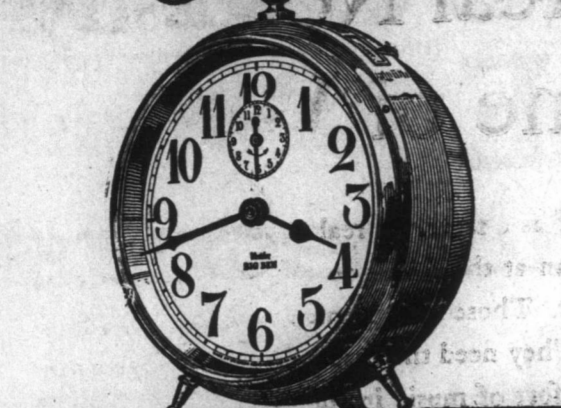


Big Ben



Westclox is Big Ben's family name. Westclox is a name an alarm clock is proud to bear. Westclox is a mark of quality.

All Westclox must earn the right to wear it. Like Big Ben they must be as good all through as they look outside.

The Western Clock Co.

Western Clock Co.—makers of Westclox
La Salle, Ill. U.S.A. Factories at Peru, Ill.

The "Holy War."

With the surrender of Turkey, the more of the final scenes in the great world tragedy, and the hand of destiny writes the final negation to the most appalling diabolical scheme of all the frightful German plans for plunging the world into blood and slaughter. That scheme, if carried out as Germany planned it, says the Montreal Herald, would have involved slaughter on a scale compared to which the slaughter in the war so far would have been the merest prelude. Few people know that at the Kaiser's instigation the highest dignitaries in the Mohammedan faith issued, for the first time in history, a general call for a holy war by the Mohammedans against Christendom—a call which, had it been effective, would have spread the horrors and devastation of war far beyond their present confines, and have lit a flame that would have utterly destroyed civilization as we know it.

Evidence exists that Germany, anticipating a world war, had for years been making plans to ensure a storm in the East of Moslem fury and fanaticism, hurled with all its traditional cruelty. Germany's long cultivation of the Turks for that unholy alliance now dissolved by disaster to enemy arms, was exposed last summer by James L. Barton, of Boston, in an elaborate article published in July. Speaking of the first Armenian massacres he says that within two years after these massacres ceased, and while the hand of Turkey's great assassin was still dripping with the blood of innocent men, women and children, the Kaiser of Germany made him an elaborate official visit, and was received in royal magnificence by the Sultan of Turkey. The

Kaiser went also to Jerusalem, and there with great ostentation he entered the Holy City. At the grave of Saladin, the Moslem hero of the Crusades, he made his famous speech, in which he declared that Germany was the natural and only protector of Mohammedanism, indicating in language which could not be misunderstood that the religious of the Germans and the religion of the Mohammedans constituted nothing mutually antagonistic, and that they were gradually approaching each other in form and in belief. . . . After the Kaiser's return to Berlin the German Embassy at Constantinople began systematically to lay plans for increasing and strengthening German influence within the Turkish empire. . . . During all this period German propaganda of the country and German writers repeatedly referred to Turkey and its Mohammedan relation to Germany, putting emphasis upon the importance of Turkey and Germany in case of a general European war.

Turkey entered the war in October, 1914. Very soon thereafter there is reported to have appeared in the official Mohammedan paper at Constantinople an extended statement, never denied, that the Kaiser, when he visited the Sultan and Jerusalem in 1918, proceeded also to Mecca with his entire suite, and that they all embraced Mohammedanism, performed the necessary rites and became Hadjis. As evidence that the Germans were Mohammedans "fighting against the attack of Christendom," pictures of the ruins of churches and cathedrals destroyed by the German troops in France and Belgium were distributed in Turkey. Very soon thereafter the Shiek-ul-Islam, who might be named the High Priest of Mohammedanism for the world, issued a summons for a holy war.

Italy and Britain.

(By Capt. R. F. W. Rees.)
Julius Caesar, our common sire, was a mighty man and wise, And he called the sea his crazy ships on many an enterprise. Wherever he set his standards up, he swore by the endless Powers: "That which is Rome's remains as Rome's, and which is ours is ours."

Julius Caesar, our common sire, was a hard, hard man to beat. For he had the knack of a bold attack wherever he set his feet. Celt and Briton and wood-stained Scot, he harried them one by one. Then schooled them well in the Roman way to show how the job was done.

The years went by and we grew apace as we merged from the outer dark. And Julius Caesar our common sire, was only a history mark. Grew we ever in good repute, and grew we ever in might, Till our eyes set on the Roman's to war for the ancient light.

Fought we never as Caesar fought in the grand old days of old. Four our guns gave range to his catapults as long as a thousand fold. And the death we dealt was a hissing death when our shells flew true on the lay. And we sheathed our sword for a mightier thing, for ours was the modern way.

Julius Caesar, our common sire was an excellent man for you. But he fought in his own good way of war, and we think that his way was wrong. We have scrapped the shield as we scrapped the horn and our guns are long and breeched. But we still hold fast to the self same faith that our father Caesar preached.

Julius Caesar, our common sire, by him do we make our vow. That we take no pace from the furrowed way when our hands are once to the plough. With Julius Caesar our common sire, we swear by the endless Powers, "That which is Rome's remains as Rome's, and that which is ours is ours."

"This," says Mr. Barton, "is the first time in history that a general call for a holy war had been issued, and the world for a brief period stood agog at the possibility of what might occur, and what many sincerely believed would occur, as the result of this call. Had the Mohammedans met the expectations of the Kaiser and the Caliph and responded as they ought to have responded according to the tenets of their faith, the 230,000,000 Mohammedans would have risen as one man and precipitated upon the world the most horrible riot of destruction and massacre that the world has ever recorded. The 67,000,000 of Mohammedans in India would have put to the sword every European and every Christian. Egypt could have eliminated within twenty-four hours every vestige of English rule; and the same would be true of all the North African provinces and of the Straits Settlements."

It is one of the outstanding and astounding facts of history that there was no favorable response in the Mohammedan world to this endeavor of Germany to drown civilization in the blood of Mohammedan fury. That such a blow was not struck was not due to any change of mind or of heart on the part of the Kaiser, but because the Mohammedan proved himself more humane in the face of the final test than the so-called Christian ruler of Germany.—Sydney Record.

The Torturers.

In addition to von Hansch, the German general who is stated in Germany to have been relieved of his command of the 10th German Army Corps area, where his brutal treatment of our prisoners was notorious, the name of another Hun bully is revealed by two repatriated British officers, who state: "Major von Goertz is another Hun of the same type as von Hansch. He was in charge of the prisoners-of-war camp at Magdeburg, where he consistently made British officers sleep a burden to them, and apparently encouraged the theft of their food supplies. Von Goertz is a Hun bully of the worst type.

"Another is Lieut. Mort, of Villigen prison camp. He is described by most of the officers there as one of the worst Germans they have ever met. "Bad as the treatment of the officers has been, it has been far exceeded by the treatment by Hun gaolers of British privates. People who talk about German Junker chiefs and Hohenzollerns being solely responsible for Hun brutalities should know that the cruelties have been inflicted for the most part by German non-commissioned officers and soldiers, who have shown in many cases unveiled joy at the suffering of their victims.

"The awful treatment of British prisoners is not to be laid at the door of the Prussian aristocrat alone. The Hun working men are the most spiteful gaolers, and must not escape blame because of their lower rank."—Daily Mail.

When you want Sausages, why—get ELLIS'; they're the best.

When using gelatine, put in a saucpan to soak, so that it may be easily heated if it fails to dissolve. To keep plimsoles after removed from cans in which they are sold, put in glass jar and cover with olive oil.

General Reduction Sale

A Great Money Saving Event for you. Bargains that will Make you smile. Lots of Happy Buying in Every Line. The Road of LOW PRICES Lead Right to Our Store.

MAIL ORDERS!

Shopping by mail is very easy at this store. It is your department, organized for the purpose of helping our patrons out of town. Prompt and careful attention is given to every order.

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Two Coat Specials!

No. 1—Made of uncrushable Plush, trimmed with large Black Sealette Collar, being the acme of smartness and rich design. Colours Navy and Brown.

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Hosiery

Ladies' High Grade Fine Fleece Hose. Fast black and seamless.

40c. and 50c. per pair.

DRESS TWEEDS!

Modish materials and fashionable fabrics. Reg. \$2.50.

Now \$2.35.

Wool Blankets!

Some Real Blanket Bargains, \$6.25, \$7.30, \$8.00.

White Crusher HATS, Colored Bands, \$1.20.

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Black Velvet Sailors, \$1.95.

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The Mail Order Dept. of this store is so completely organized that you can do your shopping in that way without difficulty and with the utmost satisfaction.

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Two extra values in Ladies' Blouses for this sale. Fresh ideas direct from New York. They display exceptionally well.

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FUR SETS, AT GREATLY REDUCED PRICES, \$1.30, 2.50 up.

Cotton Blankets!

Prices Below Wholesale. Be Advised. Buy now. \$3.30, \$3.80, \$4.50.

Crusher HATS, In all Shades, 63c.

MEN'S HEAVY WOOL SOCKS and Yarns For Making Them.

MEN'S HEAVY GREY WOOL SOCKS at 60c. and 65c. pair.
MEN'S HEATHER WOOL SOCKS at 70c. pair.
MEN'S BLACK WOOL SOCKS at 70c. pair.
MEN'S SUPERFINE BLACK FINGERING SOCKS at \$1.00 pair.

This lot is made of extra good wool, and as quantity is limited you had better see them early.

MEN'S BLACK PLAIN CASHMERE and BLACK EMBROIDERED CASHMERE SOCKS lately to hand.

The Famous Riverside Yarns in Grey, Brown, Heather and Black at 30c. skein, and in Navy at 35c. skein.

These Yarns make fine socks, soft and warm. We specially recommend the Brown Heather make as making a good looking sock. We also show:

CANADIAN SILVER GREY HEAVY YARN at 60c. double knot.
CANADIAN KHAKI HEAVY YARN at 50c. double knot.

HENRY BLAIR

Black crepe de chine needn't mourn, with a vest of rose satin, embroidered in white and gold thread.

In trying griddle cakes wipe the griddle over with a slice of raw turnip and it will not have to be greased.

To keep plimsoles after removed from cans in which they are sold, put in glass jar and cover with olive oil.

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LONDON GO

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Whatever the Kaiser's grandson as Kaiser. Kaiser's grandson as Kaiser. Kaiser's grandson as Kaiser.

General-Allen. General-Allen. General-Allen. General-Allen.

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