

OPEN SATURDAY NIGHT UNTIL 10 O'CLOCK

J. H. CHAPMAN &amp; CO.

Displays of autumn merchandise are prominent throughout the store.

Stocks are the largest we have ever shown at this time of the year.

We advise a visit to this store, for there are money-saving items that we haven't space to mention. But if you can't conveniently come just telephone for what you want or send your orders by mail. Phones 791 or 2172.

# Prepare for Fair Week Visitors

Now and here indications are that we will have great numbers of visitors for the Western Fair. Thousands and thousands of visitors and friends will be in our city. Nearly everyone will have guests. You'll want to prepare for yours—a little something new needed here and there. We've anticipated your wants, and a number of special purchases, as well as regular goods, bring you just the things you want at—in most cases—much less than regular. No matter what you want you will find it here at a splendid saving.

## EXCLUSIVE NEW SILK WAIST LENGTHS

Fall's New Plaid and Roman Stripe Taffeta Waist Lengths. A superb showing of authoritative styles. We predicted a great popularity of taffeta waists, particularly those in plaids and Roman stripes, and prepared accordingly, buying lavishly from the best style centers both at home and abroad. As a result of our well-directed efforts we are now showing a beautiful collection of the latest fads and fancies. Prices are always pitched at the lowest possible point. Large shipments of all kinds and qualities of silks are being placed in stock daily.

When the time came, as the two Canadian lords never sell their holdings in Mr. Hill's roads. When Northern Pacific went to 1,000, they kept their stock, and also kept it when the other day it dropped close to 100. With them that is the happy case of shrinkage on paper, but it probably makes them feel poorer, and as a matter of fact they are poorer. Once upon a time, and not so many months ago, Hill's Great Northern sold at 339. The other day it was below 130.

### TOURING.

[Birmingham Age-Herald.]  
The tourist packs his little grip  
And blithely steals away  
Upon a harum-scarum trip  
He calls a holiday.  
But when he reaches home again,  
From north, south, east or west,  
He finds himself so tired he'd faint  
Lie down and take a rest.

### UNNECESSARY LEVITY.

[Brantford Courier.]  
A paper out west, in reporting a wedding, announced that the happy couple left on a honeymoon trip in "different directions." What kind of a way old time is that going to be?

### NO USE.

[Washington Star.]  
"Don't gamble," said Uncle Eben, "unless you can afford to lose." If you've got enough of you to lose, you don't need no sense in playin' for me."

### HIS FAVORITE.

[Chicago Record-Herald.]  
"What is your favorite book?"  
"Self Help."  
"Oh, I had an idea, judging from the way you always do, that it might be 'Help Yourself.'"

### HELEN GRAY.

[John B. Neilligan.]  
My love is like the rose  
That ushers in the day;  
No fairer gem the meadow adorns  
Than my love Helen Gray.  
In May the fields burst forth in flower,  
Birds trill their first sweet lay;  
More sweet than flower, or song, the hour  
That I met Helen Gray.

Love sparkles in her blue-gray eye,  
Her smile's a silvery ray;  
I'd yield life up for one faint sigh  
Of love from Helen Gray.  
Let fortune smile, let black clouds lower,  
Where'er my footsteps stray  
I'll never forget that sweetest hour  
I first wooed Helen Gray.

Just as the stars that kindly throw  
Their mellow, gentle ray,  
And light the path, and clearly show  
The pilgrim on his way,  
So are the beams to me that glow  
To gladden, guide and sway,  
That light the eye and crown the brow  
Of lovely Helen Gray.

May wasting time her locks of gold  
Touch gently, fleeting by;  
May all her days, as they unfold,  
Pass like a summer sigh;  
And when at last her spirit speeds  
Where angels ever stray,  
I'll hope, 'mid those celestial meads,  
To join my Helen Gray.

### THE STATE OF THINGS.

[New York Sun.]  
Knicker—Do you find any lack of confidence?  
Booker—No, everybody is dead sure we are going to destruction.

### ELOQUENCE IN DEMAND.

[Chicago Record-Herald.]  
"There may," he said, "be eloquence in a kiss."  
"Yes," she replied. "How silent you are this evening."

### A SAD CONFESSION.

[Toronto News.]  
The truth is that since his defeat ten or eleven years ago, the Conservative party has shown no genuine reforming energy, and no aggressive public spirit. It is still looking for a short cut back to office. It is still half persuaded that its defeat was a blind accident, for which a remorseful people are eager to make reparation.

### HE KNEW SHE WOULDN'T.

[Chicago Record-Herald.]  
"I wouldn't marry you if you were the last man on earth," she declared.  
"You bet you wouldn't," the man replied. "I would be in a position then to take my pick."

### COMING ATTRACTIONS.

[Toronto Telegram, Can.]  
R. L. Borden started his present campaign in a theater. Other towns are billed ahead as follows:  
"Don't fail to see Uncle Tom's Cabin, Bertha, the Sewing Machine Girl, and R. L. Borden, all this week."

### HANDSOME PIANO STORE

J. R. Hewer, Son & Company's Model Music Store and Piano Parlors.

To succeed in any line of business at the present day, one must have not only a fair amount of capital and perseverance, but also ideas, brand new ideas, to which original ideas are being continually added. Mr. J. R. Hewer & Son have been in the music business in London a little over a year and their success has been phenomenal, principally because they have had the right kind of ideas and plenty of them. They started in business here as music dealers at 226 Dundas street, selling sheet music, the smaller instruments and the Newcombe piano, with an electrical piano which immediately attracted attention. Seven months later they completed a bargain whereby they became sole representatives in this city of the Mason & Risch Pianos. This week the formal opening takes place at the handsome warehouse at 211 Dundas street, which they have had entirely remodeled and redecorated.

Both Mr. J. R. Hewer and his son, Mr. V. L. Hewer, are aggressive advertisers. They realize that the right kind of advertising pays.

The window is filled with an electric piano, that provides entertainment at a glance, and the finest small musical instruments, Edison phonographs and sheet music. An alcove to the left of the window has been utilized in a novel manner for show purposes. The interior of the three-story building is finished entirely in dark golden oak, the effect being extremely rich and pleasing. On the first floor to the right of the entrance, is a handsome show case of golden oak and plate glass for displaying the smaller musical instruments. To the left is the "Silent Salesman," containing all small wares from music rolls to mending tissue, and behind the Salesman orderly cabinets of dark

golden oak, reaching from floor to ceiling, containing sheet music. To the rear is the manager's office of plate glass, just outside of which are placed the desk of the stenographers. Beyond the office are well filled warehouses.

A stairway leads to a handsome suite of rooms on the second floor—parlors where a piano may be heard as it will sound at home and a cozy waiting-room, fitted up with leather couch and easy chairs and a convenient, well supplied secretary.

Here are found handsome Mason & Risch and Newcombe Pianos, upright grands, in every manner of design and with all the latest improvements. On a number of the Newcombe Pianos can be seen the latest scientific improvement, the counteracting straining rods, which have attracted widespread attention at the Jamestown Exposition and received the heartiest commendations of musicians and scientific men, as has also the "lost motion bar."

A supply of organs is also kept in a room to the rear of the parlors. The third floor is devoted to cozy studios and a large, well ventilated and well-equipped recital hall, with a capacity for seating over one hundred and fifty. Teachers may obtain the hall for special purposes by paying a nominal fee.

The name of the dealers, J. R. Hewer & Son, is placed on every piano that is sold in addition to the name of the maker. Every purchaser has the personal guarantee of the dealers as well as of the manufacturers. The firm is composed of Mr.

J. R. Hewer and his son, Mr. V. L. Hewer, the popular baritone, who has a reputation not only in Western Ontario, but also in the Maritime Provinces. The salesmen are Messrs. John Grant, John N. Kipp, William Heake and Edward Avery. Mr. Harold Watson, organist of Wellington Street Methodist Church, and late of London, England, is the expert tuner.

When we entered Athens we were informed that King George was out of town, at Corinth or Patras. We were informed that he is a democrat and social gentleman and likes Americans, and we would have been glad to shake hands with him.

Greek gentlemen inform us that King George is very popular. A young Englishman of considerable culture and brightness, who had been five years in Greece doing newspaper work says the Greeks are not particularly in love with King George, but that he is very shrewdly attending to his royal business and vastly benefiting the country. The king is said to be doing a profitable private business, having, besides other properties, a fine farm, where he raises chickens, cherries, grapes and other fruits, and manufactures wine.

Feather Beds, Pillows and Mattresses renovated and sterilized; also manufacture of Mattresses, Feather Pillows, Cushions and Spring Beds. Brass and Iron Beds, Stoves, Furniture, Camp Beds, at the Feather Bed, Pillow and Mattress Cleaning Factory, 4, P. HUNT & SONS, 593 Richmond street, Phone 597.

### KING GEORGE'S FARM.

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## THE FALL FAIRS

Secretaries of agricultural exhibitions are invited to send to The Advertiser, at an early date, any additions or corrections that may be required to complete the following list, which is confined chiefly to points in Western Ontario:

|                      |               |
|----------------------|---------------|
| Western Fair, London | Sept. 6-14    |
| Alvinston            | Sept. 2, 3, 4 |
| Alliston             | Sept. 2, 3, 4 |
| Amherstburg          | Sept. 2, 3, 4 |
| Arlington            | Sept. 2, 3, 4 |
| Atwood               | Sept. 2, 3, 4 |
| Ailsa Craig          | Sept. 2, 3, 4 |
| Beeton               | Sept. 2, 3, 4 |
| Belmont              | Sept. 2, 3, 4 |
| Brantford            | Sept. 2, 3, 4 |
| Burlington           | Sept. 2, 3, 4 |
| Burford              | Sept. 2, 3, 4 |
| Blyth                | Sept. 2, 3, 4 |
| Brussels             | Sept. 2, 3, 4 |
| Cambridge            | Sept. 2, 3, 4 |
| Chatham              | Sept. 2, 3, 4 |
| Delaware             | Sept. 2, 3, 4 |
| Dresden              | Sept. 2, 3, 4 |
| Drummond             | Sept. 2, 3, 4 |
| Dundas               | Sept. 2, 3, 4 |
| Essex                | Sept. 2, 3, 4 |
| Exeter               | Sept. 2, 3, 4 |
| Fergus               | Sept. 2, 3, 4 |
| Galt                 | Sept. 2, 3, 4 |
| Glencoe              | Sept. 2, 3, 4 |
| Guelph               | Sept. 2, 3, 4 |
| Goderich             | Sept. 2, 3, 4 |
| Harrow               | Sept. 2, 3, 4 |
| Highgate             | Sept. 2, 3, 4 |
| Harrison             | Sept. 2, 3, 4 |
| Hilderton            | Sept. 2, 3, 4 |
| Ingersoll            | Sept. 2, 3, 4 |
| Kirkton              | Sept. 2, 3, 4 |
| Leamington           | Sept. 2, 3, 4 |
| Listowel             | Sept. 2, 3, 4 |
| Meaford              | Sept. 2, 3, 4 |
| Millar               | Sept. 2, 3, 4 |
| Mt. Forest           | Sept. 2, 3, 4 |
| Midland              | Sept. 2, 3, 4 |
| Mount Brydges        | Sept. 2, 3, 4 |
| Mount Forest         | Sept. 2, 3, 4 |
| Ottawa               | Sept. 2, 3, 4 |
| Northwich            | Sept. 2, 3, 4 |
| Palmerston           | Sept. 2, 3, 4 |
| Petrolia             | Sept. 2, 3, 4 |
| Paisley              | Sept. 2, 3, 4 |
| Paris                | Sept. 2, 3, 4 |
| Port Elgin           | Sept. 2, 3, 4 |
| Ridgeway             | Sept. 2, 3, 4 |
| Sarnia               | Sept. 2, 3, 4 |
| Seaford              | Sept. 2, 3, 4 |
| Simcoe               | Sept. 2, 3, 4 |
| Strathroy            | Sept. 2, 3, 4 |
| Stratfordville       | Sept. 2, 3, 4 |
| Shedden              | Sept. 2, 3, 4 |
| St. Marys            | Sept. 2, 3, 4 |
| Springfield          | Sept. 2, 3, 4 |
| Thedford             | Sept. 2, 3, 4 |
| Tara                 | Sept. 2, 3, 4 |
| Teeswater            | Sept. 2, 3, 4 |
| Thamesville          | Sept. 2, 3, 4 |
| Tipton               | Sept. 2, 3, 4 |
| Thorndale            | Sept. 2, 3, 4 |
| Underwood            | Sept. 2, 3, 4 |
| Wallaceburg          | Sept. 2, 3, 4 |
| Watford              | Sept. 2, 3, 4 |
| Wentworth            | Sept. 2, 3, 4 |
| Windsor              | Sept. 2, 3, 4 |
| Woodstock            | Sept. 2, 3, 4 |
| Worcester            | Sept. 2, 3, 4 |
| Wyoming              | Sept. 2, 3, 4 |

Switzerland is still living up to its reputation as a watch-making country. Last year 4,452,071 nickel, 3,135,991 silver and 1,100,905 gold watches were made there.

## London Advertiser.

FOUNDED IN 1863.

TWO EDITIONS DAILY - WEEKLY.

TELEPHONE CALLS.

Business Office .....107

Job Department .....176

Editorial Departments .....134 and 136

The London Advertiser Company, Limited, 191-193 Dundas street, London, Ont.

### TO SUBSCRIBERS.

Readers of The Advertiser are requested to favor the management by reporting any irregularities in delivery. Communicate with the Circulation Department or 'phone 107.

LONDON, FRIDAY, SEPT. 6, 1907.

### BRITAIN AND RUSSIA.

Another step in the direction of insuring the maintenance of European peace was made on Saturday, when a convention between Great Britain and Russia was formally signed. Though as yet the text of the treaty has not been made public, there is every reason to believe that it covers and regulates the respective interests of the two powers in Afghanistan, Tibet and Persia, and removes any possible danger there may have been of a Russian invasion of India. Though for many years the need and desirability of such a treaty has been admitted, there have been obstacles in the way that seemed insuperable. The two nations have been regarded as traditional enemies with radical differences, and there have been powerful influences in Great Britain vigorously opposed to any friendly understanding with Russia because of general political incompatability. For a free and democratic country to lend aid or prestige to a tyrannical and fanatical autocracy, it was contended, was simply outrageous. Indeed, it is not many weeks since a strong protest of this character was presented to the British Government. But the influence of King Edward, who, no doubt, has been largely instrumental in bringing about this treaty, as he has those with other nations, seems to have overcome all obstacles, and the Anglo-Russian convention is now an accomplished fact.

The treaty is not only a peace instrument, but it makes for civilization and progress, and it is to the credit of the Russian Liberals and Radicals that the convention has their support, for they realize that a liberalizing influence on Muscovite bureaucrats must result from improved relations with a constitutional and democratic country such as Great Britain.

It is not improbable that the Anglo-Japanese alliance has had something to do with inducing Russia to enter into treaty relations with Great Britain, for so long as that alliance exists the Muscovite is not likely to attempt the folly of an invasion of India. Besides, in her present crippled condition as a result of her war with Japan, Russia just now is in no position to court foreign trouble or to plan military adventures and invasions. Nevertheless the treaty is a substantial and gratifying addition to the guarantees of peaceful development and to the maintenance of the status quo in Europe and the European spheres of influence. It is also a triumph for diplomacy far more substantial in its effects than all the achievements thus far of the peace conference at The Hague.

### LIFE ASSURANCE.

The American Underwriter, published at New York, has the following comments on the findings of the royal commission on insurance:

"THE ROYAL COMMISSION OF CANADA'S SLAVISH FOLLOWING OF THE MAJORITY OF THE NEW YORK INVESTIGATING COMMITTEE'S CONCLUSIONS.

"Though no scandals were disclosed by the Canadian investigation, the royal commission would prescribe for the Canadian companies substantially the same radical legislation forced upon the New York companies as a penalty for the disclosures of the Armstrong investigation.

"The 'deadly parallel' proves the practical reproduction of the New York code.

"The very first glance at the recommendations of the commission made obvious the striking similarity between its findings and those of the New York legislative investigating committee, and we hurriedly put in type this summary of the report:

"In the language of the Good Book, 'The voice is Jacob's voice, but the hands are the hands of Esau,' that is to say, the proclamation nominal is the work of the royal commission, but much of it was in effect, written when the findings of the Armstrong commission were drafted. The royal commission may not endorse this statement, in fact, may not even approve of it, but true, it is nevertheless, whether or not the people of Canada really know it, and whether or not they would like it, if they did know it, the fact is, that their representatives in Parliament will soon be called upon to decide if the great life insurance business in Canada shall practically be torn up by the roots, and then replanted under substantially the same restrictions, which have recently wrought such havoc in the life insurance business on the American side of the border line.

"The much more thorough and much more prolonged investigation of the life insurance business in the shameful branches of trust, and positive rascality which the hasty New York investigation disclosed in the case of some of the American com-

panies—only a few American companies to be sure, but enough to result in the adoption by the New York Legislature of a flood of ill-conceived, carelessly-framed and utterly impracticable legislation. With the conscienceless help of the degenerate yellow-journal element of the American journalism, the abuses brought to light by the New York investigation were so widely mis-stated and magnified that the whole country was wrought up to a state of positive hysterics, and with the ridiculous new insurance code of New York, as an excuse the legislators of more than forty states set to work to tinker with the statutes governing a business in which all but three billion dollars of assets are involved. But with a single exception every one of the radical measures proposed is nothing more than a plagiarism from the Armstrong committee's report, as we shall later on conclusively demonstrate by resort to the 'deadly parallel' column. The one notable Canadian creation, the proposed fine of \$1,000 for every director and manager of any life insurance company whose agent is caught rebating, out-Armstrongs all the Armstrongs, in fact, out-herods Herod, and it is so utterly ridiculous as to have caused life insurance men from the Atlantic to the Pacific to laugh outright.

"Argument as to the utter impracticability of the commission's recommendations as a whole is really unnecessary, but in so far as the commission's report as a whole is concerned, a serious discussion of it right on the heels of the almost boundless ventilation of its obvious model, and 'text of friends' the New York insurance code, would be mere repetition with scarcely a moment's intervening lull.

"Now that the hysterical state of the public mind in which they were conceived has begun to abate, these laws have few, if any, defenders outside of the ranks of those responsible for them. Paternalistic to the extreme, socialistic in their tendencies, and for the most part economically unsound, these laws, and their imitations in other states, have manifestly interposed a serious check in the path of the American life insurance, and just why Canada should now think of similar play with dynamite of provincial constructive powers, passes our comprehension.

"Could any further proof be necessary to demonstrate the positively slavish following of the conclusions of the New York investigators by the Canadian investigators? Not only has the spirit of the New York laws been absorbed by the royal commission, but the proposed bills offered by the last-named tribunal are practically word for word duplicates of their obvious models. Not only whole sentences, but whole paragraphs, are practically identical in both cases, and we cannot recall having ever seen or heard of an instance of similar unadvised copying of legislative conclusions in the case of any two states of the United States, let alone in the case of two countries flying different flags. Apparently the royal commission was inclined to believe that the New York lawmakers had handled the complicated but comparatively unimportant subject about as well as it could be handled at short notice, and paid them a very high compliment by borrowing their ideas as well as their choice of words, if truth rests in the old adage to the effect that 'imitation is the sincerest flattery.'

"Some of the New York provisions have been adopted in modified form, but none of the drastic measures of swallowing the New York code, hook, pole and line, after the fashion of the royal commission."

### BOILED OR RAW.

[Toronto Star.]  
Visitors to the city must admit that we have reached a high state of civilization when they see us boiling our water sooner than eat it raw.

### A QUERY FOR FOSTER.

[Montreal Star, Tory.]  
What would happen to Mr. Foster if an "old-time Liberal" picked him out and asked him to restate former utterances on economy and integrity, and then request of him to say if his handling of Union Trust funds were in consonance with those teachings; or if Mr. Foster's present day prosperity is due to his precept or his example?

### BEAUTIFUL ENGLAND.

[Punch.]  
The sky is blue, with clouds of fleecy white,  
And blue the distant hills;  
A lonely road winds on till lost to sight;  
How fair the prospect! Ah, how—  
Scream! the Hills.

The summer sunshine pours its golden flood  
On field and cottage roof,  
On village spire—Clark's Tabloids for the  
On leafy hedge—Smith's Safes are Burglar Proof.

See you gray hairs? Ah, when knights  
In stirring times far off,  
What gallant shows it witnessed—Don't  
Look Old—  
Of tournament and revel—Stop that Cough.

The kine are grazing in the meadows fair,  
And birds in chorus sing,  
All nature seems—You Want to Keep Your Hair?  
Aglow with—Tricholene's the Only Thing.

I'll look no more, my heart is sore and sad  
To see sweet rural scenes  
Invaded by the huge and blatant ad.  
I'll write to Punch, I'll Try Our Liver Beans.

### HANGING ON.

[Town Topics.]  
Friend—Business seem to continue good with you.  
Street Car Magnate—Yes, most of our passengers continue to hang on.

### WEALTH ON THE WING.

[Montreal Free Press.]  
Lord Strathcona and Lord Mount Stephen have recently viewed a shrinkage of many millions in the fortunes as a result of the tremendous drop in the Hill stocks. Lord Strathcona is the third or fourth largest holder of Great Northern, while Lord Mount Stephen is about eighth. In spite of the great decline, however, their annual revenue in dividends con-