

The Escorted U. S. Film

WAR MINISTER'S STATEMENT.

Territorial C.O. Hoaxed.

The Secretary for War (Sir Laming Worthington-Evans) replied to questions in Parliament recently regarding the astonishing spectacle in London last Wednesday, when British Territorial troops, with band, escorted a newly arrived American film from Waterloo Station to Wardour Street, in the West End, where the march developed into an advertising display.

The War Secretary's reply, reported fully below, was to the effect that the officer commanding the unit concerned (the Hampshire Heavy Brigade Royal Artillery) acted without authority and contrary to regulations in agreeing to the film company's proposal, and was made the victim of "a clever and humiliating hoax."

Stop the Film.

Public resentment was voiced in the questions put to the Minister. It is daily becoming clearer that there is a growing body of opinion in the country which believes that, in view of this unwarrantable exploitation of our national forces, immediate steps should be taken by the British Board of Film Censors (of which Mr. T. P. O'Connor, M.P., is president) to prevent the escorted film from being exhibited in Britain.

This, it is contended, would teach a salutary lesson to those over-enthusiastic people who, in seeking to "boost" foreign productions, have not even scrupled to attempt to ridicule our Army.

The hoax is the humiliating point of many other lamentable episodes in which British public personages have been exploited to further the interests of United States films, the unceasing flood of which has already crippled our own cinema industry.

THE RESPONSIBILITY.

Humiliating and Clever Hoax on Officer.

In the House of Commons recently Sir Laming Worthington-Evans (Secretary for War), replying to several questions about the recent use of British troops to advertise an American film, said that the explanation of the Hampshire Heavy Brigade Royal Artillery (the unit concerned) was that they were approached by the agent of an American film company to assist in a film which, they were given to understand, was of a military character, representing Territorial soldiers entraining, marching, and on the march.

They consented to take part in the belief that a film of this kind would encourage recruiting. No mention was made, added the Minister, of an American film to be met and escorted, and nothing was said to them to make them suspect the real purpose for which they were required.

The officer commanding was the more easily persuaded to fall in with the proposal because he was engaged in a recruiting campaign in Southampton, where the first part of the film was to be taken, and he was informed that London Territorials would take part in the march in London.

Troops Return Money.

The film company paid the travelling expenses of the Hampshire Artillery and 10s. and 15s. to each man and £25 to the band, which had been returned.

The officer in charge of the detachment, said Sir Laming, had reported: "Nothing whatever was seen of the film that we were presumed to have been escorting, and we had no knowledge that any film was on the parade. At Waterloo, I was told by the police that the armoured car had received instructions to return to its depot."

We proceeded along the route the police had instructed us to follow, by Westminster Bridge, Whitehall, and Trafalgar Square to Wardour Street, as the representative of the company said the film could only be completed in the studio. (Laughter.)

It was not until we entered Wardour Street that the real purpose for which the troops were needed became apparent, owing to a banner being unfurled in front of the band and handbills being distributed. I, therefore, had the banner immediately removed and refused to take any further part in the proceedings, and, with as little delay as possible, the troops were marched up a quiet street (laughter)—and then marched back to Waterloo.

The Officer Responsible.

"Fortunately," added Sir Laming, "the armoured car company were warned in time of the real object of the march and did not take part. As the agent of the film company had previously applied to the War Office for soldiers to appear in costume on the arrival of the film and had been told that permission could not be given, he should not have applied to Territorial units independently, and, in any case, should not have concealed the true purpose."

"In agreeing to the company's proposal the officer commanding the unit acted without proper authority, and contrary to the precise instructions contained in the regulations."

"This officer had had long service and had worked hard in the interests of the unit, but his judgment on this occasion was at fault, and he was made the victim of a clever and humiliating hoax."

MEN! MEN! MEN!

An Exceptional Offer With Every
MAN'S SUIT!
During Our Regatta Sale

A yearly event which every MAN looks forward to for great Savings. During this year's Sale we are going to give FREE with every Suit of Clothes you buy in our Store, a Set of Furnishings which every man needs daily—and remember, there's no extra charge for this. Every Suit in stock will be sold at the same low price as before, for which our Store is famous. So, line up all you men who are in need of Clothes for these savings—Come to our Store during this Sale and compare our values with others—Suit for Suit—and please remember our exceptional FREE offer during this Sale!

Men! A Free Offer Worth Dollars to Your Pocket!

<p>GROUP A— 200 Men's Suits 17⁵⁰</p> <p>Suits of exceptional values in good strong serviceable Tweeds in a great variety of colors including many pencil stripes.</p> <p>FREE! With every Suit in this Group CAP Worth \$1.00 SHIRT Worth \$1.49 COLLAR Worth 35c.</p>	<p>GROUP B— 150 Men's Suits 22⁵⁰</p> <p>A group of Suits worth dollars above our Sale Price. You will find suits of fine Black Serge or new Spring Wool Tweeds in a great variety of styles and patterns.</p> <p>FREE! With every Suit in this Group SHIRT Worth \$1.75 TIE Worth \$1.00 COLLAR Worth 40c. HOSE Worth 75c.</p>
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Avail Yourself of this Free Offer During this Sale

<p>GROUP C— 100 Men's Suits 27⁵⁰</p> <p>A group of new Spring Worsteds, in new Spring shades. Every Suit of American make and worth at least \$35.00. If you are in need of a new Summer Suit buy one of these.</p> <p>FREE! With every Suit in this Group STRAW HAT Worth \$2.75 SHIRT Worth \$1.75 TIE Worth \$1.00</p>	<p>GROUP D— 100 Men's Suits 35⁰⁰</p> <p>This lot consists of new American Suits of the better kind in fine Worsteds; also many all Wool Blue Serges. Every Suit worth \$5.00 and more than our Sale Price.</p> <p>FREE! With every Suit in this Group STRAW HAT Worth \$2.75 SHIRT Worth \$2.00 HOSE Worth 75c. COLLAR Worth 40c.</p>
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<p>Men Read every Group over carefully—also our FREE offer with every Suit—you will wonder at the exceptional values we offer you during this Sale!</p>	<p>GROUP E— 100 MEN'S SUITS 42⁵⁰</p> <p>A group of one hundred of the finest American made Suits. Suits of the finest materials and makes, including the new "Prince of Wales" Suit. A wonderful variety for those men who want individual styles.</p> <p>FREE! With every Suit in this Group STRAW HAT Worth \$2.75 SHIRT Silk Striped worth \$2.75 SILK TIE Worth \$1.00 HOSE Silk Hose worth \$1.00</p>	<p>Men Don't overlook these Savings if you are in need of a Suit of Clothes. Come to our Store during this Sale and let us fit you with one of our Suits at these remarkable Savings!</p>
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THE BROADWAY HOUSE OF FASHION
"THE STORE OF REAL VALUE"

There was no question of a film having been given for the use of advertising an American film or for any other commercial purpose, and he was glad to say that the British film industry showed no sentiment of the length to which the company had gone to secure a positive copy of the film which had been handed to the Office and would not be produced in any connection with the circumstances.

Sir L. Worthington-Evans said that there was no need for action, as they had got the film and did not intend to have it published. Commander Kenworthy (Lab.) I presume the agent is here to meet.

Sir L. Worthington-Evans: "I know what is the agent's name. Major Hore-Bellina (Lab., port): Has the Government any power to prevent the escorted film being shown in this country? No answer was returned."

Men's Sport Rubber, Lightweight, at P. S. WOODS, July 11, 1925.

Empire Foodstuffs

WEMBLEY EDUCATES

WIVES.

The Empire Food Cooking demonstrations in the Palace of Education, being largely attended and the work in educating housewives regarding the preparation of the pure-grown foodstuffs which are obtainable in this country.

Great Britain cannot grow food she needs so some has to be imported. Britons should keep their minds overseas by buying Empire products. Many people do not realize our Empire can produce everything we require in more than adequate quantities.

For the benefit of the housewife the following prices may be useful:—

Canada sends us Wheat, Cheese, Fruit (Fresh, Dried and Tinned), Meats, Tinned Bacon and Cattle.

Australia sends us Wheat, Lamb, Beef, Tinned Meats and Extracts, Wool, Dairy Products, Dried and Tinned Fruits and New Zealand sends us Best Lamb, Butter, Cheese, Eggs, Sheep's Tongues, Apples, Tinned Dried Milk.

South Africa sends us Fresh and Dried Fruits and Game, Fish, Peanut Butter, Malt, Canned Crystallized Fruits, Wines, Dried Fruit, Sugar, Hide, Wool, Gold and Diamonds.

Newfoundland sends us Fish, Liver Oil, Paper, Wool, Seal, Woodpulp.

Southern Rhodesia sends us Coffee and Tobacco.

India sends us Wheat, Tea, Spices, Chutneys, Curry, Pickles, Cigars and Cheroots.

British West Indies send us Bananas, Cocoa, Sugar, Honey, Root, Coffee, Pickles, Lime Juice, Guava Jelly, Pepper and Cinnamon. British Guiana sends us Sugar, Cocoanuts, etc.

Ceylon sends us Tea, Coffee, Cinnamon and Tobacco.

East Africa sends us Oil, Salt, Coffee (Kenya), Tanganyika, Uganda Coffee.

Fiji sends us Palm Oil, Coconut, Palm Nuts.

Malaya sends us Pineapples, Gums, Tapioca, Sago and Spices.

Mauritius is our chief Empire supplier of Sugar.

Nyasaland is our most important Empire producer of Tobacco.

Sendi Tea.

Northern Rhodesia sends us Tobacco.

Pacific Islands send us Coconut, Fruit, etc.

Soudan sends us Gum Arabic, Senna.

West Africa sends us Cocoa, 90 per cent. of what we use.

Zanzibar sends us Cloves.

Ladies' Water-waved

ING SHOES, shades of Red, snug fitting around ankle. Special Price, \$1.25.

KEK & MONROE, LTD., 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 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