

SHREDDED

The Economical Food—is More Nutritious than Meat or Eggs—and Costs Less.

To serve—simply heat in oven, pour hot milk over it and salt to taste. Sold by all grocers, 13c a carton; two for 25c

WHEAT

"C. B." Suspected

I am suspected. Not of theft or murder or any violation of the law, for I am a law-abiding creature, as harmless as a dove. Nevertheless, I am suspected of being an enemy of DIRT. It is nothing strange, however, that such a hatred should exist between DIRT and myself. You, too, must confess to a feeling of hatred against that same nasty enemy. Therefore, you and I should become firm friends—and I hope soon to be introduced to you. I am not so stuck up that I am above meeting the man or woman whose hands have been soiled in honorable toil. Work is no disgrace. Indeed, work is my greatest pleasure. And I am so skilled I can do some things so easily that I am often called a "wonder." You will never find me a shirker. In fact, I work too hard for my own good. I shorten my life thereby. But everything that is really noble and worth while doing generally means a sacrifice. And I am willing to sacrifice my life if I can be of service to some one who really needs me.

I will tell you something more about myself Tuesday, so

WATCH THIS SPACE TUESDAY

THE NEW NOVELS

are to be found on our shelves immediately on date of publication. Here are some of the latest: "KATRINE," by author of "Nancy Stairs," "MR. CUFF," by author of "Mrs. R. R. R.," "CABBAGE PATCH," by MARY R. R. R., "LOVER, TEN," by MARY R. R. R., "INFATUATION," by Lydia Osborne.

Phone 366.

THE MALLAGH BOOKSHOP
183 Dundas Street, London.

MAILED A RAT TO SANFORD EVANS

Mayor of Winnipeg Received One as Proof of Danger to the City

Winnipeg, May 2.—If anyone sent the mayor of Toronto a dead rat carefully wrapped in tissue paper, it is on the cards that he might have seen in the gift a sinister significance. Sanford Evans, mayor of Winnipeg, got one the other day and was interested if not gratified, realizing that he is evidently considered the father of his people, so to speak. Presumably he has tucked it away, mummified in his voluminous files, marked "Exhibit A." "The first official rat," as Controller Waugh styled it, "has even attained the dignity of a newspaper cut. It was forwarded for civic inspection by the town supervisor of Morris, Man., as evidence that Winnipeg's threatened rat invasion is a fact and not a bad dream. For, strange to say, this city has long had complete immunity from the pest, and if it be true that the presence of these creatures is one of the penalties of success, she ought to welcome their coming as another sign of her progress. But, unaware of this dictum, she has been proud that she had no rats and has had considerable newspaper fame and general publicity from the fact.

"Mud? Oh, yes, we have a little," the Winnipegger might say, "but then, we haven't got a single rat." Imagine, then, the consternation caused in the breast of "Civic Winnipeg Sum" by the thought of an advancing army of rats. The papers, having smelt them out, are determined to "nip them in the bud" a la Sir Boyle Roche. To that end they publish columns of the lore of the country wisecracks, even sending for wires as to the ratty condition of towns suddenly possessed of the hitherto rare creatures. Even has his ratship attained the dignity of an editorial in the Free Press, which says in part: "Was there ever a Pled Piper of Hamelin? The scratching and squeaking and hurrying and gnawing and nibbling which took place in far distant Hamelin may have seemed funny to us, but now when we read it the humorous element seems somewhat absent. For where is the Pled Piper to deliver us? If he would turn up it is likely that Winnipeg's mayor would gladly treat with him."

A Modern Pled Piper.
Dr. Jean Danvers, of the Pasteur Institute of Paris, and Dr. Neumann, of Arlington, are said to have isolated a microbe fatal to all kinds of rats within eight or twelve days' application. Moreover, he was able to cultivate the microbe in sufficient quantities to

meet commercial demands and today he has enough harnessed microbes to last for more than 12 years. In 1903, owing to an abnormal plague of rats in France, he decided to submit his discovery to practical trial. Success was instantaneous. About the same time the authorities at the port of Odessa were in sore straits from a similar visitation, and Dr. Danvers was called in. He completely wiped out the plague in the course of eight weeks.

In France alone rats and mice are responsible for damage to the extent of over \$40,000,000 annually. A single rat will eat two ounces of corn per day, destroying as well twice as much as it devours. It is one of the most prolific animals known. Rats breed from three to six times a year. A single pair, if left unchecked, would in the course of three years produce ten generations, numbering 20,155,392 upon the basis of three litters per year. The eleventh generation would number the appalling total of 100,000,000.

\$50,000 RUG GIVEN TO WHITE HOUSE

Presented by H. H. Topakyan, of New York.—Studded With Pearls and Rubies.
Washington, May 3.—H. H. Topakyan, of New York, presented to the White House a wonderful Oriental rug. It is six and a half feet long by four and a half wide, woven of imperial silk, and studded with pearls, turquoises, and rubies. The estimated worth is \$50,000. At present the rug is stretched upon an easel in President Taft's private office.

The youngest of the nations has proved to be the greatest consumer not only of the comforts of this continent, but of the arts and luxuries of the old world. The eastern rug, with its warmth and blending of color, its softness of pile, the air of mystery in its quaint designs, appeals directly to the American, and to him is due the revival of the rug weaving of the Orient.

The annual imports of carpets and rugs from European Turkey range between 500,000 and 700,000 square yards, and from Asiatic Turkey from 30,000 to 45,000. The aggregate value of these yearly importations ranges from \$2,000,000 to \$3,500,000. This does not include the rugs bought in London. And, besides, many eastern weavers, notably Armenians, have set up their looms in the United States.

A BLENNHEIM MAN BEATEN BY THUGS

Blenheim, May 2.—James Cox, who was found a few mornings ago in an unconscious condition, may not recover. His injuries include a broken nose and fractured skull.
As there is a strong suspicion that he received the wounds at the hands of local thugs, the attention of the crown authorities has been directed to the matter.
Yesterday Provincial Detective Mahoney, of Windsor, spent the day in town investigating the circumstances.

Hotel Savoy.
Nonpareil lunches, 35 cents; 12 for businessmen.

Order your carriages for weddings in advance. Hueston's Livery.

NO MORE DANDRUFF

TO irritate the scalp and make the hair fall out after you use Luby's Parisian Hair Renewer. It is a quick and absolute cure for Dandruff—makes the hair grow soft, lustrous and beautiful. At all drug-gists, 50 cents per bottle.
R. J. Devlin, Limited, agents, Montreal.

No. 91 EUROPEAN TRIP CONTEST OF THE LONDON ADVERTISER

This Vote is Cast For

(Name of Candidate)

As the most popular lady in District No. of The London Advertiser European Trip Contest.

VOID AFTER MAY 15.

PRESIDENT GIVEN BIG TARIFF POWER

Amendment to Payne Bill Places Question of Maximum or Minimum Rates in His Hands.

Washington, D. C., May 2.—Senator Aldrich submitted today the final draft of the maximum provision of the new tariff bill. It has received the cordial approval of President Taft in a way, and is a vast improvement on the crudely drawn section of the House bill.

The general principle of the House bill is retained, although there is in effect a reversal of the procedure. The President is given full discretion when foreign countries discriminate against America, and this discretion is enlarged to such an extent that he may take into consideration trade regulations, alleged sanitary laws, discriminating bounties, and export duties, and other things besides the ordinary tariff rates.

Of the whole, the Senate provision is a clean cut and apparently a practical system of reciprocity between the United States and foreign countries. It is a club, of course, but a big one, and if scientifically wielded by President Taft, will compel every important commercial nation in the world to allow to the United States on the most favored-nation list. Furthermore, the section as it is now phrased, will permit us to discriminate against different states or colonies of any nation.

Method of the Application.
The application of the maximum and minimum system is really simple. It adds to the specific rates of the new law 25 per cent ad valorem in every case, with a tax of 5 cents on coffee and 10 cents on tea. This is the maximum rate and its goal is to effect automatically, unless the President is satisfied that any particular foreign country does not discriminate against the United States.

In the latter case the additional ad valorem rate on miscellaneous articles and the specific rates on tea and coffee are abandoned, so that the maximum rates go into effect by presidential action only, whereas under the House bill the minimum rates went into effect at the start, and the maximum or discriminating rates only on proof of hostile action by some foreign nation.

In the opinion of the House, it would be anything but a minimum tariff. That is to say, the chances are that no important foreign nation, having an export trade whatsoever would care to discriminate against the United States, and thereby lose the trade of this country, which is the best market in the world, both for necessities and for luxuries.

Under the foreign tariff section, the regular rates specified in the first section of the tariff bill will be introduced with the new law. They are, of course, the minimum rates of the last day of March of next year there will be added to these rates 25 per cent ad valorem in every case, on tea, unless, by that time, the President is satisfied that the United States is getting the benefit of the tariff.

It will be seen, after a little study, that the purpose of the Aldrich provision is to discriminate against any country that is not to be put to the burden of proof upon the other nation and not upon us.

As the House attempted to legislate the minimum rates would go into effect just as they will do under the Senate bill, with the difference that any foreign nation discriminating against us the maximum rates would go into effect. This is a simple and direct method, and we would have to charge a foreign nation with discrimination against us before we could put our maximum rates into effect. It often might be difficult for us to prove the existence of any such discrimination, and if we did, the retaliation would be so evident as to create friction between the two countries almost inevitably.

DOG'S HAIR A CLUE

Scientist Makes a Deduction Worthy of Sherlock Holmes.

Berlin, May 1.—A striking example of deduction worthy of Sherlock Holmes at his best is reported in the review, Natur und Kultur.

Some time ago a landed proprietor in the provinces was murdered, and beside his body a long, thin, dark-colored dog was found. The dog was killed with a fine powder, and to the collar of which adhered two tufts of hair, one grey and the other reddish brown.

The hair and the dog were submitted to a criminal psychologist, who, after minute inspection of them, came to the following conclusions:
"The murderer," he said, "is a middle-aged man, slightly bald. He has a dog with long, reddish brown hair, which is in the habit of playing with him. By trade he is a carpenter or sawyer."

Armed with this information, the police finally tracked down a carpenter, slightly bald, whose hair was turning grey. He admitted that he owned a dog with reddish brown coat.
After reading the police description of him, in which he was charged with the murder of the landowner, he turned deathly pale and at once admitted that he was the author of the crime.

A MOTHER'S DAY FOR LONDONERS

London Horticultural Society Is Advocating the Beautiful Idea

ALL WEAR WHITE ROSES

In Honor of the Best Mother in the World, Your Own Mother—The Day in Other Places.

The London Horticultural Society is advocating a mother's day. The idea is to honor the best mother who ever lived—your own mother. It is a great idea, and it is being taken up in other countries, and the movement is being taken up in Canada. The emblem of the day is the white rose.

Mr. W. W. Gammage, secretary of the London Horticultural Society, is deeply interested in the movement, and thinks it will be a success in London when once it is understood. "I have been thinking the subject over for a long time, and have discussed it with some others," said Mr. Gammage, "and I think it is a very fine idea. In these days we are accused of having little or no filial affection, and one charge brought against us is that we do not respect old age, and especially our mothers, as we should. If this will call our attention more to this matter we will have done something worth while. I think the movement is first-class."

"The mayors of Omaha, Lincoln, Hastings and Fremont, in Nebraska, and Council Bluffs, in Iowa, issued special mothers' day proclamations, last year, and Brand Whitlock, the well-known mayor of Toledo, Ohio, directed special attention to it."

"The Origin of Mother's Day."
"Miss Anna Jarvis, 2031 North 17th street, Philadelphia, conceived the idea three years ago in the desire to commemorate the anniversary of her mother's death. It was not only the thought of laying some flowers on mother's grave, but it occurred to her that it would be a beautiful tribute to all mothers, the living as well as the dead. She wrote a letter about it to a Philadelphia newspaper, and that paper published it. It caused mothers' day to break out in spots last year all over the country, at Los Angeles, Dallas, Brooklyn, Providence, and many other places. It is now a national holiday, and it is being celebrated in all social, fraternal, religious, and patriotic organizations alike; to him who has the crowning glory, the tender ministrations of a mother's love, no less than to the mother who has the crowning glory of noble character from the maternal care bestowed in childhood."

"This day this year will have a much more important occasion for sending flowers to the mothers of the country. Henry M. Nevins, commander-in-chief of the Grand Army of the Republic, and Edgar Allen, Jun., commander-in-chief of the Sons of Veterans, have issued requests to all posts and camps throughout the United States, asking that each member of the two orders wear a white flower and properly observe the day. Other national fraternal organizations have done the same. Mothers' day has been set aside as an official state holiday by Governor R. S. Vessey, of South Dakota."

"The mothers' day of the mothers' day proclamation. It was issued by the mayor of Lincoln, Neb., the home of William Jennings Bryan, and shows the hold it is taking on the Americans."

"Office of the Mayor, 'City of Lincoln, Neb.' 'To the People of Lincoln: The secretary of the Lincoln Young Men's Christian Association, having introduced that Sunday, May 10, be observed by the people of this city as Mothers' day."

OLD SOAKERS. Get Stuffed With Caffeine.

When a person has used coffee for a number of years and gradually declines in health, it is time the coffee should be left off in order to see whether or not that has been the cause of the trouble.

A lady in Huntsville, Ala., says she used coffee for about 40 years, and for the past 20 years was troubled with the stomach trouble.

"I have been treated by many physicians, but all in vain. Everything failed to perfect a cure. I was prostrated for some time, and came near dying. When I recovered sufficiently to partake of food and drink I tried coffee again and it soured on my stomach."

"I finally concluded coffee was the cause of my troubles and stopped using it. I tried tea and then milk in its place, but neither agreed with me, then I began using Postum. I had it properly made and it was very pleasing to the taste.
"I have now used it four months, and my health is so greatly improved that I can eat almost anything I want and can sleep well, whereas, before, I suffered for years with insomnia.
"I have found the cause of my troubles and a way to get rid of them. You can depend upon it I appreciate Postum.
"There's a Reason." Read "The Road to Wellville." In packages. Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

SMALLMAN & INGRAM LIMITED

Shadow Check Wool Crepes, 50c

Well, You Just Ought to See Them.

When you see them you will know why. You may laugh at the idea of getting a fine all-wool summer weight, sort of crepon woven French Dress Fabric at this price, but when you see this pretty material you will wonder, or smile, when you meet one of these dresses on the street, for you certainly would not judge the price at 50c. We consider it one of the best and most attractive 50c materials we have yet offered. It is pure wool and does not crush easily. New in design and in the most beautiful colorings—Tuscan, light green, pearl grey, champagne, pink, pale blue, navy, brown, mauve and cream, for evening or summer dresses; 3/8-inch self-colored shadow checks, 44-inch, per yard 50c
SAMPLES NOW READY FOR MAILING—NORTH AISLE—RICHMOND STREET SECTION.

These New Colored Madras at 30c to \$1.00 Yard

WILL HELP you out of many difficulties in fixing up after the house-cleaning. New color combinations and serviceable goods. All are washable, in green and white, rose and white, green and red, also self-colored; effective designs; 45 inches wide, at, yard 30c and 35c.

Also beautiful shades of rose and green, and blue and green, on yellow grounds; also dark greens in combinations and two-tone effects, 52 inches wide, at, yard 50c

Rich colorings on green, blue and cream grounds, with red, brown and gold combinations, 52 inches wide, at, per yard 55c and 60c

Very handsome combinations on light and dark grounds, in beautiful designs and colorings, 52 inches wide, at, per yard 65c, 75c, 85c and \$1.00

SEE THESE IN HOUSEFURNISHING DEPARTMENT—SECOND FLOOR.

A Great Season for Nets—"Tosca"

Is one of the most popular for blouses and dress trimmings. A large mesh with very bright silk finish, which we are now showing in tan, taupe, sky, peacock, maize, champagne, cerise, ivory, cream and black. Some are scarce colors this season, owing to the popular demand. 42-inch, per yard \$1.00

Do You Want One of the New Directoire

Or Automobile Scarfs? We are selling a beautiful quality of 22-inch Silk Chiffon Scarfing for these. All leading shades now in stock—Tan, sky, pink, mauve, maize, new blue and peacock, old rose, navy, ivory and black. Soft, heavy, satiny finish. 22-inch. Just the thing for motoring, per yard 50c

LACE COUNTER—EAST AISLE—DUNDAS STREET.

How Many June Brides Will Be Gowned in Fashion's Favorite Fabric, "Charmeuse"?

If you are to be numbered among these, have your material now, as there is an increasing demand. These drape perfectly to the prevailing fashions, and will not crush. Newest shades in plain colors, also cream; 48-inch, per yard \$1.25 and \$2.00

We are also showing a novelty in this material, a self-colored coin spot—one of the prettiest fabrics for the new princess dress or coat suit, in four new shades, taupe, paeon, Bismarck and ashes of roses. 47 inches wide, per yard \$2.50

Our \$15, \$18 and \$20 Ladies' Suits

Are captivating all who see them. Just hold onto your heart until you make another visit to our suit department and meet these new arrivals. Wherever they are displayed that is where you see the groups of admirers, and they sell right off the display forms at sight. The only question asked in many cases is, "Will that suit fit me?" As we intimated before, you will wonder at the prices when you see these suits.

THIRD FLOOR—TAKE ELEVATOR.

Day, every man to wear on that day a white flower in honor of his mother. I have been requested to ask for general compliance with the suggestion.

"Therefore, in pursuance of this request, and as mayor of the city of Lincoln, Neb., I hereby recommend that every citizen, wherever he may be, on May 10, 1909, be set apart as Mother's Day, and that on that day every man and every boy in the city of Lincoln, and every woman within our gates, wear a white flower in honor of his mother."

"And I suggest that the day be made a general occasion for sending flowers to the mothers of the country, to the sick in hospitals, and to the orphans left public and denominational institutions. It is eminently fitting that in this, as in other worthy movements, Lincoln take the lead. Let us hope that the day will be a success, and that the beautiful city will be so successful and inspiring that other cities will in future years follow the example."

"Witness my hand and seal as mayor of the city of Lincoln, Neb., this 6th day of May, A. D. 1908."
"F. W. BROWN, Mayor."

CHOIR WAS ENTERTAINED

The Ladies of Christ Church Furnish Banquet and Delightful Programme.

The ladies of Christ Church entertained the members of the choir and their friends at a banquet in the school room of the church last night, and a most enjoyable time was spent. Between 50 and 60 people were present, and at the conclusion of a delightful supper, Rev. R. S. W. Howard, introduced the programme of songs and speeches as follows:

"The King," a solo by Miss Drake; song, "The Ladies," by the choir; "The Choir," proposed by Mr. Howard, and responded to by Messrs. Charles and Stanley McDermott and J. J. Wilson; a solo by Miss Lily Stanley; a song by Mr. W. Taylor; the toast to "Christ Church," responded to by Mr. W. A. Hayden; songs by Miss Robinson and Miss Foster; the toast to "The Ladies," responded to by Messrs. J. Cartledge and Roy Frank; and songs by Miss Stella Winnett; a very pleasant feature of the evening was the reading of an address by Miss Agnes Harding and her brother Roy, who leave shortly for Regina, where they will reside. Rev. R. S. W. Howard read the address and expressed the desire that Miss Harding and her brother would meet with success in their new home. A hearty vote of thanks was passed to the ladies for the excellent entertainment they had provided, and the evening was brought to a close by the singing of the National Anthem.

CORRESPONDENCE

Basswood Instead of Soft Maple.

To the Editor of The Advertiser:
Sir: We have again arrived at planting time. I again desire to call the attention of your readers throughout the country to the folly of planting soft maples on the roadsides. I have done so myself in the past but now see my mistake.
In planting we should endeavor to combine beauty with usefulness. Now there is not much beauty in the soft maple, and certainly it is a most useless tree. I advise, instead, to plant basswood, as it makes a much more ornamental tree, is just as easily

grown and is a sure planter and a fast grower.

There is no honey equal to basswood honey, and soon the natural bush throughout the entire country (including all basswood trees), will be destroyed; then where is basswood honey to come from? The basswood gives an extra harvest to the bees, as the trees bloom after the clover harvest. If all the soft maple trees in the country on the roadside were basswood instead they would produce a mine of wealth to the nation. Some day we cannot get small trees to plant. Yes, you can. You will be surprised to find how many you can see if you look for them; and if you cannot get large ones and bring them up in a nursery on the farm. Yours truly,

C. ATTWOOD,
Fruit and Bee Farmer,
Vanneck, April 30, 1908.

D. SMITH, THEDFORD, CHOSEN PRESIDENT

Annual Meeting of the London Dairymen's Exchange Was Held Saturday.

A meeting of the London Dairymen's Exchange was held in the city hall on Saturday afternoon, about 50 of the members being present. This was considered a very good representation considering that the meeting was held so early in the month.

The financial statement was presented and adopted. It showed the exchange to be in a very good financial condition.

A resolution was moved by Messrs. Ballantyne and Waddell expressing the sorrow of the members at the death of the late W. S. Sifton, who was a prominent member of the exchange, and sympathy with his family in their bereavement.

The sale of cheese was then conducted on what is known as the call system. There were only two factories offering, respectively, 87 and 40 boxes of April make. Both lots were sold at 11 3/8 cents, which is considered a pretty high figure for this time of the year.

Officers Elected.

The officers of the association were elected as follows:
President—Mr. D. Smith, of Thedford (re-elected).
Vice-President—Mr. John Macfarlane, Leesonboro.
Secretary-Treasurer—J. A. Nellis (who has been re-elected for the twentieth time).
Auditor—Mr. J. R. Isaacs.
Directors—Wm. Elgry, Belton P. O., W. Fitzpatrick, Belmont; Geo. Brady, Glenworth; T. Ballantyne, Stratford; J. R. Isaacs, London.

Representatives to Western Fair Board—Messrs. J. R. Isaacs and J. A. Nellis.
The next meeting will be held on the coming Saturday at 2:30 p.m., when Mr. Hearn, secretary of the Western Ontario Dairymen's Association, will

DIES OF GRIEF.

Chatham, May 2.—Grieving since last summer, when two of her sons were killed in a C. W. and L. E. smash near here, Mrs. John Pleasance, wife of the proprietor of the Rankin Hotel, died today. She never recovered from the shock of losing her sons.

DR. A. W. CHASE'S CATARRH CURE . . . 25c.

Is sent direct to the diseased parts by the Improved Blower. Cleans the throat, stops droppings in the throat and permanently cures Catarrh of the Bladder, Prostate, etc. All dealers or Dr. A. W. Chase Medicine Co., Toronto and Buffalo.

HAVE YOUR BEAUTIFUL HAIR?

IF NOT, WHY NOT?

W. T. STRONG WILL TELL YOU ABOUT A MONEY-BACK HAIR BEAUTIFIER.

You never saw a beautiful woman who didn't have beautiful hair. The charm of a woman lies in her hair. Many women do not realize the attractions they possess, because they do not give proper attention to the care of the hair.

The women of Paris are famed for their beauty, not because their facial features are superior to those of other women, but because they know how to keep young by supplying vigor, lustre and strength to the hair.

Thousands of sensible American women have greatly increased their attractions since they have used the Parisian Sage, the quick-acting hair invigorator, and thousands more will do the same as soon as they learn of its wonderful merits.
Up to two years ago Parisian Sage could hardly be obtained in America. But now this delightful hair tonic and dressing can be had in every town in Canada or the United States. W. T. Strong sells it in London for 50 cents a large bottle, and he guarantees it to grow beautiful, luxuriant hair; to turn dull, lifeless hair into lustrous hair; to stop falling hair and itching of the scalp. It is a daintily perfumed tonic, and is not sticky or greasy. Understand, Mr. W. T. Strong will give you your money back if it fails to cure. Made only in America by Givoux Manufacturing Company, Buffalo, N. Y., and Fort Erie, Ont.