



I HEARD a young mother talking to her little son about his teeth—telling him how important it is that the teeth be kept clean.

"If you want to be a big, strong boy," she said, "and then a big, strong man, you must have good teeth. And to keep your teeth sound you must remember now, while you are a little boy, to brush them twice every day."

The young mother told me that the youngster liked the taste of the Ribbon Dental Cream and that this had helped her in inducing him to form the important daily habit. Of course, she talked with him about it now and then to impress on him the great advantage to his health and comfort that comes with this daily care. "Then twice a year," she added, "I have the dentist look him over."

You too should use
COLGATE'S
RIBBON DENTAL CREAM

The Eye of the Guns.

By "THREE STARS."

The guns themselves are blind. On the western front—which is essentially our front—the days of direct fire have passed. They went away after Mons and the Great Retreat, the Marne, the Aisne, and the degeneration of open fighting into siege warfare. It is true that on very rare occasions since—Ypres has seen most of the occasions—gunners have been presented the target they delight in, something they can see. But British artillery as a whole has been firing by the map for many months.

How, then, are the guns directed upon suitable objects which may present themselves, when the gunners cannot see them? They are guided by observers stationed in favourable places from which the enemy's territory can be overlooked. The observers are linked with the batteries by telephone. The observers are the eyes of the guns.

There are several systems of observation in use at the present time. Some of them are secret and therefore sacred. But the three most extensively used are common property and will pass the censor.

Practically all the observation for artillery is done by officers, as the work is of a highly technical and complicated character. Observation posts—commonly spoken of as "O. Pips"—perform the greater part of it. Forward Observing Officers—better known as "F. O. Os"—do most of the remainder. And aeroplanes, with kite "sausage" balloons, do the rest.

We deal with aerial observation first, as being the system which is least commonly employed. The work of the Royal Flying Corps is too widely known to require description. They are out in all weathers and they spy out the land for our heavy guns. By a wonderful code of signals they "tip the wink" to the great creatures of iron and steel concealed below them whenever they sight a target far behind the enemy's lines worthy of their attention.

The "sausage" balloons stand sentinel over the distant territory, lying

behind the German lines. They are a permanent watch, whereas the aeroplanes are scouts. The "sausages," floating high in the air like mines set in the depths of a light blue sea, form a chain of guards along the whole of the British front. Sitting in the light basket, suspended from his balloon, the observer in charge sees below him a vast panorama of country rolled out like a great map beneath his feet. At present most of it is as inaccessible to our troops as the moon, but—some day—

On this enormous map he sees threads of silver along which clouds of white smoke travel up and down. The threads are railway lines, the smoke rises from the stacks of locomotives pulling German trains. He sees dark caterpillars crawling along networks of roads which look like spiders' webs. The caterpillars are German troops. Occasionally he telephones to his batteries far below him, and immediately afterwards the trains or the caterpillars disappear in a cloud of smoke. There are other things which do not move—fortified houses, camps, dug-outs—and when our artillery choose to destroy them the "sausage" directs their fire.

The observation posts are numerous. Every mile of German line is watched by several of them which spend their time noting every movement and reporting on the result of each British shot. The gunners are a curious set of men. They do not deal in blood like the infantry, and the work of smashing up the Boche is to them merely a scientific process. The subaltern who sits in his "O. Pip" takes the same pride in the ability of his battery to demolish an enemy earthwork with one shell as that of a crack bowler in taking wickets.

Through the narrow slit in the "O. Pip," cunningly sited and hidden, he sees a picture. The scene contains a few shattered houses, perhaps a wood or two, rows of shell-stripped trees, and far away an indistinct line of grey, which wriggles across the country from one side of the picture to the other. Seen through the subaltern's telescope the grey line becomes the German parapet of sandbags and soil.

Doctor Tells How To Strengthen Eyesight 50 per cent In One Week's Time In Many Instances

A Free Prescription You Can Have Filled and Use at Home.

Philadelphia, Pa. Do you wear glasses? Are you a victim of eye strain or other eye weakness? If so, you will be glad to know that according to Dr. Lewis there is real hope for you. Many whose eyes were failing say they have had their eyes restored through the principle of this wonderful free prescription. One man says, after trying it: "I was almost blind; could not see to read at all. Now I can read everything I want to, even the small print in the papers. My eyes do not water any more. At night they would pain dreadfully; now they feel fine all the time. It was like a miracle to me." A lady who used it says: "The doctor's seemed busy with or without glasses, but after using this prescription for fifteen days everything seemed clear. I can even read the print without glasses. It is believed that thousands who wear glasses can now discard them in a reasonable time and multitudes more will be able

to strengthen their eyes so as to be spared the trouble and expense of ever getting glasses. Eye troubles of many descriptions may be wonderfully benefited by following the simple rules. Here is the prescription: Go to any active drug store and get a bottle of Lion-Opto tablets. Drop one Lion-Opto tablet in a fourth of a glass of water and allow to dissolve. With this liquid bathe the eyes two to four times daily. You should notice your eyes clear up perceptibly right from the start and inflammation will quickly disappear. If your eyes are bothering you, even a little, take steps to save them now before it is too late. Many hopelessly blind might have been saved if they had cared for their eyes in time.

Notes: Another prominent physician to whom the above prescription was submitted, says: "This is a very remarkable remedy. Its constituent ingredients are well known to eminent ophthalmologists and widely prescribed by them. The immediate success it has in strengthening eyesight 50 per cent in one week's time in many instances is a real wonder. It can be obtained from any good druggist and is one of the very few prescriptions I feel should be put on hand for practice use in almost every family."

Fashions and Fads.

To make a faded cotton dress pure white, boil it in water which has half a cupful of cream of tartar to two gallons of water.

The simplest of all salads—lettuce with French dressing—is never too little for a light meal, nor too much for a heavy one.

Screw small hooks inside some of the cupboard doors—they are exceedingly handy for hanging articles like potholders, corkcups, etc.

Meat or fish intended to be fried should first be wiped as dry as possible, and it should not be very cold before dipping into the fat.

A Russian salad is made from one onion, two apples and four cucumber pickles, all chopped fine and seasoned with salt, cayenne and vinegar.

The good housekeeper is the one who keeps her house in perfect condition all the time instead of having a wild housecleaning every little while.

Almost any cold vegetable is delicious in a salad but is should be remembered that there should be two parts of oil to one of vinegar in the dressing.

When you have not quite enough new peas for pea soup, cut up a few new potatoes, boil them with the peas until water and make the soup in the usual way.

Stuffed eggplant is a delicious dish which few people appreciate, and eggplant stewed like squash is another. Both require a great deal of seasoning.

Avocado salad is made of the chilled avocados pared and halved, then filled with French dressing, the edges being garnished with slices of stuffed olives.

Rusty steel should be covered with sweet oil, well rubbed in, and in forty-eight hours use unsalted lime finely powdered and rub until all the rust disappears.

If the plumbing about the house is shabby and new nickel piping out of the question, give it all a coat of aluminum paint and it will at least look fresh and clean.

If you are mixing a pudding or cake with a wooden spoon beat the mixture with the back of the spoon. It is far easier and becomes beautifully light in half the time.

Rusty floors should be heated, rubbed on a piece of beeswax tied in linen and then with a coarse flannel cloth sprinkled with household salt. This will give a polish like glass.

When a kettle is badly burned, do not fill it with water, but set it aside to cool, then put in a handful of washing soda and water and allow it to boil for an hour or more.

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CLARK'S SPAGHETTI

with
Tomato Sauce
and
Cheese.

Try it
It's
Delicious

W. CLARK, LIMITED
MANUFACTURERS
MONTREAL

BLAIR'S

August Reduction Sale

BARGAINS and NOVELTIES

Summer Goods at Cost and Less

MONEY SAVED IN STAPLE GOODS ALSO!

Ladies' STRAW HATS now all offered at about half price.

CHILDREN'S STRAW HATS from10c. each upwards
CHILDREN'S WHITE SILK HATS—Regular \$1.20 to \$1.50. Now85c. each
BOYS' COTTON HATS, 25c. for 20c. CHILDREN'S STRAW MAN-O-WARS from15c. each

Special Line of Bargains in Flowers.

So that you can trim these Job Hats cheaply we have taken a lot of Newest Flowers, selling at 25c. to 35c., and marked them down to 15c. each only.

Ladies' Summer Dresses—all at Cost and Less.

Prices range from 95c. and \$1.25 each upwards.
Lot of Ladies' Newest Summer Dress Skirts in White Piques, Saxe Blue and Natural Linen makes, at Bargain Prices.

Lots of other Bargains in Ladies' Wear.

Splendid assortment of LADIES' NEWEST AMERICAN WHITE MUSLIN BLOUSES. Regular \$1.00. Now only75c. each
LADIES' WHITE SILK BLOUSES from1.15 each
LADIES' WHITE EMBROIDERED CAMISOLES from only19c. each
LADIES' WHITE EMBROIDERED UNDERSKIRTS from only45c. each
LADIES' and OUT SIZE LADIES' WHITE WOVEN KNICKERS, with Lace Edge, only 29c. each
LADIES' WHITE SUMMER UNDERVESTS at very low prices.
LADIES' COTTON HOUSE DRESSES, OVERALL APRONS, WHITE and other APRONS at prices that will please the economical housekeeper. See also our FANCY MUSLIN WRAPPERS and KIMONOS.

We still maintain Superiority for Ladies' Hosiery,

and our prices are very low despite ever advancing costs! You will be pleased with OUR LADIES' WHITE MERCERISED LISLE HOSE, the HOSE with a guarantee, at39c. pair
OUR LADIES' WHITE, PALE BLUE, PINK, TAN and Black LISLE HOSE at19c. pair
OUR LADIES' BLACK THREAD HOSE, wonderful values, at12c. pair

All the Men are Buying their Socks Here.

This is because we are giving such good values, and in addition are giving during August a dozen Wire and Chenille Pipe Cleaners, absolutely free, with every pair of Men's Socks bought, even at 10c. pair.

Other Offerings for Men are:

MEN'S WHITE NEGLIGEE SHIRTS. Worth \$1.50. Now95c. each
MEN'S COLOURED SILK TIES. Regular 45c. for 35c. Regular 70c. for60c.
SAFETY RAZORS—A special lot, only25c. each
SAFETY RAZOR BLADES, to suit most well known makes, 6 Blades for25c.
Get one of our RAZOR HONES and RAZOR BLADE HOLDERS for sharpening your blades.
SHAVING BRUSHES from5c. each only. SHAVING SOAP, worth 35c., at19c.

High Grade Talcum Powder, only 15c. and 20c. tin.

Don't pay higher prices for Talcum Powders, buy our guaranteed makes.

Get in the swim and buy your Bath Towels here.

TURKISH TOWELS at special prices. Prices range from5c. each upwards
COTTON HAND TOWELING at only5c. per yard

If You are going on Your Holidays

you are one of the people we have been thinking about. We are selling full size SUIT CASES dirt cheap. Prices talk, \$1.25 and \$1.35.

We also advise your taking one of our "BEACON" ELECTRIC FLASHLIGHTS with you. You don't know where you may be or what you might see. If you have a "BEACON" you will be guided aright.

Amongst Household and Domestic Goods

offering at reduced prices, we mention "CONGOLEUM," "FELTOLEUM" and "NEPONESSET," the new Floor Coverings. Regular value \$1.20 yard. Sale Price \$1.10 yard.

These are two yards wide, and the three brands give us a good range of patterns.

Lot of White Embroidered Tea and Tray Cloths, only 25c. ea

Lot of Odd Pairs of White Lace and other Curtains.
Old values to be cleaned up regardless of cost.

Specially Low Values in TABLE LINENS, TABLE NAPKENS, WHITE SHEETINGS and PILLOW COTTONS, ETC., as all these goods were bought before very heavy advances.

BEST VALUE OBTAINABLE IN TEA.

If the tea you are now getting is high in price and poor in quality, try our Teas. Ours are low in price and high in quality and have been causing a sensation lately, for we have been introducing a couple of broken Orange Pekoe Teas at 40c. and 45c. per lb., and our customers say they are equal to teas at 50c. and 60c. lb. The reason is we import direct from Ceylon in large quantities when the markets are low, and also we price our teas very moderately.

We beg to introduce to you a New Gramophone at only \$5 ea

This is the make of a new company, viz., the Emerson Phonograph Co., and is having a tremendous sale in the United States and Canada. This machine is not equal to a \$100.00 machine, but we would sooner listen to it than to some \$25.00 machines. It will play most all well known makes of records, though the Emerson record is a smaller record. Prices for Emerson Records are: Single Faced, 18c. each; Double Faced, 35c. each. We anticipate a large demand for the Emerson Phonograph.

Ladies', Get a Vanity Box, Free.

Despite large price reductions, we give every lady making a purchase of \$2.00 or more, of any class or classes of goods, a Vanity Box absolutely free, containing Mirror, Compressed Powder and Pad. We do this partly for the sake of the advertisement—they have our name on them. It pays to advertise, when your goods are up to the mark and your prices are down to the lowest level. You will always find this to be so with us, and now more especially.

Henry Blair.