

Why Not Equip the Postman With \$45 BRANTFORD BICYCLES

If the street railway company wants \$50 a year to accommodate the postmen, what must the cost of riding the street cars be to you, Mr. Citizen, not only in actual money spent on car fare, but in time lost and in health impaired through lack of exercise and in riding in dirty, dusty, germ-laden cars?

**We Have Told You Time and Again That a
BRANTFORD BICYCLE Pays for
Itself In a Year!**

HERE ARE THE FACTS:

A Brantford is the best Bicycle made. Its first cost is its only cost. So, Mr. Postman, Mr. Workingman, Mr. Professionalman, Boys and Girls, why not save your car fare and buy a Brantford now?

A Bicycle Is An Investment and Not An Expense.

Figure It Out for Yourself.

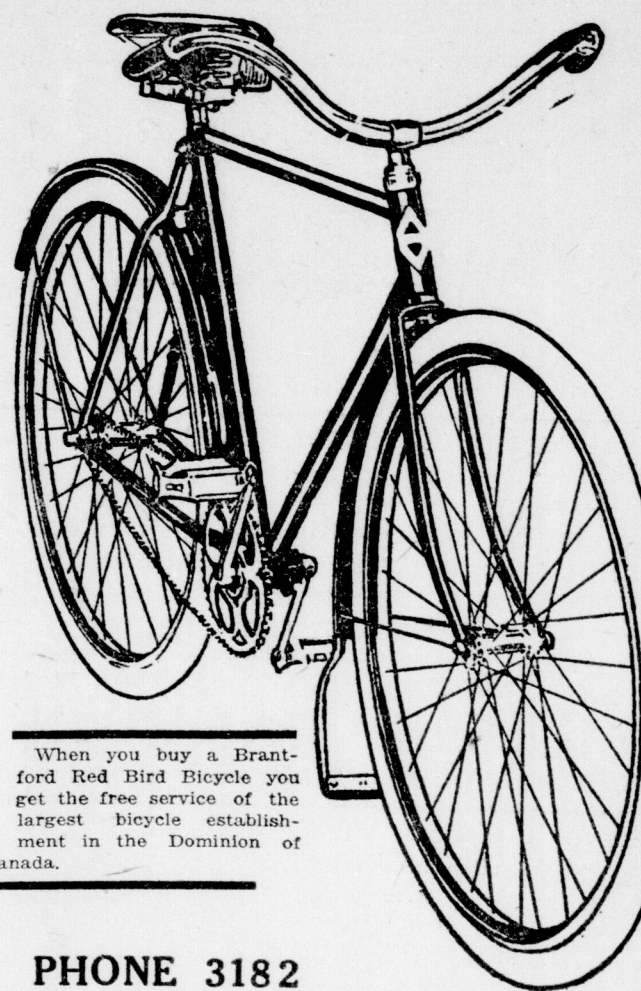
Your time is valuable right now to yourself and your country. Riding in street cars is wasting that time. If you haven't got the cash a small deposit and your car fare will pay for a bicycle on our confidential easy payment plan.

BICYCLE AND MOTOR SALES CO.

425-427 WELLINGTON ST.

CANADA'S LARGEST BICYCLE DEALERS.

PHONE 3182



When you buy a Brantford Red Bird Bicycle you get the free service of the largest bicycle establishment in the Dominion of Canada.

**STREET RAILWAY DEMANDS \$50
PER YEAR TO CARRY A POSTMAN**

WHAT DO YOU THINK OF THIS, MR. READER? DURING WAR TIME WHEN MONEY IS BADLY NEEDED BY THE COUNTRY?

Highest Rate Exacted by Any Company in Canada—Department Offers \$42.50, Or \$2.00 More Than in Hamilton.

Negotiations are still on between the street railway company and the post office department regarding the carrying of mail by bicycle. The railway company demands \$50 a year for the privilege, while the post office department offers \$42.50, or \$2.00 more than in Hamilton.

The railway company's demand is based on the fact that it has to provide a car for the postman, and that the postman has to wait for the car. The post office department's offer is based on the fact that the postman can ride a bicycle, and that the railway company can provide a car for the postman.

The railway company's demand is based on the fact that it has to provide a car for the postman, and that the postman has to wait for the car. The post office department's offer is based on the fact that the postman can ride a bicycle, and that the railway company can provide a car for the postman.

ESKIMO ACQUITTED OF MURDER CHARGE

Judge, in Charge, Says Self-Defense Out of Question.

EDMONTON, Aug. 17.—Sinnisk, the Coppermine Eskimo brought a distance of 2,200 miles from the shores of the Arctic Ocean to answer to a charge of murdering Father Rouvieu in 1913, was acquitted at 12.10 today. The jury was in retirement one hour.

Ukusk, a fellow villager of Sinnisk's, who is charged with the murder of Father Rouvieu, will be tried on Tuesday next.

Sinnisk's trial has been in progress since last Tuesday morning. The chief justice of Alberta, who presided, in addressing the jury, pointed out that the entire case revolved itself around the prisoner's confession, in which the killing was admitted, and it was the jury's duty to determine whether the act was culpable or justifiable homicide. There was no evidence that Father Rouvieu had threatened the Eskimos, making a plea of self-defense out of the question.

The chief justice stated he would be unwilling to see the death penalty handed out in the case, and in the event of a verdict of murder being reached he would be obliged to recommend that the sentence of death be not carried out.

HALLS AND THEATRES DO NOT WANT PEACE CONFAB

STOCKHOLM, Aug. 17.—Great trouble has been experienced in obtaining for the approaching international socialist congress a suitable meeting place. Several music halls and theatres have rejected tenders for the use of their auditoriums, saying that the monetary contribution offered.

SHELL INSPECTOR FOR GOVERNMENT STILL ON THE JOB

72 Years Old, Craig Is Doing His Bit For Country.

HAD SUFFERED 35 YEARS.

Tanlac Puts New Life in Aged Patriot After Long Suffering.

"For six months before I began taking this Tanlac I was just about down all the time, and never drew a full week's pay, but now I'm on the job every day," said T. J. Craig, while in Parker & Parker, Limited, Hamilton, recently. Mr. Craig, who is now shell inspector for the Government, was formerly employed by the Grand Trunk Railroad. He resides at 69 Cannon street east, and is well known and respected by the people of Hamilton.

"I am now 72 years old," he continued, "and have taken lots of different kinds of medicines, but Tanlac has helped me more than anything else I have ever tried, and I'm glad to make this statement for the good it may do others. I suffered from a miserable case of gastric indigestion and catarrh of the throat. I couldn't eat anything, and I couldn't sleep. I was in fact, I could eat anything, and I was worried by a constant hacking cough and felt drowsy and sluggish all the time. I also suffered with diarrhoea and awful pains with my stomach, and got in such a bad way that I just couldn't get in a week's work. I was in this fix for 35 years and could only get relief for a little while at a time."

"Since I began taking Tanlac I can eat cabbage, cucumbers, tomatoes, and anything else I want, and enjoy it all. That goes, upon my word, for I feel better than I have in years. I hardly expect to ever feel as well any more, as I do now, and a medicine that does what Tanlac has done for me is a real recommendation to the public."

Tanlac is sold in London by Standard Drug, Limited, and in the direction of a special representative, and by an established agency in every town.

POPE'S PEACE GESTURE BEGINS WITH SUGGESTION OF GERMAN DEFEAT, DECLARES WAR CRITIC

Frank Simonds Says It Is Bound to Get Different Reception Than Proposals of Germany or President Wilson—German Cannot Restore Commercial Prestige.

By Frank H. Simonds
Author of "The Great War," "They Shall Not Pass."

[Written for The London Advertiser and the New York Tribune—Copyright 1917—The Tribune Association.]

The announcement on Tuesday of a peace proposal by the pope surprised few people familiar with European affairs in recent months. The close relation between the Austrian Government and the Vatican is well known. The position taken by the German party of the Centre, which is the Roman Catholic party, in the Reichstag on the matter of peace and the disclosure that the pope had taken the same position, were all symbols of the views held both in Rome and Vienna and in South Germany, where the influence of the Roman Catholic element is supreme.

It has been clear from the beginning of the war that the pope was eager to intervene at any moment at which it was possible and by his mediation to end a struggle devastating the world, and particularly the Roman Catholic world. It would be inaccurate to say that the present papal gesture was a mere response to the Vatican's desire to see the war end, but on the other hand, it is quite clear that the pope has taken this step with a view to the peace which the present time would not have been selected by the pope as advantageous for his intervention.

In the announcement of the pope's proposal, it is not to be overlooked that the pope has taken this step at a moment when the world is in the midst of a struggle which has reached its most intense stage.

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support this French purpose. It is inconceivable that Italy at this time would lay aside her demand for Trieste and the Trentino.

Serbian and Belgian independence. The proposal of the Pope as a forerunner of the peace conference, which is the only way in which the world can be brought to a state of peace, is a proposal which is not only in the interest of the world, but also in the interest of the Pope himself. The Pope is a man of peace, and he is a man who is not only in the interest of the world, but also in the interest of the Pope himself.

We should recognize the fact that the Pope's proposal is not only in the interest of the world, but also in the interest of the Pope himself. The Pope is a man of peace, and he is a man who is not only in the interest of the world, but also in the interest of the Pope himself.

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main for long years an obstacle to the restoration of German commerce and to the reopening of those markets in which German influence was so great before the war.

The War Idea Without Profit. Therefore the ruling party and powers in Germany, as one might choose to say, the ruling and dominating idea in Germany which led to war, must find a way to bring about a peace which would be a single profit for an enormous expenditure and obliged to confess not only to temporary losses but to permanent disadvantages all over the world.

On the other hand, there will be necessary a large party in all the nations at war which will believe that the proposal actually, if not in purpose, would spare Germany from that military decision which would decisively dispose of the German policy and the German conception and for long years if not for all time, put an end to the German dream of world power based upon military effort and upon the methods of ruthlessness and violence which have been employed by Germany in the air, at sea and in the invaded districts.

To forego what will be the reception of this proposal is upon current events, and it is a long way from peace. There has been an immense shrinkage in the program of the Allies, and even in details which were most deserving of success. It may be that a German proposal will be made, and if it does not one can mistake the effect that it will have in the Allied countries, because it will be in fact, if not in form, a confession of defeat and a modification of the original purpose of the nations at war with Germany.

In any event, we must recognize that there is bound to be a different reception for this proposal than for that of President Wilson many months ago and of Mr. Wilson's suggestion. The desire for peace increases with every month of war, and with the prospect of a fourteenth winter the statement of no nation will dare to reject without discussion a proposal which, however unsatisfactory in detail, yet necessarily begins with the assertion of German defeat.

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FOOD CONTROLLER PROHIBITS EXPORT OF FLOUR TO U.S.

Higher Prices Across Line Must Be Passed Up.

U. S. WILL FOLLOW SUIT

Situation Created by Grain Board Fixing \$2.40 Maximum.

OTTAWA, Aug. 17.—An order-in-council has been passed at the instance of the food controller for Canada, prohibiting the export of Canadian flour to the United States for the period for which the export of Canadian wheat to the United States has been prohibited, subject to the proviso that the food controller for Canada may issue licenses permitting the export of flour in proper cases for such export.

This action has been taken, owing to the situation which has been developed since the board of grain controllers for Canada set a maximum price for No. 1 northern wheat of \$2.40 per bushel, Port William, on August 1, to cover the balance of the old crop. While the price was fixed in Canada, the price of flour in the United States has since reached \$3.10 for No. 1 northern spring wheat, with a corresponding increase in the price of flour. With Canadian wheat at \$2.40 and the price of flour not fixed, certain of the Canadian millers have been shipping to the American market to get the benefit of the higher prices over there.

In order to secure as much as possible of the balance of the old crop, the food controller has prohibited the export of Canadian flour to the United States for the period for which the export of Canadian wheat to the United States has been prohibited, subject to the proviso that the food controller for Canada may issue licenses permitting the export of flour in proper cases for such export.

The action taken by Canada will be followed by the United States. There will be close co-operation between the two food administrations. The central committee of the United States millers appointed by Herbert C. Hoover, has the matter under consideration, and has been notified of the Canadian embargo.

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DISTINGUISH SOLDIERS BY LENGTH OF SERVICE

LONDON, Aug. 17.—The Government proposes to give soldiers a distinctive mark for each six months of service. While the exact form of the mark has not been determined, it has been suggested that a sleeve chevron be used.

KILLED BY LIGHTNING.

MONTREAL, Aug. 17.—Telegraph Legault, 431 Duluth avenue, who was employed as a painter at the deaf mute institute on St. Denis street, was killed by lightning at noon, while crossing the open court in the rear of the main building of the institute.

4 out of 5 Cars

Take them as you find them—lift the hoods and look at the spark plugs—they will find, on an average, that four out of five motors are exclusively equipped with

Champion Toledo Dependable Spark Plugs

Fords—Overlands—Studebakers and Maxwells are factory equipped with Champion spark plugs. Tests have proved that they insure the greatest efficiency in the performance of these motors.

There is a Champion for every type of gasoline motor. Your protection is in the Champion guarantee of "Complete satisfaction to the user—Free Repair—Replacement or Money Back."

Dealers everywhere sell Champions for every make of motor car. Look for the name on the porcelain.

Champion Spark Plug Co. of Canada, Limited, Windsor, Ontario

After a Strenuous Round of Golf—

Nothing is more refreshing or satisfying than a cool glass of sparkling, invigorating

Labatt's Special Ale

Brings the freshness and snap of October mornings to overcome the languidness of dog-day heat.

You can't sip it without a smack of satisfaction. Its the drink of efficiency. It makes clear heads, steady nerves, endurance and "pep" in the pinches.

Your Grocer Sells It

Order a bottle or two today

John Labatt, Limited, Est. 1832, London, Canada