on page 1.

The biggest snap in Baskets | We have just got in the larg-

We have bought another job lot of Maslin Kettles (3-quart) for 14c, worth in the regular way 25c.

Now is the time you will need Tapers to light your gas jets. We have bought a job line we are going to sell at 10c per package, always sold at 15c.

Jardinieres cheap for the bal ance of the season.

Umbrellas and parasols neatly repaired and recovered as

## Lacrett's 7c Bazar,

200 Dundas St. - Phone 863.

Chloriogold is a positive GURE for Navigation and Railways DRUNKENNESS

It can be given without the knowledge of the patient in tea, coffee or articles of food; will effect a speedy and permanent cure, whether the patient is a moderate drinker or an alcoholic wreck. Book of particulars free to be had of Anderson & Nelles, Dundas St., London.

LOOD POISON HAVE YOU Sore Throat, Pimples, Copper-Ulcers in Mouth, Hair-Faling! Write COOK BEMEDY CO., 807 Masonic Temple, Chicago, Ill., for proofs of cares. Capi-tal, 3500,000. Worst cases cured in 15 to 35 days. 100-page book free.

Navigation and Railways,

## CANADIAN RY

in BRITISH COLUMBIA CARIBOO and

\$5.00 TO \$10.00 LESS THAN VIA OTHER LINES.

Tourist Sleeping Cars

Every THURSDAY and FRIDAY to BRIT-ISH COLUMBIA and Pacific Coast Points. Apply to any Ticket Agent for "TOURIST CAR FOLDER," and pamphlet "GOLD IN CARIBOO and KOOTENAY," or to C. E. Mc-PHERSON, 1 King street east, Toronto. THOS. R. PARKER, City Passenger Agent, 161 Dundas street, corner Richmond. City office open 7 a.m.

New York to Liverpool via Queenstown

S.S. BRITANNIC, Oct. 14 S.S. MAJESTIC, Oct. 21 S.S. GERMANIC, Oct. 28 12 noon. S.S. TEUTONIC, Nov. 4 8.S. BRITANNIC. Nov. 11 Rates as low as by any first-class line. Berths secured by wire. E. De La Hooke, Sole Agent for London,

On Nov. 6 and o. Via the Fast Passenger Line, the MICHIGAN CENTRAL

This is an opportunity of years. You will do well to take advantage of it.

For routes, rates and all information cell at the city office, 396 Richmond street. Phone 204 JOHN PAUL, City Agent,
O. W. RUGGLES,
Gen. Pass. Agent.
Can. Pass. Agent.

KOOTENAY Direct route to all the popular winter resorts of America Through tickets sold to prin cinal points . . .

> LOUISIANA TEXAS IN MEXICO NEW MEXICO CALIFORNIA and other Southern States.

For information as to rates, routes, and sleeping car accommodation apply at "Clock," corner Richmond and Dundas streets, and G. T. R. depot.

### **ALLAN LINE** Royal Mail Steamships, Liverpool, Call-

ing at Moville. Sardinian. Oct. 31
Numidian. Nov. 17
Parisian Nov. 14
Laurentian. Nov. 19 Passengers can embark at Montreal the previous evening after 7.

The Laurentian carries first only from this side. The Mongolian, Nu Laurentian will not stop at Ringer of Moville.

New York to Glasgow State of Nebraska, Nov. 25. Cabin \$30 and \$40. No steerage carried.

RATES OF PASSAGE. carried. RATES OF PASSAGE.

First cabin Derry and Liverpool, \$52.50 and upwards; return \$100 and upwards. Second cabin, Liverpool, Derry, London, 334 and \$36.25. Steerage, Liverpool, Derry, Belfast, Glasgow, London, at lowest rates, everything found.

AGENTS—E. De la Hooke, "Clock" corner Richmond and Dundas, Thos. R. Parkes southwest corner Richmond and Dundas.