### From War to Work.

The greatest deed of kindness ever, tual good faith. cone to Germany was the stroke of 000,000 to a permanent police of 100,-

will. Patriotism and common sense point that way. Your German is nothing if he is not practical; and, whatever may be wrong with his psychology, he can never shut his eye to the fact that, at the present moment, the obvious thing for him to do is to go to work; set the wheels of his wonderfully efficient industrial machine in motion; and apply himself with dogged determination to the task of getting his country back upon its

Nor is the task so hopeless as Sceidemann and his coadjutors would have us believe.

In the first place, the terms imposed on Germany are far less onerous avers. By calling our attention to hair than a Germany triumphant would tonics, advertising has acquainted us have laid upon the Allies; and no one knows this so well as the Germans that it is ours, not only to have but to Read for having successfully made munications, which "seriously disthemselves. For despite their railing hold. In the pre-advertising era no- the air passage between the new and "quited" them, and that the Cabinet, would have been called upon to work this possession, but we coddle, culti- in reaching Lisbon the crossing of "by reasons of policy as well as of out, if the fourteen points had never vate and cherish it-and keep it. the "pond" has been achieved. While "strategy." Finally, Lord Kitchener been set forth.

Moreover, Germany will go to work future, he consolingly forecasts. rid of the crushing weight of her nav-

lion dollars to the assets of the nation. A further increment of wealth will be

of articles of trade and commerce. ly in the material but, also in the mor- headed bird. al and ethical world, where, if anyearth. And there is no surer road by deleful analogy which occasions our tables.

work."-Scientific American.

### Bald Heads and Souls.

Why They Differ in Their Relations | retarded it-not by a hair. to Modern Advertising.

When hair, in treacherous deliques-Its fond proprietor would betray. What art can guard and save its prewhat charm persuade that hair to

Advertising so a local authority informs us, can retard the vanishing thatch. It has already done so, he

al and military burdens. Pre-war head from the scenery be a toppy triumph will be scored when some- "plaining these conclusions to Sir statistics show that in money alone enterprise, a still loftier adventure body achieves the non-stop flight. this represented the huge sum of was under discussion. The saving of The American achievement was ren- it was these, and not his own ideas of \$400,000,000 annually-which was ex- the soul. And advertising is the dered somewhat tame and uninter- strategy, that he brought before the ceeded, no doubt, in the loss of rev- medicine prescribed. Dr. Fahy, the esting by the elaborate safeguard Commander-in-Chief. Mr. Asquith enue, due to the diversion of many Gabriel d' Annunzio of advertising surrounding the fliers at every adds his own opinion that the de millions of her people from industry whom we quote, postulates that man's stage. There was little of the aw- cision taken by the government were The return of these hosts of Ger- toward his hair-he doesn't know which closed about Hawker and "taken by any responsible British man workmen to the factory and the he's got one until it's too late. Ad- Grieve the moment they leaned from farm, and to transportation on land vertising, says the good doctor, can that Newfoundland headland. The and sea, will represent a great addi- make man cognizant of his soul, just success of the American experiment "practically unanimous support of the always cheaper than Floor Covering at \$2.50 per yard. tion to the wealth of the country; and as it has made him conscious of his will be recognized more in scientific the resulting revenues, when added to hair. In other words, advertising circles than in the popular mind. the clear gain of \$400,000,000 due to can pry off the coma now stifling the Read's feat appeals to the intellect, military retrenchment, should easily church. It can energize the church, Hawker's to the imagination. Amund- "of the greatest value to the counrepresent an annual addition of a bil- vitalize it, giagerize it, pepperize it. sen will be known as the discoverer "try, and, as the event showed, with

thing, she has even more serious lee- omnipotence of advertising, it is dis- he will carry, he is the lad the world await in perfect serenity the process way to make up. She must win her tressing to us to have to question this is waiting to give three rousing of disclosure." It is a pity that this way back to the confidence of the pronouncement. And in a way we cheers. We hope he is a Canuck. world that she has so greatly betray- don't question it. We are convinced ed---for it is inconceivable that she that advertising can put the church | When making tomato or asparagus | Lord Kitchener's friends are deterwill be content to remain forever a back to fighting trim quicker than soup a few grains of baking soda mined that the story shall not be half Pariah among the peoples of the any other remedy available. It is the should be added to the cooked vege-

which to return than that broad in- dismay. The one citadel which adternational highway which is build- vertising has barraged in vain is the ed of honor, consideration and mu- bald head. As for man's hair, its days are but few, and that regardless of Some few men of note there are in whether he knows he's got hair, or the Allied pen which reduced her army Germany who clearly realize these doesn't know it. The remorseless Mr. Asquith's reply to the attacks from a potential military force of 10,- truths in all their naked simplicity; wind of time passeth over it, and which are being made upon Lord and to their honor be it said that, in good night. And the caput thereof the midst of all the present rhodomon- shall know it no more. He may medi-For thereby have the German peo- tade over the so-called brutality and cate, massage, electrify, singe, and ple been turned from war to work. betrayal of the peace treaties, they shampoo. He may have a 4-leaf clover They cannot any longer war; but they have not hesitated to say to the Ger- in his right sock, carry a rabbit's foot Lieutenant of Ireland. It was not decan work—they must work—and they man people "Be quiet, and go to in his vest pocket. He may metaphysically assert that there is no such thing as baldness. But as the faran awful thing and advertising hasn't

> Advertising can help the churches in the work of soul-making. But hair, once it gets going the pace, is doomed to perdition and lost forever .-Oklahoman.

#### The Aerial Championship.

(From the London Advertiser.)

withe the fact that we have hair and American navy and Commander Lord French as to his intentions, comagainst President Wilson, they are body knew he had hair until he com- old worlds in a heavier than air ma- "after full deliberation, came unaniwell aware that his influence has won menced not to have it. But now, ap- chines. The N. C. 4 has still an- "mously to important conclusions for them an easier expiation than they prised in advance, we do not neglect other lap of her voyage to make, but "which semed to them to be justified There'll be fewer bald heads in the the credit for this "triumph," as our was "entrusted, with the knowledge cousins over the line are calling it, "and full consent of all his colleagues, But though eradicating the bald will stand on the records, the real "with the duty of conveying and exattitude toward his soul is like that ful chance, the gamble with death, "the only ones which could have been It can restore to the church its an of the South Pole, but a greater glory "the best results." cient wallop, its pristine punch. That will cling to Scott's name because of

#### French and Kitchener.

Brief reference was made in the cable despatches the other day to Kitchener in the sensational correspondence of Lord French, formerly Commander-in-Chief of the British forces in France, and now Lord sirable, Mr. Asquith felt, to say all that could be said about the incident or that must be said hereafter when flung pink of moulting millions, there it passes into history, but to the paris such a thing as baldness, and it's ticular charges that reflect on Lord Kitchener, namely, that being Secretary for War he interfered gratuitously with the Commander-in-Chief, usurped his functions and gave bad and ignorant advice, which, unless resisted, might have brought disaster upon the army, Mr. Asquith makes clear and positive answers.

He says that it is "wholly untrue "to suggest that either Lord Kitchen-"er or the Home Government con-"templated and attempted to super-"sede the commander in the field." He says that the Government itself Congratulations are extended the took action on communications from "John French" (as he then was), and "Government," and he "entertains no "doubt that they would have had the Don't judge Floor Covering by its price alone. Floor Covering at \$1.50 per yard int "country," or that "in visiting France "and conferring with Sir John French. "Lord Kitchener performed a service

Mr. Asquith declares that while it due to the reconstruction of her vast is what advertising can do. And if the immeasurably greater difficulties is impossible to deal adequately with armament works for the production the church avail itself of this magic, he overcame and his tragic death. The the case until "in due course there is the soulless man of the future will be real hero of the trans-Atlantic air a full disclosure of the confidential Germany will go to work, not mere- just as rare a spectacle as the bald- flight, the real conqueror, will be that documents, including Sir John bold airman, who first makes it in French's letters, which passed at the Believing as we do in the near- one jump. Whatever nation's colors time, Lord Kitchener's friends may controversy has come up in the present others equally as sensational and interesting .- Morning Chronicle.

#### Leninism in Winnipeg.

(From the New York Times.) In support of the metal workers and building trades a sympathetic strike, affecting some 30,000 trade unionists, was ordered last week by the Winnipeg Trades and Labor Council. This general strike is said to be approved by the returned soldiers. In that case the Dominion the controversy there is no judgement to be passed at this distance. It is the opinion uttered by the business agent of the strikers that interests outlanders in the Winnipeg labor troubles:

There will be no more newspapers until we decide to let them appear. We know the effect that a newspaper has in moulding public opinion, and that in the past such opinion has been moulded against our class. We realize that had we left the press open it would have taken advantage of the hard situation by trying to show the public that the strikers were weakening in their position by the opening of food depots.

the Leninist, the new autocratic me- two rounds. thod of dealing with the press. The Alexanders and Big and Little Napoleons were afraid of a public opinion not moulded by themselves and sought to gag it. The contemporsought to gag it. The contemporary Red plan of silencing absolutely all unfriendly voices, of limiting the freedom of the press to the freedom of lauding the proletariat autocrats, is cooler, more thorough, than the autocrats of the throne, born to the purple, or usurpers, were able to, maintain effectively. By the side is cooler, more thorough, than the of the Lenines and the Trotzkys and their brief imitators in Gremany, the earlier autocracy looks almost tolerant, liberal. A silenced press, however, is an imported product that is not likely to prove itself hardly in

A delicious salad is made of bananas cut in slices, dipped in mayonnaise, rolled in minced nuts and served on white lettuce heart leaves.

A solution of one teaspoonful of baking soda to a pint of water is an excellent wash for keeping the ening the mouth sweet in sickness.

form and at this time, but apparently told or wrongly told. Lord French's disclosures promise to be followed by

yard.

CONGOLEUM, the guaranteed Floor Covering, costs less in the long run.

NOTICE

Correspondents are re-

The use of electricity for heating

urposes is comparatively new, but

since the enormous water power in

Sweden and Norway has been in

creasingly utilized, and especially

because of the acute shortage of fuel during the war, electric heating has

become more and more extensive in

Scandinavia. Back in 1915 a company

was organized for the purpose of

manufacturing electric heating ap-

factory employed 40 men, but at the

end of 1917 the number was increas

ed to 500. Extensions are now bein

made which are expected to be finish

ed in the fall of 1919, when the num

ber of employees will be about 1,200.

ou, and all kinds of lamps and heat

ing materials. All of which is by wal

of showing how certain com are developing their water power

The factory makes all kinds of heat aparatus for cooking, ironing, and so

paratus. In the beginning

in Sweden.

Use it from the can or pour into pitcher-as cream for tea, coffee, fruit or cereals.

you get milk consistency the same as or-dinary milk.

Use Carnation Milk for cooking—in all your recipes, for soups, sauces, puddings, etc. Where thin milk is called for, add more water.

Surely Carnation M.k is the solution to

your milk problem. Begin to-day to enjoy

its quality, convenience and economy.

Phone your grocer now—have him send three or four handy cans (16 oz. tall size).

We have a splendid booklet of 100 tested

recipes for everyday and special uses. The

booklet also tells the "Story of Carnation

Milk." You can get a copy-free-by

return mail if you address us at Aylmer, Ont.

Directions on every can.

FOR INSTANCE

If the \$1.50 covering wears out in 1 year and the \$2.50 covering

gives 3 years' wear, you can see that the \$1.50 covering actually

costs \$4.50 per yard over a 3 year period, and is really costing

you on this basis MORE than twice the cost of the Floor Cover-

ing which gives 3 years' wear and which cost you only \$2.50 per

Decide for yourself,—do you want a cheap imitation which you will need to renew next year, or do you want Genuine Guaranteed Congoleum which costs a little more, looks

Order your Milk Supply

with your Groceries

"from Contented Cows"

Get your milk supply in the logical

worry-free way-from your grocer.

He will sell you a week's-a month's

-supply of Carnation Milk with

That's the modern way to get milk. You

have fresh, rich milk-or cream-for any

unexpected need. You are never "caught

You can use Carnation Milk in every way

you use ordinary milk-and for cream

For it is just pure, fresh whole milk "from

Contented Cows" with part of the water

evaporated. Nothing else but water is

taken away. Nothing is added to sweeten

your groceries.

without" milk

uses, too.

or preserve it.

Carnation Milk

Products Co., Limited

Aylmer, Ont. Seattle and Chicago, U.S.A.

Condenseries at Aylmer and Springfield, Ont.

Canada Food Board Licenses 14-96 and 14-97

better and lasts longer.

for Jack Dempsey next week because chance Dempsey has to win is to land of the danger of Dempsey going stale. a knockout. The challenger may drop all strenuous work for the week if the weather from Dempsey," Jones said, "but Wil-

So the press was closed. The next ing against the ropes and Trainer cannot be penetrated."

Scotch Oatmeal.

Army Rations.

Blue Starch.

"Rola" Egg Powder.

Sinclair's "Fidelity" Hams.

Sinclair's "Fidelity" Bacon.

Sliced Pineapple, 2's & 21/2's.

Heinz Baked Beans, 30c. tin.

Heinz Porkless Beans, 30c.

Sinclair's "Cedar Rapids"

New Texas Onions.

Fresh Bologna Sausage.

day to arrange for special trains to ina. He said that when he reached bring fight delegations from Colum- a settlement with the champion from bus. Jones still retains his admira- years ago Willard appeared to be in tion for Willard, despite his split with condition for a contest ten days later the champion after piloting him to He asserted that Willard had trained Toledo, May 28.—There will be no victory over Jack Johnson. Jones secretly in a gymnasium at his hous boxing on the training programme said that in his opinion the only in Chicago and Lawrence, Kansas.

"I am not taking any credit away TO CORRESPONDENTS lard is too big. With his tremendous Dempsey is so near being in top size and great hitting power, a know- quested to accompany concondition at present that he could en- ledge of boxing that will surprise his tributions with their real

publication but as a guaranstep should be the publication of Deforest promptly called time. Bill Jones revealed that Willard is forty tee of good faith. In future papers devoted passionately to the Tate received another terrific punch- years old, which caused some surprise no correspondence will be proletariat. All others should be ing for four rounds, and Dempsey among the ring sharps. He declared considered unless this rule is adhered to. til he was 32 years of age, and be-Tom Jones, Willard's manager for cause of his late othletic development Electric Heaters

### "International" **Brand FAMILY**

Small Rib Cuts Jowls with Tongues. California Apricots. New Cabbage. California Oranges. California Lemons. Table Apples. Moir's Cake. California Prunes.

Sotuh LEMON (

### Sharv

ASPIC JELI CALVE'S FE MANGO CH ANCHOVIES SALTED AL

### Scotch

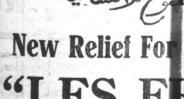
MEDIUM an

Pearl Barley. Lazenby's Pickles. Lemon Pie Filler. Orangeade Powder. Lemonade Powder. Rose's Lime Juice. Bird's Cust'd Powder

## GROCERY DE



#### **\***





used loses its effect an creased dose. Second. of any drug is bad any

So the cry is consta constipated, "What car teresting to a great ma swer has been found method which was use our Forefathers, and twelfth century. The because it is composed prunes, raisins and the substitution of the Ale leaf. The taste is pleas ous, and the effect is Try it and be convince SOLD

orty Years in t ervice, the E



## The Rost Cure

III on are the this morning? "I am not very well, and I do not see why I aver came to thur

Why this is a fine place to take the rest care, and that is what your doctor

Well it is no rest for me, for I have to the hime to think and to worry. I had not not any sloop lest night, and I have I shall never get better bare."

"Mast prople like it here." "Perhaps they do if there is nothing the matter with them. But if their nerves were in such a condition as mine they would be about as miserable as I am. I with I had stayed home and used Dr. Chase's Herve Food, that is what some of my friends advised.

"Why not use it here. I know lots of scopie who have been cared by using it, and the rest will torely help some."

That sounds to me like a good idea. Now you just get me half a dozen boxes at the drug store and we will try it out. If it will only steady my nerves so I can rest and sleep I am sure that I shall soon he better."

"I know that it will help you, for I have watched so many cases in which it was used and never saw a failure vet."

"And I was told about it often enough before I left home, but thought I had to have more expansive treatment. They will have the joke on me if the Nerve Food cures me, but we will give it a chance, any-

Dr. Chase's Medicines are sold by all Druggists and Dealers in Newfoundland.

Wholesale from GERALD S. DOYLE, St. John's, Distributing Agent.

## authorities may be a little tender on political grounds. Of the merits of be contravered there is no independent to be contravered there is no independent to be contravered there is no independent.

## Forty Years Old.

continues warm.

ter the ring to-morrow. He increas- enemies and the ability to take puned his ring work to eight rounds to- ishment, if compelled to, he presents names, net necessarily for day. One-Round Davis was sent reel- a battle-front that in my judgment' prohibited permanently. This is ripped into Terry Keller for the final that Willard did not begin boxing un-

> six and a half years, arrived here to- had not lost any of his fighting stam-

> > **NEW GOODS**

Now in Stock.

# MLSS PORK.

Ivy Soap—Boxes of 50 bars. "Sunmaid" Seeded Raisins. "Sunmaid" Seedless Raisins.