

London Advertiser.

(Established by JOHN CAMERON, in 1852.)

LEADING DAILY IN WESTERN ONTARIO.

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THE LONDON ADVERTISER COMPANY (Limited), LONDON, ONTARIO

London, Monday, March

In taking leave of this journal, which was conceived and founded by myself a little more than 28 years ago, and which has been able to maintain its flag ever since, it is not necessary to refer to my extended work as a journalist. That, with all its imperfections, must stand on its merits. In this connection there have been many appreciative references from friendly contemporaries of all shades of opinion. I would be indeed impulsive were I not grateful for such words of good-will; for though they are too kind, I can accept them in this sense, that they do represent what have at least been my aims in journalism. Perhaps I might also add here my appreciation of the good-will, in connection with my appointment as Postmaster of London, which has been so generally and generously expressed by citizens of the city in which I have grown up from boyhood—citizens embracing every type of view. That good will I reciprocate heartily, in return wishing all and each success and personal happiness. The same acknowledgment is due to men of light and leading, some at the distance of half a continent, who have written friendly messages; and to many old Advertiser graduates; with remembrances of former business associates, especially my late brother, William Cameron, L. K. Cameron, and W. J. McIntosh.

Since the day on which the London Advertiser was established, many things have happened in the world, the Empire, and Canada. Our own fair London has grown into a prosperous, progressive and beautiful city. May all unite to make it everything its best-wishers would desire it to be! To that progress, whether as it relates to city, Dominion, or Empire, it is my trust the humblest person who does his duty faithfully where Providence chooses to place him may contribute.

JOHN CAMERON.

Cecil Rhodes as Empire-Builders.

The demise of Cecil Rhodes removes from the roll of British public men a name in many respects worthy a place in the category of empire-builders. His was a career somewhat similar to that of Warren Hastings or Lord Clive. Hastings and Clive were born in very humble conditions in English homes. Circumstances that were apparently controlled by destiny found them in far-off India, before that Asiatic colony was yet regarded as an integral part of the British Empire. It was left to Clive to rise from the position of a humble servant in the service of the East India Company to that of commander of the British forces, and in the decisive battle of Plassey to make the great Indian Empire a part of Greater Britain.

The life work of Cecil Rhodes lay on a different continent, a continent that had hitherto been shrouded in chaos and mystery; a land in which are relics of the most ancient civilizations, but yet practically a fresh field for adventurers and explorers. This son of an English clergyman was born in Hertfordshire in 1853. Ill-health caused him to abandon the idea of a clerical career, upon which he had entered, and to go to Natal, South Africa, where his eldest brother was engaged in the cotton industry. At the time of his arrival in Africa, 22 years ago, Cape Colony was only at the commencement of a great commercial prosperity, occasioned by the discovery of diamond fields. Cecil Rhodes possessed a firm faith in the future of South Africa. He was essentially a man of large ideas. He was, as a biographer puts it, "a dreamer of dreams," but, unlike most dreamers, he possessed the power "to materialize his visions." He held firmly to the idea of the federation of the South African States under the control of Britain, and the extension of British rule northward through the dark continent. This was the height of his ambition, and a lofty ideal it was; for his ideal was also the extension of British liberty to conquerors and conquered alike.

True he amassed great wealth, but he did not permit it to overpower him. He never lost sight of the fact that, at best, wealth is only a means to an end.

That end was the carrying out of his great purpose in life.

His methods of dealing with the African chiefs were unique and show to a large extent the character of the man. An instance is cited of how he brought the Matabele war to a close. Meeting the chiefs, he, without any weapon or other means of defense, greeted them in their own language. The chiefs declared their grievances, and the white envoy told them how he would have those grievances removed. Then Mr. Rhodes came to the point briefly—"All that is of the past. Now for the future—is it peace or is it war?" The chiefs each lifted a stick and threw them down at the white man's feet, saying: "See, this is my gun; I throw it down at your feet," and "this is my assegai," followed by the same gesture. "We are all here today. We give you our word; it is peace. The war is over," was the chief's final assurance. In 1890, Cecil Rhodes became Prime Minister of Cape Colony. It is true he made enemies. But who that has really rendered his country any great and lasting service, is without his detractors? If the attempt to consolidate the South African States under British control can be looked upon as service to the Empire, then we must accord this native of an English parish a place in historic annals.

Gambling.

The British House of Lords appointed a commission to investigate the alleged evils of betting. This commission has been sitting for some time, and all sorts and conditions of men—patrons of the turf, employers of labor, city mayors, clergymen, and others—have been expressing their views upon the subject. There can be no doubt that the gambling mania is widespread, and prevails among all classes of society. Among others, Mr. James Lowther, the well-known M. P., said he had been attending horse races all his life, and he had never made a bet. Mr. Lowther is certainly an exception to the rule at the average race meet. Boiled down, the men and women who gamble do not make bets because they are fond of sport, but because they desire to make money easily, without earning it. The public librarian of Hamilton, who managed to draw double pay, by a clever ruse, for a considerable time, did not run the risk of going to the penitentiary for the fun of the thing, but in order that he might get money to "plunge" in betting circles, in the vain hope that somehow he might make a haul. Bettors in humbler life have the same craving to get something for nothing, and so in Great Britain the craze permeates society, and the well-to-do "sport" finds himself rubbing shoulders in the scramble for "tips" with the humble workman and householder, who hope, too, to draw a winner. When public sentiment is such as to tolerate gambling, it is next to impossible to apply the law. It is in our recollection that when Louisiana tolerated and drew a revenue from a State lottery, the craze to buy tickets was widely extended, and even in Ontario, where the sale of such tickets was against the law, thousands of them were every week surreptitiously introduced and disposed of. Then our readers will recollect the much maligned "Art Union" in Quebec introduced, granting one draw for ten cents, and enabling the winners either to choose a picture or a sum of money. Hundreds of our hard-working population at that time waited with impatience for the weekly pay day in order to invest in these tickets, which were neither more nor less than lottery tickets. In this matter, large numbers of our population had to be protected against their own spirit of greed, and so the Criminal Code was amended two or three years since to put down this insidious form of gambling.

It is probable that drastic legislation will also be passed in Great Britain, as a result of the revelations now made. Meanwhile, the great Liberal Journal, the London Daily News, which has been purchased by Cadbury, the famous cocoa manufacturer, is so seriously impressed with the evils of betting that it refuses to publish betting news of any kind. It has been suggested that in Great Britain the Government has the power in its own hands, for it controls the telegraph system. But it would be no small work for a censor to dissect the thousands of press dispatches sent over the wires daily and abstract from them the betting gossip. The fact is, that the news would not be sent if the public were not eager to read it, which further suggests to us the reflection that reference to our British contemporaries of 100 years ago proves that, in proportion to the population, the gambling spirit was just as strong in Great Britain then as it is at the present day. The only difference is that the working class population in the early years of the nineteenth century had no spare money with which to bet, whereas the average worker in the United Kingdom, as on this continent, has now both spare time and spare cash.

That was a superb Easter number of the Toronto Mail and Empire, being also the thirtieth anniversary of the founding of the paper. While the whole number is highly creditable and extremely interesting, the most striking feature is no doubt the illustrated account of the way in which a great metropolitan newspaper is made. Mr. W. J. Douglas, the General Manager, and his entire staff, may well be proud of this splendid commemorative issue.

KINDLY WORDS

Friendly Expressions Towards London's New Postmaster.

Contemporaries and Journalists of All Shades of Opinion Express Sentiments of Good-Will.

[Toronto Globe.]

In the appointment of Mr. John Cameron as postmaster of London recognition is given to one of the veterans of journalism in Canada, a man who has been in active connection with journalism for nearly forty years. The greater part of that time has been spent on the London Advertiser, which he founded when only twenty-one years of age, and which has since become one of the leading journals of the western peninsula. As managing editor of the Toronto Liberal, and subsequently of The Globe, Mr. Cameron has been a genuine and thorough Liberal, progressive and radical, and willing to give his support to advanced ideas. He is a man of high degree of the qualities of originality and power of imparting brightness and interest to a subject. He is a man of strong public spirit and high sense of the duties of citizenship, and many a good cause received his assistance, both as a journalist and a citizen. His relations with his staff were always of a most pleasant character, and newspaper men all over Canada will be glad to learn of his well-earned recognition.

[Toronto Mail and Empire.]

If all the political appointments made by the Ottawa Government were as judicious as that to the vacant postmastership of London, there would be no room for criticism. Mr. John Cameron deserves well of his party, but his services to it have not been of the kind usually rewarded by the government. He is and always has been a consistent Liberal, and his reputation as a journalist is of the highest.

[Montreal Herald.]

The appointment of Mr. John Cameron, editor of The London Advertiser, to the postmastership of London, removes from active newspaper work a gentleman who, while yet in the vigor of life, has for forty odd years been one of the best-known Canadian journalists. It is scarcely less than 39 years since Mr. Cameron founded The Advertiser, which almost at once became the chief exponent of Liberal principles in the western district of Ontario—in fact, it soon stood second only to the Toronto Globe in point of circulation and influence among the Liberal journals of the Province. Its rapid growth was in large measure due to the ability and industry of its founder, and it was a natural thing, when the editorship of the senior Liberal paper became vacant, that it should be offered to the gentleman who had shown such marked ability on his own journal. Mr. Cameron for seven years piloted The Globe successfully through a period of unusual political stress, and then returned to London to again take up the editorship of his own paper. In now deciding to relinquish newspaper work for the less exacting duties of a public official, Mr. Cameron will have the best wishes of the newspaper men of Canada, without respect to party affiliations, for they have always found him personally courteous and affable, while his pen has always been used in what he considered the best interests of the people, and has never been a vehicle of selfish or vindictive thought.

[Kingston Whig.]

The Whig congratulates John Cameron, of London, upon his appointment to the office of postmaster. Mr. Cameron is one of Canada's veteran journalists. While yet a very young man he launched The Advertiser, which has done so much in the molding of public opinion. Later he founded The Liberal, in Toronto, a paper which had a brilliant though all too brief career, and which exemplified his ideas of a modern newspaper as an exponent of Liberalism. For some years Mr. Cameron was the managing editor of The Globe, and set his seal upon that great journal, and gave to it a tone which has been continued to this day. In his appointment to the postmastership, which has been acknowledged, and the civil service has added to it one who will bring to it his enlightened spirit, great honor and credit.

[Toronto Star.]

John Cameron has left the editorial chair for a postmastership that not have to publish the letters that reach him hereafter.

[Windsor Record.]

He is well qualified to discharge the duties of the office, and has earned the appointment. The Record congratulates Mr. Cameron and the government on the appointment and wishes the new postmaster a long and happy official life.

[St. Thomas Journal.]

The many newspaper friends of John Cameron, editor of the London Advertiser, irrespective of party, will congratulate him on his appointment to the position of postmaster of London. Since The Advertiser was started nearly forty years ago by Mr. Cameron it has done valiant service, although it has never been a slavish party organ. Not only is the appointment a fitting one in a party sense, but Mr. Cameron possesses the executive ability which will make him a first-class official.

[Seaford Expressor.]

There are few men more deserving of recognition.

[Amherstburg Echo.]

John Cameron, the veteran editor of the London Advertiser, has been appointed postmaster of London. In this appointment the government has made a wise choice. Perhaps Mr. Cameron, more than any other man in the west, is deserving of recognition for past valued services. He founded The Advertiser nearly forty years ago, and since that time has been telling the virtues of other men, while his own were kept in the background. His appointment is a subject for congratulation among the whole newspaper fraternity.

[Blenheim News.]

By the appointment of Mr. John Cameron of The Advertiser, to the postmastership of London, the government has recognized the honest, earnest and faithful services rendered to

literature in general and to the people of Western Ontario in particular, by that gentleman. Embracing an opportunity offered, he started The Advertiser nearly forty years ago, while still a mere youth. Its influence has always been thrown on the side of right and justice. As an editor it was his delight to bring forward and introduce to the public young writers, so that today there are many in Canada, the United States, and even in England, whose first effusions received his kindly approval.

[Goderich Signal.]

We are pleased to learn that John Cameron, the veteran editor of The London Advertiser, has been appointed postmaster at London. If there is one man who deserves well it is John Cameron.

[Brookville Recorder.]

John Cameron is to be postmaster of London. Mr. Cameron is a veteran in the ranks of Canadian journalism, having started The Advertiser nearly forty years ago. The Recorder joins with Mr. Cameron's many friends in the Canadian press, in congratulating him on his appointment.

[Toronto Sun.]

The appointment of Mr. John Cameron as postmaster at London is a good one, and is regarded with much satisfaction by his many friends throughout the country. Long may he live to perform the duties of his office.

[Sarnia Observer.]

If reports speak truly, John Cameron, of The London Advertiser, retires from journalism to accept the vacant postmastership of London. Mr. Cameron made The Advertiser what it is. From very small beginnings it grew to be one of the leading daily newspapers in Western Ontario and long held a prominent position in the Canadian newspaper field. Its services to the Liberal party have been of great value. It is nearly forty years since Mr. Cameron, then a mere youth, launched The Daily Advertiser on its mission, and, if he feels that a change from newspaper work is desirable, he has certainly earned a rest from his journalistic labors. The Observer congratulates Mr. Cameron on his appointment and trusts he may live to enjoy it for many years to come.

[Stratford Herald, Conservative.]

The Herald is pleased with the appointment of so well-known a dean of the Canadian Press as Mr. John Cameron to the postmastership of London. Mr. Cameron founded The London Advertiser at the age of 21, in 1853, and has conducted it with success ever since, with the exception of a few years, after the death of Hon. Geo. Brown, as editor of The Globe. Mr. Cameron has enjoyed the friendship and respect of the Canadian Press of both sides of politics, especially of Western Ontario, to a marked degree. He is a past president of the Canadian Press Association, and is a prominent Presbyterian layman. Pressmen generally will be pleased to see one of themselves honored, while the postal service will gain a capital official.

[Toronto News, Independent Conservative.]

Mr. John Cameron, of The London Advertiser, has entered into the postmastership of London. Mr. Cameron, as an exponent of clean journalism, has made more sacrifices than he was ever credited with, and whatever one may think of the wisdom of his course, and affable, while his pen has always been used in what he considered the best interests of the people, and has never been a vehicle of selfish or vindictive thought.

[Stratford Beacon.]

The appointment of Mr. John Cameron to the postmastership of London is a patriotic well-deserved. Mr. Cameron has all his life been a public-spirited citizen and a conscientious and industrious journalist, doing much for the public for little return, and in this way has fully earned such a reward. But, short-lived Toronto! There can be no doubt about Mr. Cameron's ability to perform the duties, and no question as to his claims to the position named. The London Advertiser, which he founded, has always been a power for good in the community, while his personal example has been no less edifying. Mr. Cameron has our heartiest congratulations.

[Sarnia Post, Independent.]

John Cameron has withdrawn from active journalistic work on The London Advertiser, which he founded, and accepted the postmastership of London. From a public standpoint Mr. Cameron has thoroughly earned the position. But aside from this it is doubtful if a more competent man could have been found to give his attention to improving Shakespeare and thus forever settle the Bacon theory. The failure to improve the King James version of the Bible also presents another opening for a first-class literary blacksmith, such as this man must be. Then he can die contented—or wake up.

[St. Thomas Times.]

Mr. Cameron, as an exponent of clean journalism, has made more sacrifices than he was ever credited with.

[Clinton New Era.]

Mr. Cameron's retirement from active journalism is a notable event in the Canadian newspaper world. He has been twice president of the Canadian Press Association, and not a few of the editors and publishers in Ontario were trained in his office. He has the best wishes of a large circle of friends, that he may live long to enjoy his position.

[Hamilton Herald.]

John Cameron, the veteran newspaper man, editor and proprietor of the London Advertiser, and sometime editor of the Toronto Globe, has been made postmaster of London. Mr. Cameron is well qualified.

[Woodstock Express.]

A man of letters like Mr. Cameron ought to make a good postmaster.

[Hamilton Times.]

John Cameron, of the London Advertiser, who has been appointed postmaster of London, went to London with his parents when he was a boy. He learned the printing trade in the office of the Free Press and started The Advertiser before he was 21 years of age. Mr. Cameron, assisted by his brother William, made The Advertiser go. After the death of Hon. George Brown in 1882, John Cameron was appointed editor and managing director of the Toronto Globe, which position he occupied until 1890, retaining his interest

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A new weave, similar to Silk Crepe de Chene; soft, clinging material, in rose, pearl gray, blue, sky, biscuit, black, 44-inch, per yard 75c

Crepe De Chene

Silk Mixed, Soft Crepe de Chene; a very taking goods, and the correct thing for this season, in biscuit, blue, reseda, navy, black, brown, castor, etc., per yard \$1.00

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Navy and black, solid color, stripes and cords, in mohair lustrous, 44-inch, for summer skirts or waists; very latest styles; special, per yard 10c, 65c and 75c

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Visit Our Millinery Parlors This Week

208, 210, 210½ and 212 Dundas St.

on another serious criminal charge at the instance of the Montreal police. We fail to see why the police should thus make a day of one criminal and flesh of paper world. He has been twice president of the Canadian Press Association, and not a few of the editors and publishers in Ontario were trained in his office. Need we say, he has the best wishes of a large circle of friends that he may live long to enjoy his oium cum dig.

[Brantford Expressor.] Mr. John Cameron, the founder, and for many years chief editor, of the London Advertiser, has been appointed postmaster of the city of London. Mr. Cameron is thoroughly qualified to discharge the duties of the office, and he has well earned this recognition. Not only in his connection with The Advertiser, but as proprietor of The Liberal, a vigorous but short-lived Toronto daily, and as managing editor of the Toronto Globe for some years, he has been a consistent champion. The Expressor expresses his heartiest congratulations to the new postmaster.

A Prodigy.

[Montreal Gazette.] A Harvard man is said to have translated Homer's "Iliad" into English hexameter, and in the process to have emphasized both the meaning and beauty of the original. Having accomplished this trifling little task the gentleman should now give his attention to improving Shakespeare and thus forever settle the Bacon theory. The failure to improve the King James version of the Bible also presents another opening for a first-class literary blacksmith, such as this man must be. Then he can die contented—or wake up.

Publicity a Protection.

[Ottawa Citizen.] Some weeks ago a man was arrested in Ottawa on a charge of theft. He was accorded the privilege of a private trial before the police magistrate and the police withheld from the newspapers the fact of his arrest and conviction. According to the reports he was sentenced to a fine and two months in jail, but the magistrate subsequently undertook to revoke the imprisonment. These facts are only now made public when the same man has been arrested

are now learning how to read and write. It is no wonder, then, that Senor Palma said in a recent interview: "I have complete confidence in the good faith and generosity of the American people." The American people have deserved this confidence. They have perhaps done more for Cuba than any other nation has ever been able to do for any dependency in a similar length of time. As far as Cuba is concerned, the war department has managed not only to avoid scandal and to get away with clean skirts; it has achieved a notable success in efficient, aggressive, administrative work. All that it has to do now is to pack up its flag, its typewriters, and its card catalogues, and come home. Its protegee is about to undertake to manage its own affairs.

So closes this incident, or at least a phase of it. On the 20th of the month after next the people of the United States will say to the war department: "Thanks," and to the Cuban Republic, "Good luck." Then will begin a new experiment.

IMPRISONMENT FOR LIFE. Dawson, March 15, via Seattle, March 29.—William Brophy, one of the two men who held up the Dominion Express when late December, was found guilty in the territorial court and sentenced to imprisonment for life. Judge Dugas, who passed the sentence stated in doing so that he regretted the circumstances would not permit adding flogging to the punishment.

You should not feel that all the time—healthy people don't—you won't if you take Hood's Sarsaparilla for a while. The city of Denver proposes to give the new cruiser of that name a valuable library.

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Very small and so easy to take no clog.

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