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-enterprising people who, in seeking to "boost" foreign productions, have not even scrupled to attempt to ridicule our Army.

The hoax is the culminating 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 kinema 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, detraining, and on the march.

They consented to take part, n 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 Westminister 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 scenes 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!

GROUP A—
200 Men's Suits

Suits of exceptional values in good strong serviceable Tweeds in a great variety of colors including many pencil stripes.

17.50

FREE!
With every Suit in this Group
CAP
Worth $1.00
SHIRT
Worth $1.49
COLLAR
Worth 35c.

GROUP B—
150 Men's Suits

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.

22.50

FREE!
With every Suit in this Group
SHIRT
Worth $1.75
TIE
Worth $1.00
COLLAR
Worth 40c.
HOSE
Worth 75c.

Avail Yourself of this Free Offer During this Sale

GROUP C—
100 Men's Suits

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.

27.50

FREE!
With every Suit in this Group
STRAW HAT
Worth $2.75
SHIRT
Worth $1.75
TIE
Worth $1.00

GROUP D—
100 Men's Suits

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.

35.00

FREE!
With every Suit in this Group
STRAW HAT
Worth $2.75
SHIRT
Worth $2.00
HOSE
Worth 75c.
COLLAR
Worth 40c.

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!

GROUP E—
100 MEN'S SUITS

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.

42.50

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

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!

THE BROADWAY HOUSE OF FASHION

"THE STORE OF REAL VALUE"

jy23,21

There was no question of [illegible] sion having been given for [illegible] be used for advertising an [illegible] film or for any other commer[illegible] pose, and he was glad to say [illegible] British film industry showed [illegible] sentment of the length to wh[illegible] company had gone to secure [illegible]

Both the negatives and the positive copy of the film wh[illegible] taken had been handed to the Office and would not be produ[illegible]

Film Censors' Board.

Capt. A. Evans (C., Cardiff) [illegible] the right hon. gentleman [illegible] to bring this matter to the Board [illegible] Film Censors and ask them [illegible] any action in connection with [illegible] in question they deem advis[illegible] the circumstances.

Sir L. Worthington-Evans [illegible] that there was no need for [illegible] tion, as they had got the film [illegible] not intend to have it published.

Commander Kenworthy (Lib.) [illegible] I presume the agent is here [illegible] mit.

Sir L. Worthington-Evans: [illegible] know what is the agent's nat[illegible]

Major Hore-Belisha (Lib., [illegible] port): Has the Government [illegible] er to prevent the escorted film [illegible] being shown in this country?

No answer was returned.

—Daily Mail, June [illegible]

Men's Sport Rubbers, lightweight, at F. SMI[illegible] WOOD'S.—july11,tf

Empire Foodstuff[illegible]

WEMBLEY EDUCATES HO[illegible] WIVES.

The Empire Food Cooking [illegible] strations in the Palace of Indus[illegible] being largely attended and are [illegible] work in educating housewives [illegible] gards the preparation of those [illegible] pire-grown foodstuffs which are [illegible] tainable in this country.

Great Britain cannot grow [illegible] food she needs so some has to be [illegible] ported. Britons should keep that [illegible] in the Empire and help their [illegible] kin overseas by buying Empire [illegible] ducts. Many people do not realize [illegible] our Empire can produce every [illegible] food we require in more than [illegible] quisite quantities.

For the benefit of the [illegible] housewife the following partic[illegible] may be useful:—

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

Australia sends us Wheat, [illegible] Lamb, Beef, Tinned Meats and [illegible] Extracts, Wool, Dairy Produce, [illegible] Dried and Tinned Fruits and [illegible]

New Zealand sends us Beef, [illegible] Lamb, Butter, Cheese, Eggs, [illegible] Sheep's Tongues, Apples, Tallow [illegible] Dried Milk.

South Africa sends us Fresh, [illegible] and Dried Fruits and Jams, [illegible] Fish, Peanut Butter, Maize, Corn [illegible] Crystallized Fruits, Wines, Dairy [illegible] duce, Sugar, Hides, Wool, Gold [illegible] Diamonds.

Newfoundland sends us Fish [illegible] liver Oil, Paper, Wool, Seaboots [illegible] Woodpulp.

Southern Rhodesia sends us [illegible] Coffee and Tobacco.

India sends us Wheat, Tea, [illegible] Spices, Chutneys, Curry Pow[illegible] Pickles, Cigars and Cheroots.

British West Indies send us [illegible] nanas, Cocoa, Sugar, Honey, Arrow[illegible] root, Coffee, Pickles, Lime Juice, [illegible] Guava Jelly, Pepper and Copra.

British Guiana sends us Sugar, [illegible] Cocoanuts, etc.

Ceylon sends us Tea, Coffee, [illegible] Cinnamon and Tobacco.

East Africa sends us Oil, Seeds, [illegible] Coffee (Kenya, Tanganyika, [illegible] Uganda Coffee).

Fiji sends us Palm Oil, Cocoa[illegible] Palm Nuts.

Malaya sends us Pineapples, [illegible] Gums, Tapioca, Sago and Spices.

Mauritius is our chief Empire [illegible] plier of Sugar.

Nyasaland is our most impo[illegible] Empire producer of Tobacco; [illegible] sends Tea.

Northern Rhodesia sends us [illegible] bacco.

Pacific Islands send us Cocoa[illegible] Fruit, etc.

Soudan sends us Gum Arabic, [illegible] Senna.

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

Zanzibar sends us Cloves.

Ladies' Water-waved BA[illegible] ING SHOES, shades of [illegible] Red, snug fitting around [illegible] ankle. Special Price, $1.20. F[illegible] KER & MONROE, LTD., [illegible] End Branch.—jly21,23,25

Prescription Compounding

is the most important work [illegible] do. We take a great deal [illegible] pains to do it right. As soon [illegible] you leave your prescription [illegible] our store it is placed in the [illegible] hands of a man of high qual[illegible] fication and special training [illegible] prescription work.

BRING IT TO

PETER O'MARA,
THE DRUGGIST,
THE REXALL STORE