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London, Ont., Friday, August 16.

FIRE PREVENTION DAY.

NTARIO has the available machinery to cope with fires, but the loss is a staggering one. Ontario has lagged behind in fire prevention, but at the face above denies relationship with the the latest array of figures as to losses has caused slayers of women and children. the premier, Sir William Hearst, to sit up. He has issued a letter calling attention to the serious drain by fire wastage on national wealth and resources, and pointing out, "with equal candor," that something must be done and done in an efficient and comprehensive way to check the enormous losses for the payment of which we are all contributing directly or indirectly.

The proposal is to hold a meeting in Toronto of organizations most vitally interested for the formation of a body to be known as the Provincial Fire Prevention League, which will be affiliated with the provincial fire marshal's department. The aim is to educate the province on fire prevention lines, and to prepare for the observance of October 9 as Fire Prevention Day, which has been adopted with general consent for this purpose throughout North America.

It is to be hoped that the municipalities of Western Ontario will be well represented at the meeting. They can bring many ideas to such a program and the movement is entirely to be commended. The session will be held on Friday, August 30, at the Parliament Buildings, Toronto. for the collection of convalescents.

whose treatment of the famous bandit robs whose treatment of the famous bandit roos him of much of the glamor painted on him and how the many so, it would be a fine thing to But he sat in a dentist's chair, his equally desperate brothers by the dime novel- have the men at some point in each county where ists and their successors, the makers of western they will be in close touch with friends and removing picture scenarios. Jesse was a "tough latives. Having returned to Canada, having guy" beyond any doubt. But he did not wear answered all questions as to their willingness to much of a horseman, and he preferred a shotgun the chance to be near home, to see their families sawed off to the traditional Colt. He was a fairly and friends frequently and to discuss the progood robber who resorted to the element of sur- spects for their return to civilian life with those prise and the application of violence to clean out of their own communities who are most interested men tell no tales?" village banks and express boxes. Jesse and his in their welfare. Upon the exploits of a very few crooks are their families is a thing devoutly to be wished. founded the thousands of film plays of western

In fact, the western states, which are so fredeath, take violent exception to being exploited absence of the old-time bar-room. as the home of bandits and desperadoes. Oklahoma is at some pains to make it known that the wild, riding, yelling cowboy is a thing of the will not oppose the election of John Calder, Libpast, that the free range is all gone and that the eral, to the Legislature. It may be inferred, fairstate is fenced in for modern cattle-raising and ly, that they can see no chance of doing so successagriculture. The long horn is being supplanted by fully. heavier slower-moving beef cattle. Texas never advertises its badmen. It would rather be known even the Mexican border is pretty tame, one is price. He would find some similarity in the detold. Most of the cowboys are in the employ of mentia. the picture companies. They are elaborated and rather than the ranch foreman.

movies even today. Much of it appeals to the keep the devil out of the fire halls? youth of impressionable age who is willing to make heroes of those men who are given to crude crime and harsh deeds. Law and order reign on this continent for the most part. Most of the "bad" states are strict prohibition states. They have mighty efficient newspapers and one does not see much of the "shoot 'em up, Jack!" story in their columns. They also have modern courts and law machinery. The big slouching fellow, up a town in this continent by having one of the the superstition that it pays to touch wood. enterprising picture companies build it for him. The west has "laid off" the wild and woolly

ROM AN AMERICAN newspaper we have clipped a quarter-page collection of photos. They are all boys from one town in the United States who fell at Chateau Thierry. The array of 24 faces set closely together, showing only from the neck up challenges earnest inspec-

tion and frank criticism A remarkable similarity of contour and gen-

mal outline of features is noticed. Without a single exception, it is the broad-browded, frank-leved, firm-lipped Anglo-Saxon type. Not a heavy jow, narrow-eye nor loose mouth among them.

"Messra. Quance Bros. of Delhi wrote the feod board of that the same processes of the software to set a ruling upon the yarn in circulation to the first that it was illegal to save wheat for seed. The anisometric special regulations of the Canada feod board or three special regulations of the board of grain supervisors to prevent or discourage any one from retaining nocessary, adequate supplies of seed purple wheat special regulations of the board of grain supervisors to prevent or discourage any one from retaining nocessary, adequate supplies of seed unpopular man in the faculty, house the processor and processor, adequate supplies of seed purple him, denoting intelligence and determination. The slightly elevated angle of each head bespeaks courage and confidence—the real soldier's do-ordic policy.

The type of nose predominating is long with straight, sensitive nostrils, but free from the slightest trace of coarseness. The mouths are firm, but not the close, tight lips of meanness, stubbornness or cruelty. Rather are they large, stubbornness or cruelty. Rather are they large, and confidence is a special regulation of the processor and processor and processors are proportion to some three feed board of the first slight. The slight shall be processor and processor and processor and processors are proportion to some three soft has processor when the first slight and processor and processor when the first slight and processor and

mobile mouths, relying for firmness and decision THE NEWEST TANK on the cut of the jaw.

Any trace of flabbiness or weakness is noticeably absent. These fellows to a man would carry out an order to the last trench, and then fall fighting. Out of the two dozen, twenty might be selected to lead men by force of example to deeds of heroic valor. They look like so many Canadians, only not quite so "dour."

They represent the average of America's contribution to the world's fighting force, not selected as the country's cream, but chosen at random from rank and file. From diverse situations in life, various types of homes, of greater or less degree of education, all bear the stamp of intelligence, innate refinement, dauntless courage, and intrinsic moral worth. It is a striking array of faces, demanding that credit be placed in physiognomy as an index to character.

The whole body can be visualized as if we could see each one in action. Square, straight shoulders, long easy strides, physical strength in every movement, mental soldity in the erectness of carriage and easy poise.

The names beneath the photos furnish the clue to the race from which they sprang-either typically American, or they hint at Scotch or Irish forebears. Three of the twenty-four show German ancestry, but it is the best of German flames each year. Much of the loss is preventable. blood that flows through those veins, for a glance

These are pure-bred young Americans, free from perverted alien streaks, sinew of the land of the brave and the free, probably the first to answer their country's clarion call, and the little town now tasting of the bitter chalice, needs no

HOSPITALS IN COUNTIES.

TS IT BETTER to concentrate convalescent soldiers at certain central points, such as Toronto or London, or to maintain them in smaller hospitals closer to their homes? This is

a question brought to the fore by the Windsor Record in arguing for the establishment of a military hospital at the Mettawas Hotel at Kingsville. The Record does not contend that the men will receive better treatment in the smaller hospital, nor does it see any economy for the Government in the plan. It believes that in dealing with the matter the Government has cut to the easiest and apparently most logical solution of the pro- Oh, wouldn't it be nice if we blem by deciding upon the centres of military districts and certain other advantageous points

The Record believes that while the men TAVE YOU ever read the life of Jesse James? realize they are not being terribly ill-treated It has been done by a careful historian, when they are kept away from their homes for a short time until recovery, that other matters be- He feared no mortal thing, did Fare, "chaps" nor ride a prancing broncho. He wasn't make a sacrifice, they would naturally appreciate

gang were picturesque as villains, it is true, but While London might lose some material my son. they were a dull lot of "lowbrows" in overalls advantage through a change in the present system, and cowhide shoes compared with the modern and while there most certainly is no serious hardwestern badmen. Yet in real, rather than reel life, ship entailed, the suggestion of the Record is Jesse and the Younger brothers and a few others worthy of consideration. To produce happiness are about the only badmen whose names survive. and contentment among the convalescent men and

EDITORIAL NOTES.

Winnipeg is letting 33 of her policemen go quently named as the scene of gun-play and quick as superfluous, which is a commentary on the Now this seems queer for I have for

Report says that North Oxford Conservatives

Wonder if the specialist who is examining as a cotton state than a cowboy state. Down in the head of Ferdinand of Bulgaria could not be isolated corners there may be lawless spots, but induced to take a look at the kaiser's all for one

idealized fellows, who can ride and use a rope, but they are a fast diminishing group, and it home. He believes the devil is around where eards Ald. Wilson will not allow cards in his would seem that all the cowboys who develop in | are. However he does not object to the firemen the future will be trained by the picture director playing cards in the fire hall. If Ald. Wilson's contention that the devil hovers about where cards There is too much "western stuff" in the are, is correct, is "not his duty as an alderman to

While The Advertiser presses were humming early Thursday morning the building next door was blazing away; eleven years before a building on the same site collapsed like a house of cards, and five years prior to that famous crash another fire gutted its predecessor. News is a desirable thing. But it is not always comfortable to have it right next door. We have come to feel that we with 8-inch heels, 4-inch spurs, studded leather are both fire-proof and unshakeable, but at the pants, silver-covered wristbands, can only shoot same time we are stroking our head, because of

> The fire department muddle is getting worse. There are now no less than three investigating bodies dealing with the problem. The first is that of Judge Talbot Macbeth, which the council decided should look into the charges made by the Trades and Labor Council. He has not as yet started his work. The second is the special council committee which has already made its report. The third was ordered on Wednesday night when to college?" was not so easily dismissed. There were several possible candidates, but no one stood in the light of a decided majority. Then one of the students got up in class meeting and with a grandiose flourish cried: "I propose Professor Reginald Raymond as the most popular member of the faculty." And amid deafening peals of laughter from the members of the class a dezen The third was ordered on Wednesday night when the finance committee decided to send the Tozer charges to the police magistrate. The question arises: Where will they all lead to?
>
> MAY SAVE SEED WHEAT.
>
> And amid deafening peals of laughter from the members of the class a dezen shouts of "Second the motion!" rose, and then "Aye!" 'Aye!" till the president's gave had to bring order. It was regarded as a capital joke—an uproariously funny joke. Perhaps no one in the world understands the richness of this particular sort of hut-

By Fontaine Fox (Copyright, 1918.)



What's the use of having a tank if you can't push over trees and things the way a regular one does.

The wise Mr. Kemper This good advice lends: "In keeping your temper, You're keeping your friends." Please Pass the Needle!

'm tired of this hot weather, See! To Arctic wastes I'd like to go: Could only have a little snow! No Joke.

Jack-All the world's a stage.

Mack-Yes, and we are all spending money trying to make a show. Losing His Nerve.

Poor Doggie. The Dogville News

Now Runs the Plea "Forget the Fly And swat the Flea.' Paw Knows Everything. Willie-Paw, what is meant by: "Dead

Don't swell around And air your views: For lots of men

Could fill your shoes We all must buy experience, though don't like to tell it.

that none of us can sell it. Free Advice. If you'd be happy Night and day, Just let Friend Wife Have her own way. Up Against It. Jinks-Can you manage a typewriter

Binks-Not since I married her. Aw, Gwan! An artist's model is May Mees, Her salary might be bigger; And yet I understand that she's

Engaged at her own figure. Our Dally Special. If A Man Can't Understand It, Knows That It Is Real Poetry. Right Back at You,

Rudy Becker, who owns a farm i Delhi, claims he's got the smartest goat in existence. "One thing remark-able about my goat," says Rudy, "is morning is a different matter.

The Advertiser's Daily Short Story Copyright, 1918, by the McClure Newspaper Syndicate.

THE SOPHOMORE JOKE.

after the students had rather easily disposed of such questions as "Who is the prettiest girl in the class?" "Who "Who is the most popular professor in compulsory college?" was not so easily dismissed.

that he returns everything he receives. Not long ago he swallowed a dollar bill of mine, and would you believe it, he gave me one buck right back." -Bugs Raymond.

Names Is Names. Ethel May Popp lives in Charleston, West Virginia.

You Know Him. He'll never make a hit with me, If you trust him you'll rue it; He knows just what to do, but he Does not know how to do it. Help!

Ball Crank says it looks as though the Hohenzollern dynasty is about to dynasty death.

Luke McLuke Says: A man thinks he is some engineer be-

an easy matter to get married again, man can sharpen a lead pencil with a my son. A 1918 bride is certain that she will not look next year as the 1917 crop looks

Love may not be the most lasting thing in the world. But the woman who marries without love deserves a divorce without alimony. Many a man who never got past the ourth grade in a school has to support son who is a college graduate.

War or no war, this country would have all the revenue it needed if every man could be taxed according to his personal valuation. It makes a bald-headed man mad to think that he has to shave every day where he doesn't need any hair. What doth it profit a man to make a dollar outside of his regular income when it makes his wife feel that she can

afford to spend two? Love isn't what keeps a married couple together for 20 or 30 years. It s merely common sense. is merely common sense.

When they are engaged the mother of the young man knows that no girl is good enough for her son, and the mother of the girl knows that no man is good enough for her daughter. And after they have been married a while both members of the sketch begin to realize that their mothers were correct.

Once in a while every married man gets a yen to go out and make a jackass of himself. And a wise wife will let him go ahead. He will soon come back with a headache and an empty nosebag and will be willing to do anything in the world to get back into his stall.

Any rummy can be up early in the

look of bitter resentment in her ex-pression, and from beneath her lowered eyes she shot a look that was not one of kindness at the student in the first

of kindness at the student in the row who had proposed the jest.
"What was the matter, Ruth?" one of the girls asked her after class meeting. "You looked daggers at Steve. Did you want someone else to get the vote? Everyone'll know it's a joke. vote? Everyone'll know it's a joke. Say, won't Reggie snort when he hears

"Of course, Professor Raymond will e offended," said Ruth shortly, "But don't see that there is anything so unny about that. After all, he hasn't is the best football player?" "What is philosophy into our unphilosophic pour favorite color?" and "What is the height of your ambition?" the question think that philosophy ought to be a And it isn't his fault if he's absent-minded, and likes violet neckties, and if his eyes are so sensitive that he has to have the shades drawn in his class

"You know yourself he's a frightful crab, Ruth," was her companion's conclusion. "Really, for my part, I think it is a beautiful joke. I'm just crazy for tomorrow's philosophy lecture to see how mad he is about it."

But the next morning a supprise But the next morning a surprise was

Lemon Juice

It was known that in faculty gatherings reference was sometimes made to "our popular professor," and on such occasions Professor Raymond always beamed his utter satisfaction, much to the faculty.

From those long walks developed friendship, and from friendship dependence, and then love, and before spring had come Ruth and Professor Raymond were engaged, and when college opened the next year they were married and nicely established in one of the new brick terraced little cotof the new brick terraced little cot-tages on the campus, with an evening "at home" to the students every week, and special suppers and teas on frequent occasions to the class to which Ruth had belonged—the class which had paid the renowned honor to Professor Barrand fessor Raymond.

In store for the sophomore class. Naturally enough, Professor Raymond has hard of the polling, for even absentially enough, Professor Raymond has hard of the polling, for even absentially enough, Professor Raymond has hard of the polling, for even absentially enough, Professor and absentially enough, Professor Raymond and hard of the polling, for even absentially enough, professor with the professor and p

First it was noticed that the Pro-fessor left off purple neckties, and chose in their place those of brown and dark blue and grey. He must have consulted a new oculist, for before long he never bothered with having the shades in his classroom drawn. Then students began to notice that when he passed them on the campus, instead of "Has your husband gained any strength since he joined that athletic club?" asked Ms. Naylor.

"Oh, my, yes," replied Mrs. Gabb.
"It is remarkable how strong his breath is after he has spent an evening there."

To be sure, Ruth's delicious sand-wiches and chocolate topped with whipped cream may have been the at-traction, but it was not only the stu-dents, who attended parties in general

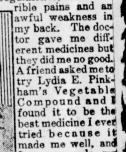
Stop that cough! Con't let it master you, for a continuous cough is fingerous. Attack it with a remedy that will quickly stop

irritation of the respiratory organe and at the same time build up the body for permanent resistance. Ask

Roberts in vain.

If you have you fail to up Pinkham Me The results of in advising we your service.

Key West, Fla .- "For five years I suffered from irregularities, with ter-



nade me well, and can now do my housework. I am telling my friends about it."-Mrs. J. M. Camus, 726 about it." - Mrs. J. M. Camus, Caroline St., Key West, Florida. Many women at some period in their life suffer from ailments peculiar to their sex and which in most cases may be readily relieved by this famous root and herb medicine, Lydia E. Pinkham's Vegetable Compound, just as Mrs. Camus found it helped her after suffer-

ing for years and trying everything else If you have any annoying symptome you fail to understand, write Lydia E. Pinkham Medicine Co., Lynn, Mass... The results of their 40 years experience in advising women on this subject is at

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Early showing of silk velvet, trimmed with ribbon and silk flowers, seven styles; colors scarlet, Russian brown, Copenhagen, cardinal, burgundy, rose, black, green. At sale price \$1.50

See window display.

Saturday's Sale of Waists Habutai Silk Waists, extra value, large col lar, wide hemstitched front, fastened with pearl buttons, neat buttoned cuffs on sleeves sizes 36 to 44. Summer drive\$2.75

White Silk of Extra Quality Large rolled collar, tucked front, 46 to 50, in large sizes\$2.50

Four Dozen Voile Waists Assorted patterns at splendid value; regular \$1.25 and \$1.50. Summer drive98c

Aprons, Nightgowns, Petticoats, Corsets SKIRT APRONS, extra large size, good

quality, splendid assortment of colors. Au-NIGHTGOWNS, slipover styles, embroidery trimmed. Sale price \$1.25 each WHITE PETTICOATS of fine cambric flounced with fine lace insertions and lace edging. August reduction price, \$2.00 each CORSETS-C-C la Grace, medium bust, long

Ladies' White Wash Skirts One hundred of these serviceable, excellent skirts in this drive \$2.19

Girls' White Lawn Dresses Sizes 2 to 12 years. These are extraordinary

value, lace and embroidery trimmed. August drive (good buying for next season) 98c Girls' Middy Blouse Suits, only one dozen, 8 to 12 years, fancy colors\$1.75

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TUSSAH SILKS, a full yard wide, beautiful, washable and serviceable,, choice shades, pink, old rose, brown, green, Copenhagen blue, worth \$1.25. August sale....89c yard

Natural Shantung Silks

32 inches wide, heavy and exceptionally good in quality, specially adapted for a good skirt or suit, worth up to \$2.50 yard. August sale \$1.00, \$1.25 and \$1.50 yard

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hip, four hose supports \$1.50 pair J. H. CHAPMAN & CO.

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