

# Knowling's SHOE STORES

Headquarters for Men's, Women's, Boys' and Girls'

## EMPIRE BOOTS and SHOES



**Men's  
EMPIRE SHOES,**  
range in prices  
from  
**\$2.40 to \$5.00.**  
Laced and Buttoned and  
Guaranteed to give Satisfaction.

Here is a smart, effective  
**DRESSY SHOE,**  
Patent Vamp, Gun Metal  
quarter. Only  
**\$2.50**  
Other **STRAP SHOES**  
from  
**\$1.35 to \$3.20**



**Women's  
Empress Boots,**  
Laced and Buttoned,  
Range in prices from  
**\$3.60 to \$4.50**  
**OXFORD SHOES and  
PUMPS,**  
From  
**\$3.20, \$3.50 to \$4.50**  
**\$3.20**



**In all the Best Leathers,**  
such as patent Gun Metal, Vici Kid and patent with Cloth and Gun Metal top effects,  
all built on snappy 1915 models.

## G. KNOWLING'S Shoe Stores.

may 22, 23, 24, 25, June 1, 4

# Let the Good News

Travel Broadcast into every home that on MONDAY, MAY 31st,

## The C. L. MARCH, Co., Ltd.,

BEGINS THEIR SPRING

# FURNITURE Sale.

No explanation or elaboration of the Furniture Sale is necessary. People already know what we mean, as we can prove to the most skeptical that the very best class of Furniture can be bought here now at decisively lower prices than it usually brings. In other words, the person that has a certain sum of money to spend in furniture can get one-third more furniture one-third better or save one-third in cost. We have been preparing for this Sale for some time, and have now some of the greatest values to offer, especially in Beds, Springs and Mattresses.

But the backbone of the event is of course the vast array of Furniture of the moderate kind—which the average home demands—substantial, well-built Furniture, that gives comfort and satisfaction through years of steady service. Come and inspect the furniture at your leisure and feel at perfect liberty to ask all the questions you like without incurring the slightest obligation to buy. Out of town folks will find it to their advantage when in town to see us. Young people getting married should certainly see us, as we arrange terms to suit them and will store and hold goods until required—doing it in a number of cases now. Can make anything to order. Have solid Oak Parlor Suites, solid Oak Table, solid Oak Buffet going through factory for us now—sold.

## The C. L. MARCH Co., Ltd.,

Cor. SPRINGDALE & WATER STREETS.

## LONDON GOSSIP.

### ANOTHER SOLDIER PRINCE.

LONDON, May 11th, 1915.  
It is understood that when Prince Henry, the third son of the King and Queen, returns to Eton during the next few days, he will enter the army class there, since His Majesty has decided that he shall devote himself to a military career. The young Prince will go to Sandhurst as soon as he attains the necessary age, and it is interesting to note that not a single Royal Prince has been at the Royal Military College since Prince Arthur of Connaught and the Prince of Wales passed direct from the Oxford University branch of the Officers' Training Corps into the Grenadier Guards shortly after the war began. Prince Henry is already in the Eton section of the Officers' Training Corps, and devotes considerable time to his work therein. Originally it was intended that he should follow his brother, Prince Albert, in the Navy, but he has shown a distinct preference for the military service, and the King has decided to allow him to follow his bent. In the ordinary course of events His Royal Highness will be at Sandhurst in about eighteen months or two years.


### AN OFFICERS' MESS IN THE NEW ARMY.

Britain has never had an army in any degree like the present one, officers and privates alike, but few people have any idea of the Imperial character of the officers' mess in most of our new regiments. A most remarkable instance of this is in one battalion of a Lancashire regiment. The colonel has served in many parts of the world, including South Africa. One major had served most of his military life in India; the other had served on different occasions in South Africa, where he had lived for seven years, and had had amongst other things an editorial experience in London. Of the captains, one had been a lieutenant in a line regiment and afterwards a trooper in the South African War, since when he had been ranching in America. Another, who of old military stock, had once tried for Sandhurst, and had been until recently a tea planter in Ceylon. Another is an African explorer of some fame, who has many learned letters after his name, and his brother, who threw up work as a railway engineer in Mexico, to come here and join the army, is a lieutenant in the regiment.

Another captain is a shipowner who had spent several years of his life in Australia. The lieutenants include an officer from an Indian Volunteer regiment, an Honorable Artillery Company man who had just come back from South America, two natives of Canada who were students in England when the war broke out, and a member of the Rhodesian Mounted Police. Their quartermaster was the sergeant major of the 2nd Battalion and had served in South Africa and India. I wonder if there is any battalion in the New Army that can show so remarkable an example of men rallying to the cause from the far parts of the world.

### "WHEN ROUTE-MARCHING ENDS."

Summer made its first experiment the other day (writes a member of the New Army), and a year ago the paragraph writers would have been busy counting up the new straw hats in the City. It was different this year, as so many other things are different; for the weather in these days has two aspects, a civilian and a military, and of the two the military aspect is the more important. For the soldier in training it was a flash of realization, an almost appalling demonstration of the conditions of summer warfare; and while civilians were greeting each other in the Strand with congratulations on the lovely weather, tired men on the dusty roads, sweating under rifles and heavy knapsacks, were telling each other how infernal it must be for those out in Flanders. The Downs glowed all day long like a white-hot carbon; a smoke of silver grey dust came up from the smouldering roads, settling thickly on the uniforms, and creeping down the rife



most everybody in Canada uses  
**WINDSOR TABLE SALT**

barrels; and the heat burned steadily into one's face and neck. And still, in the midst of the ordeal there was one comforting thought to uphold a man—that the time of day route-marching comes to an end when one comes within hearing of the big guns. The aeroplane has changed all that; and out there, where the din never ceases, the columns of route take their rest only in the cool and darkness of the nights.

### REBUILDING BELGIUM.

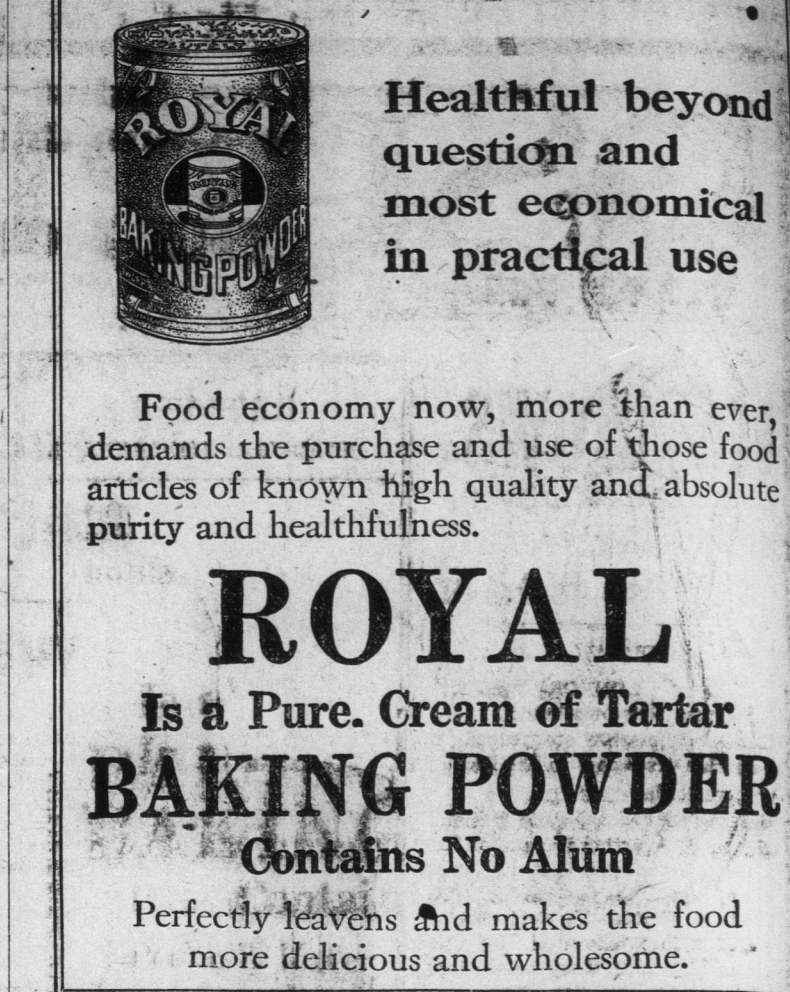
I hear that the operations of the committee which has in hand the scheme for rebuilding the shattered Belgian towns after the war on improved lines, has made great progress during the last few weeks. A scheme has been prepared for dealing with every district, and a representative from each has been appointed to a special committee which will make suggestions for carrying out the proposals formulated at the recent congress on the subjects, held at the Guildhall. Not only have the municipalities of the various towns concerned, taken action, but the Belgian Government have decided to take a share in the work. In order that there may be no personal advantage obtained by the Belgian architects who are arranging the details of the organization, they have pledged themselves not to take part in any of the competitions for carrying out the general scheme. Thus those architects who remain in Belgium, and therefore will be unable to obtain possession of the official information which will be at the disposal of their colleagues taking part in the scheme's organization in this country, will be in a good position for securing the business which will result.

### ITALIAN PREPARATIONS.

An influential Italian who has just left London for Rome in response to an urgent summons permitted me, before his departure, to read a communication according to which the Italian Government has now definitely succeeded in completing not only all its munition, but also its financial supplies. "And it may be regarded as evidence of the patriotic spirit of our countrymen in foreign lands," said my authority, "that sums amounting to well over ten million lire (roughly four hundred thousand pounds) have been spontaneously remitted to the Government authorities in Rome to meet the extraordinary expenditure involved by the present critical situation." Since the publication of the news disclosed in my interview with His Holiness, the Pope and the Papal Foreign Secretary have gone out of their way to show distinction to British subjects. Sir Henry Howard, our plenipotentiary to the Vatican, has access to the Papal Foreign Secretary whenever he desires it; and I am assured in a letter received from Rome on May 2nd that he had been twice conceded a reception by His Holiness within eight days. During that period His Holiness also received the Rector of the English College at Rome—himself before the advent of Sir Henry Howard an unavowed plenipotentiary at the Vatican, and a distinguished member of the foreign staff of a London daily newspaper, and of an important British magazine. Vatican courtesy has also been extended in a notable degree lately to members of the English Colony in Rome, and to certain Anglo-Catholic institutions in the Italian capital.

### THE BRITISH IN SERBIA.

I have seen an interesting letter written by an administrator of one of the ever-increasing number of British missions which are now established in Serbia. It was sent last month, but it still adequately shows the condition of affairs which the friendly visitors have had to face. They found large areas of the country stricken with typhus, the Serbian patriarchal fashion of grouping related families in one large home-building inevitably lending itself to the spread of infectious diseases. Remedies are hard to apply. "The difficulties," says the letter, "are the uncertainty of travelling, the scantiness of roads, and the absence of any trained executive to carry out remedial measures." The Serbian authorities with the best will in the world are unable to create out of the resources of the nation the kind of organization which could have the knowledge or the power to effectively deal with so large a problem, and as a consequence no large scheme has existed for the purpose of clearing the country from disease. The country is now being divided into districts and the work of establishing hospitals of various sizes in various districts is now going on. Preventive measures are more difficult than those for treating the sick. The writer of the letter gives it as his opinion that "the construction on a wholesale scale of a sanitary corps is the key to the preventive side of the problem," and Sir Ralph Paget and other heads



**ROYAL**  
Is a Pure Cream of Tartar  
**BAKING POWDER**  
Contains No Alum  
Perfectly leavens and makes the food more delicious and wholesome.

of missions have held a conference at Nish to consider plans to this end. It is felt that the task of establishing good sanitary conditions throughout the country could be undertaken by some committee representing the missions with a prospect of success, "if a tolerably free hand were obtainable together with a backing from the highest Serbian authority." Sir Ralph Paget's appointment as a British Commissioner in Serbia should be useful in relation to this project.

### THE CIGAR COMMITTEE'S BAD SHOT.

The Cigar Committee of the House of Commons, which I believe is a sub-committee of the Kitchen Committee, evidently includes no skilled political tipsters. I hear that it was so ill-informed as to Budget prospects that it ordered 40,000 cigars at current rates to forestall an increase of duty. Of course there was no increase, and now the problem is to pay for the cigars. The quantity is larger than the Committee has ready money to pay for.

### THE DEMAND FOR HORSES.

The horse famine in London is becoming a costly business. Animals are so expensive to buy and costly to feed that motor traction is far cheaper. For the moment, however, the manufacturers are too busy on war work to meet commercial demands, and the consequence is that though the horse has ceased to be a commercial proposition his days are being prolonged till the war is over, when he will be replaced by the motor. Islington Council has just failed to purchase horses at £75 each, and is now offering £85. It sent two large horses to the mart and got £45 for one and £34 for the other, and these prices for lame animals indicate the state of the horse famine in London. Lambeth Council, which for 13 years has had an annual horse parade, is not holding the function this year, its stud of horses having been reduced to 37, one-half of the number last year. When manufacturers once more have the time to devote to commercial vehicles the demand will be great.

### WAR READING.

Conversations with the representatives of several important publishing houses give one the impression that the changes of public feeling about the war. Its fortunes have been varied and unexpected, and at this moment it is not too much to say that heads of houses feel it extraordinarily difficult to judge as to whether the market in the immediate future will be good or bad, and especially as to the type of book to which public favor will incline. One well-known publisher tells me that the "war book" has now practically ended its vogue. The trade lists still contain announcements of a few of this kind, but there is a decided impression that the general reader is

### Salvia Hair Tonic Makes Hair Grow

Ladies should have radiant hair. There are thousands of women with harsh, faded, colorless hair, who do not try to improve it. In England and Paris women take pride in having beautiful hair. Every Canadian woman can have lustrous and luxuriant hair by using SALVIA, the Great American Sage Hair Tonic. SALVIA is a beautiful, pleasant, non-sticky Hair Tonic. 60c. a bottle.

Healthful beyond question and most economical in practical use

Food economy now, more than ever, demands the purchase and use of those food articles of known high quality and absolute purity and healthfulness.

**ROYAL**  
Is a Pure Cream of Tartar  
**BAKING POWDER**  
Contains No Alum  
Perfectly leavens and makes the food more delicious and wholesome.

now immune against the temptation to buy "war books" unless some outstanding characteristic of authorship or vivid actuality of subject sets them a place apart. Many of the earlier books had, of course, enormous sales, and helped to redeem a season in danger of depression. Fiction has had a curious career, now prosperous, now failing, according to the public moods induced by the war news. The market has lately been good, but high now in such a condition that some publishers are almost confining themselves to cheap editions. On the whole the season has been much better than it was nine months ago, expected to be. A difficult period anticipated as soon as our armies reach the front reach a maximum of strength and activity and the casualty lists lengthen, as they unfortunately must. Acute interest in military operations of the summer and the anxiety about relatives at the front, are expected to damp the enjoyment of books, and whether joyous contentment or takes a temporary for the worse, the temper of the nation is sure to be affected by the increased scale of events.

### "What Are You Doing for that Eczema?"

"Nothing; I've about given up trying to cure it."  
"That is not wise. Do as I did and you will probably be cured in a short time. I used Zylex and Zylex Soap with it and my Eczema began to improve at once. A couple of bottles cured. You can get Zylex at your druggist's."  
Zylex, 50c. a box; Zylex Soap, 25c. a cake.  
Zylex, London.  
mar16, eod, ff

### Germans Deceived the United States.

Heavy Fines Imposed on Three of Them for Filing False Manifests  
New York, May 28.—Pleas of guilt were entered in the Federal Court to-day by Franz Rosenberg, Germany; Sigmund Karn and Albert B. Newman, of Hungary, to indictments charging them with having defrauded the United States by filing false manifests at the Custom House in connection with an alleged effort to get contraband of war to belligerents by concealing rubber within bales of cotton waste and barrels of resin shipped on the steamers Carpathia and Croatia. The first two were fined \$500 each, and Newman \$200.  
The three men admitted that their purpose was to circumvent the Allies, and by so doing they believed they were performing a patriotic duty.  
Before sentence was passed, Robert B. Wood, assistant United States district attorney, asked for severe punishment for the men "who encourage a scheme likely to cast suspicion on the shipments of every honest merchant in the United States," and which, he added, "might perhaps justify the Allies in seizing all shipments from this country."  
Harry R. Salomon and Albert Salomon, jointly indicted with the three others, pleaded not guilty and their case was postponed.

There are endless numbers of combinations of leather in the new footwear.

**KNEP MINARD'S LINIMENT**  
THE HOUSE.



## The Boys are

**Boys' Jerseys, 25c.**  
A nicely assorted lot of shades of Navy, Brown and Green; a fine knockabout Jersey for everyday wear. Special Friday, Saturday and Monday . . . . . 25

**Boys' Flannelette Shirts.**  
These come in assorted stripes, without collar, good steepled neck bands, cased and well finished; a strong shirt for everyday wear; values up to 25c. Friday, Saturday and Monday, Special. . . . . 24



**Boys' Shirts**  
Smart collar White with purple each worth 15c. Reg. 40c.

## NEED

**PILLOW CASES.**  
Size 32 x 36, made of strong White Pillow Case open end with broad blue fine embroidered and scalloped edge, dressy looking. Reg. Friday, Saturday and Monday . . . . . 2  
**TABLE NAPKINS,**  
Zylex, 50c. a box; Zylex Soap, 25c. a cake.  
Zylex, London.  
mar16, eod, ff

## GLASS CLOTHS,

15c. per pair.  
4 doz. of handy little Glass Cloths, convenient size in Red and White and Blue & White bars; good wearing Cloths. Special, Friday, Sat. . . . . 15  
& Mon., per pair . . . . . 15

## Butchers' Linen.

40 inches wide. Fancy workers would do well to see this material; nice sheer surface and easy to work on. Reg. 45c. Friday, Sat. . . . . 40c  
& Monday, per yd. . . . . 30c

## Handkerchiefs,

3 for 9c.  
Ladies' and Children's in Mual and Fine Lawn makes, some hemstitched, others with colored border. Values up to 5c. each. Fri. . . . . 3 for 9c  
Sat. & Monday . . . . . 3 for 9c

## Clocks, 39c.

30 hours; round shape; nickel case; to stand or hang; good time keepers. Special, Friday, Sat. . . . . 39c  
Monday & Monday . . . . . 39c

## A Dress

4 pieces of Fancy Summer dress, in shades of Green and White; these would make a very smart dress. Reg. 35c. per yard and Monday . . . . . 35c