

London Advertiser.

TWO DAILY EDITIONS AND WEEKLY.

The Leading Medium for Advertisers in Western Ontario.

THE LONDON ADVERTISER COMPANY (Limited).

LONDON, ONTARIO.

London, Wednesday, July 9.

Utility or Beauty?

Lord Kelvin, looking on Niagara Falls with the eye of the scientist, saw only limitless energy running to waste. He felt none of the "deep and sacred sensations of natural scenery." "You have despised nature," said Ruskin to his day and generation. "You have put a railroad bridge over the fall of Schaffhausen. You have tunneled the cliffs of Lucerne by Tell's chapel; you have destroyed the Clarens shore of the Lake of Geneva; there is not a quiet valley in England that you have not filled with belching fire; there is no particle left of English land which you have not trampled coal ashes into." One can imagine the soul of Ruskin crying out against the utilitarianism which is harnessing Niagara and planting a powerhouse beside every waterfall. The sense of the sublime and beautiful, however, is not yet extinct, and there would be a national protest if it were thought that the majesty of Niagara Falls was threatened. The president of one of the great power companies operating at the Falls was asked the other day if the cataract would not be marred by taking from the river the water needed for power purposes. He said:

"That is a question often put to me, particularly since the remarkable statement attributed to Lord Kelvin recently, that in time all the water of the world would be used for commercial purposes, and which I have no hesitation in saying is a very remote possibility indeed. The matter may be put in this way: The total water-power of the falls, including the upper rapids, is stated to be equivalent to six million horse-power. From the best information I am able to obtain, the aggregate mechanical power in use today in the cities of Toronto, Hamilton, London, St. Catharines, Woodstock, Galt, and Berlin amounts to 40,000 horse-power. Should one-half of this total be supplied from Niagara Falls, the amount would be used locally by the works in electrolytic processes, and an equal amount be transmitted to the American side for use in the only amount to say, 80,000 horse-power, so that it is very evident that a considerable time must elapse or some still more decided development in the use and demand for electric power be made before the effect on the falls would be noticed."

There is something to be said for these undertakings, even from an aesthetic standpoint. They do not pollute the landscape with smoke. If electricity could turn all the wheels of industry it would be a great blessing to the manufacturing cities and towns where the tall chimneys spread their pall of soot. It was this fuliginous horror invading the loveliness of the Alps that called forth such pathetic protest from Ruskin:

"The light which once flushed those pale summits with its rose at dawn, and purple at sunset, is now unheeded and faint; the air which once inhaled the clef of its golden crags with the scent of smoke, belched from worse than volcanic fires; their very glaciers are ebbing, and their snows fading, as if hell had breathed on them; the waters that once sank at their feet into crystalline rest are now dimmed and foul, from deep to deep, and shore to shore."

This is a beautiful piece of word-painting, but it is to be hoped the literary artist will find no such melancholy subject in the electrical age. If it banishes the reign of soot, coal, humanity will be the gainer, even if the waterfalls lose some of their poetry by the presence of the power house.

Child Labor in the South.

Students of economics will recall the terrible abuses of child labor in England, which were still prevalent in the sixties, and which were gradually corrected by the pressure of moral sentiment on parliament. The state of affairs in the Southern States at the present day is somewhat similar to the conditions in England half a century ago. The great industrial development of the South, particularly in cotton manufacturing, is attended by a train of evils which cry aloud for humanitarian legislation. Except in one state there is no law to prevent the employment of children in mills, as soon as they are able to walk. The result of this liberty of contract is the employment in cotton mills and other factories of large numbers of children of less than 10 years of age, children who in this way are prevented from obtaining the healthy physical development needed for their future well-being, and who are also deprived of practically all opportunities to obtain mental instruction at school. Nearly all of these infants thus unduly put to the hard work of life are the children of white parents, and it is a curious fact that in certain parts of the South the percentage of colored children who attend the public schools is greater than the percentage of white children who are given the advantage of public education. The attempts which have been made to induce the legislatures of some of the southern states to properly protect the health of these helpless persons have been met by the statement that it would be bad policy for the legislatures to attempt to interfere with the development of a growing industry that the south wants to establish manufacturing plants, and if this wish is to be recognized there, must give to these in charge of these establishments a

free hand to do what they consider best for the well-being of their industries.

Unfortunately these arguments so far prevailed with the state legislatures, but there is no doubt that public opinion will in time force a change. Apart from the inhuman aspect of it, the employment of child labor is grossly unfair to the manufacturers of the north.

J. Pierpont Morgan has been dining with the Emperor of Germany. This is a big advertisement for the Kaiser.

The Americans have let Aguinaldo out of jail. He may take a fearful revenge on his captors by going on the lecture platform in the United States.

The illness of the King has thrown his social duties on the Prince of Wales. The Prince appears to be carrying himself well through the ordeal.

The days when \$50 per horse power was a fair price for motive energy have disappeared not merely in Ottawa, but in most places in Canada—Ottawa included.

Not all places, we regret to state.

By mistake yesterday we attributed a paragraph to the Hamilton Times, which was taken from the St. Thomas Times. The paragraph was a mean attack on the Ontario Government, and we beg the Hamilton Times' pardon.

The complaint comes from England, and from the Canadian Northwest, that Ontario fruit packers put the small apples in the middle of the barrel. In the old days the small apples were placed in the bottom of the barrel, but it is said because some suspicious that they now open that end first.

The United States steel trust made a profit of \$64,000,000 in the six months ending June. The trust enjoys an average protection of about 40 per cent. against foreign steel and is able to raise prices in the home market to the tariff level. The United States steel trust would be a fitter name.

The accident to Mr. Chamberlain is a reminder that he is 66 years old, or within four years of the allotted span. He is so aggressive and resolute that it is difficult to realize he is an elderly man. Many regard him as an elderly man in his political career, and predict that he will yet be Premier.

Palmerston was Premier at 81, and Gladstone at 85, so that everything is yet possible for Chamberlain.

Has Mr. Clegue an understanding with the Ross Government that his American paper factory and other American concerns are to be supplied with raw material from Ontario?—Hamilton Spectator.

Not necessarily. The government prohibited the export of pulpwood in order to build up the manufacture of pulp in the Province. To prohibit the export of pulp would kill the pulp industry. What an asinine policy that would be?

A Change of Name.

[Chicago Tribune.]

If this thing of slaughtering people in scores every Fourth of July is to go on, it might be well to change the flag's pet name to "Old Gory."

Uncle Eph'm.

[Chicago Tribune.]

"A man," observed Uncle Eph'm, "is des' like a postage stamp. He ain't no 'count when he gets badly stuck on himself."

The Old Home.

[C. F. Saunders, in Harper's Magazine.]

To one forewent with stress of trade and schemes of gain in city marts. There comes a breath of country hay. Waited from passing carts.

Fades the long line of brick and stone. The street's rude tumult dies away. From money-making for a space His soul cries holiday.

And with him down the orchard path. Past spring-house and the pasture wall. Her spirit walks that taught her child Of the love that is O'er all.

The vision vanishes, and straight The street's rude tumult in his ears; But in his heart, a heavenly strain, And in his eyes sweet tears.

An Observant Youth.

[Chicago Tribune.]

"Where does the electricity come from that lights our houses?" asked the teacher.

"It comes from the wall," answered the little girl who resided in an apartment house. The janitor goes and unbusts it."

Young America.

[Puck.]

Lady—Ain't you ashamed to be tying fireworks to that dog's tail?

Boy—Ashamed? Hully gee! Ain't he an English bulldog, and ain't dis de Fourth of July?

Didn't Recognize It.

[Judge.]

First Commuter—So you rode past your station last night? Been drinking?

Second Commuter (wearily)—No; there was a new brakeman who called out the name of the station so distinctly that I didn't recognize it.

One Exception.

[Brooklyn Life.]

Mrs. Wicker—Did you ever see how all the necessities of life have gone up?

Wicker—No, they haven't gone up.

Mrs. Wicker—Well, I should like to have you mention one thing that hasn't gone up.

Mr. Wicker—Certainly. My salary.

Enlightenment for Our Neighbors.

[New York Evening Post.]

To mark the change which time has wrought in the English monarchy, we have only to contrast George III. with King Edward VII. The former was not only a king, but an active and astute politician. He made and unmade cabinets. He had his "men" in parliament. Political plots were hatched in his bed chamber. If the present King should essay anything of that kind he

Poems the World Has Read.

The Isles of Greece.

[Lord Byron.]

George, Lord Byron, was born at London in 1788. It was from a grand-uncle that Byron inherited his title and estates. His father was a captain of the Guards, who died in his life and infant son. Byron went to Harrow and to Cambridge, and afterwards traveled on the continent. His journeyings are portrayed in his "Childe Harold." He lived for many years in Italy and finally died in Greece while fighting for the insurgents of 1830.

The isles of Greece, the isles of Greece! Where burning Sappho loved and sung. Where grew the arts of war and peace. Where Delos rose and Phœbus sprung! Eternal summer gilds them yet. But all except their sun is set.

The mountains look on Marathon— And Marathon looks on the sea; And musing there an hour alone, I dreamed that Greece might still be free. For, standing on the Persians' grave, I could not deem myself a slave.

A king sate on the rocky brow Which looks o'er sea-born Salamis; And ships, by thousands, lay below, And men in nations—all were his! He counted them at break of day— And when the sun set where were they?

And where are they? and where art thou, My country? On thy voiceless shore The heroic deed is powerless now— The heroic deed is powerless now— And must thy lyre, so long divine, Degenerate into hands like mine?

Must we but weep o'er days more blest? Must we but weep o'er days more blest? Must we but weep o'er days more blest? Must we but weep o'er days more blest? Earth! render back to me thy breast!

would provoke a revolution. Mr. Bryan's solemn appeal to King Edward last year to "stop the Boer war" was a characteristic mingling of impulse and ignorance. The English representative of these concerns met daily and agreed upon prices to their mutual advantage. As regards refrigerator beef which is consumed in England, within the past six months prices have been raised three cents a pound. The conditions in the English provinces are similar. Buyers there no longer come to Smithfield market, but deal direct with the English export trade. The Americans have prevented the English from importing live cattle by taking practically all the available freight space for six and twelve months' time. They will run this space unladen rather than to allow opposition firms to use it. The British side of the Smithfield market declares that the thing that will prevent the re-opening of the Argentine supply, now that Argentina is said to be free from the foot and mouth disease.

THE BRITISH PUNISHMENT EXPEDITION UNDER COL. SWAYNE, sent to Somalia, East Africa, against the Mad Mullah, reports that the Mullah and his followers are killing his followers, in order to terrify the rest and put a stop to desertions.

The Empty Nest.

[Exchange.]

There was a time in years gone by. We ones played at my feet, while I Held one upon my knee. The house was filled all day with noise, My head ached wearily.

There came a time my house was still, No mud-stained footprints on the sill. No longer for time of rest; My boys had climbed youth's topmost stair.

My girl, a maiden tall and fair, Another's home now blest.

A last year's nest hangs on the bough, 'Twas filled with singing birds, but now It is empty and lone. The buds and bees have come, but still Those birds come no more, to fill With song the silent air.

I gaze upon that empty nest, I know God's ways are always best. But I am sad and lone; I miss the life's vanished joys, My wee girl and my bonny boys, My nestlings that have flown.

BRITISH MEAT MARKETS IN THE REALM OF LABOR

Declared To Be Entirely Under American Control.

The Capture Secret, Gradual, But None the Less Complete.

London, July 9.—Experts in the meat trade who have been questioned regarding the latest developments in the American invasion of that trade say that the Smithfield market is already under the absolute control of American houses. Its capture has been secret and gradual. Chicago, through London representatives, now regulates the price of beef in London, Liverpool and Manchester. Less than ten years ago there was no American stall in Smithfield market. The Americans then sold through English salesmen, paying 2½ per cent commission, which is estimated, amounted to \$200,000 a year. Then came the American invasion. Swift & Co. came first, and others followed. Now fourteen of the leading stalls are occupied by American houses, including Swift & Co., the Hammond Company, Armour's, E. & J. C. Smith.

Address to Women by the Treasurer of the W. C. T. U. of Kansas City, Mrs. E. C. Smith.

"MY DEAR SISTERS—I believe in advancing anything that will lift up and help women, and but little use appears all knowledge and learning if you have not the health to enjoy it.

"Having found by personal experience that Lydia E. Pinkham's Vegetable Compound is a medicine of rare virtue, and having seen dozens of cures where my suffering sisters have been dragged back to life and usefulness from an untimely grave, simply by the use of a few bottles of that Compound, I must proclaim its virtues, or I should not be doing my duty to suffering mothers and dragged-out housekeepers.

"Dear Sister, is your health poor, do you feel worn out and used up, especially do you have any of the troubles which beset our sex, take my advice; let the doctors alone, try Lydia E. Pinkham's Vegetable Compound; it is better than any and all doctors, for it cures and does not."—Mrs. E. C. Smith, 1212 Oak St., Treasurer W. C. T. U., Kansas City, Mo.—\$5000 forfeit if above testimonial is not genuine.

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3 DAYS' CARPET SALE

Thursday, Friday, Saturday.

Carpets, Mattings, Rugs and Curtains—On Ground Floor.

Carpets

30c Tapestry Carpet, 24½c

English Tapestry Carpet, 2 patterns, light colorings, regular 80c, for 24½c

50c Tapestry Carpet, 36c

English Tapestry Carpet, excellent colorings and patterns, regular 50c, for 36c

70c Tapestry Carpet, 51c

English Tapestry Carpet, 5 rolls only, finest grade, regular 70c, for 51c

75c Balmoral Carpet, 59c

Balmoral Carpet, best quality, regular 75c, for 59c

90c English Brussels Carpet, 66c

English Brussels Carpet, 5 choice patterns, fine grade, regular 90c, for 66c

\$1 English Brussels, 76c

English Brussels Carpet, borders to match, extra good value at \$1.00, for 76c

\$1.25 English Brussels, 89c

English Brussels Carpet, borders to match, best grade, regular \$1.25, for 89c

45c Union Carpet for 33c

4 pieces best Union Carpet, regular 45c, for 33c

35c Union Carpet for 22½c

5 good patterns, fine quality, regular 35c, for 22½c

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