# POISONOUS GAS KILLS 22 MEN AT CLEVELAND

Heavy Loss of Life by Explosion in New Waterworks Tunnel.

WORKERS WERE TRAPPED

Nine Men Brought Out by a Gallant Band of Rescuers.

SUPERINTENDENT KILLED

Accident Occurred a Hundred Feet Beneath Erie's Waters.

[Canadian Press.] Cleveland, July 25.—Twenty-two men are dead and half a dozen others dying as the result of an explosion of gas in a waterworks tunnel five miles from shore underneath Lake Erie late last night. The dead include workmen who were trapped in the tunnel when gas parties who attempted to save the men first trapped.

Of the dead eleven were trapped by the explosion. None of these escaped. changed, Russian attacks on the The first rescue party consisted of seven men. Four of them perished and three were saved. The second res- west of Berestechk) were repulsed. cue party comprised eleven men. Six of these lost their lives and five Russian detachments was frustrated complished nothing. The second saved Austro-Hungarian troops carried out one of the first relief expedition. No successful nocturnal surprise attacks. one has yet reached any of the original eleven caught in the workings. enemy have been repulsed. Our naval Of the eight rescuers who got out alive air squadrons bombarded military estwo died later. The others may die. tablishments at San Giorgio, Dinogara, Two men were also overcome by fumes Gorfa and Monfalcone, causing fires who did not go into the tunnel. Rescuers Perished.

A third rescue party entered the tunnel at 8:30, and brought out alive tunnel at 8:30. Gustav C. Van Duzen, superintendent waterworks construction, who had headed the second relief force. Van Duzen may die from his experiences. One body was also brought out by the third rescue party, This was a member of the second rescue crew. It had been supposed that Van Duzen had

The tragic fate of the rescuers is the first and second instances was due to the fact that they worked without oxygen helmets, which were unavailable. Of those rescued, who afterward died, no pulmotors were at hand for use in attempting to resuscitate them. This lack of rescue apparatus was roundly condemned by the reslights. cuers, and Mayor Davis today promised to conduct a rigid investigation SETTLEMENT ORDERED into this shortcoming, as well as into the catastrophe itself.

The cause of the explosion has not yet been ascertained. It is supposed Carpenter Who Made Assignment Faces that some workman struck a pocket of gas with a pick, or possibly gas had collected in the tunnel and become ignited by an electric spark.

### Side Show Wonder To Become British Army Instructor

Will Teach Armless and Legless Soldiers Use of Artificial Limbs.

When the Con T. Kennedy Shows appear here next week under the patronage of the Daughters of the Empire, one by the assignee as a preferred claim. of their veteran performers will make his last appearance. He is known as

Years ago Murphy went to the Klondike, and, like hundreds of others, he independent telephone companies, who heen received from private commercial had his arms and legs frozen, necessi- have made application for the hearing establishments to provide training and arm. Although most men would have their telephone lines. given up hope, Murphy set to work and devised artificial limbs, by means of which he became as adept as most men who are under no physical handicap. He learned to do many things, and became a feature of the Kennedy

While in Toronto the shows were pertalion, and a British officer, interested in the soldiers who have lost their legs and arms, saw what Murphy could do, with the result that he has been employed by the British Government as an instructor of the men who will have to use artificial limbs. Murphy will also devise artificial limbs for wagonbox. individual cases, and expects to enable the maimed men to do much for them-

He plays his last week in London, leaving for England immediately after,

### TO PROSECUTE DOCTORS WHO FAIL TO REPORT

Chief Health Officer of Province Issues Warning Against Negligence.

Notwithstanding the cases of infantile paralysis reported from Toronto, Windsor and other cities in Ontario, none have yet been reported by any of the city doctors.

In Toronto several cases have come to light where doctors have neglected to report to the health board. J. W. McCullough, chief officer of the provincial health board, as a consequence has issued a warning to all doctors throughout the province that neglect to immediately comply with this clause of the provincial health act will be followed by prosecu-

Inquiries today at the Health Institute showed an extremely satisfactory condition in this respect, as far as London doctors were concerned. Several years ago some of the doctors were warned because of laxness in reporting contagious diseases then existing, but for several years this condition has been different.

No trouble of this character has been brought to the notice of the city health officer lately, all doctors having reported cases promptly. Fortunately this city has so far escaped the disease, which is raging

with such terrible results in New York City. At the first sign of the disease, city

doctors will resort to the strictest measures to prevent its spread.

FUNERAL IN RODNEY. after an illness of nearly a year, were forwarded on the 9:20 L. and P. S. R. Hooper Thomas this morning, from where it was sent on to Rodney, where Craig,, S. King, H. Winder, J. Simpson, the funeral was held this afternoon. W. H. McNaughton, J. Leah.

### SEVERAL COUNTS AGAINST ROBLIN TO BE DROPPED

Judge Says Ministers Can Be Gullty On One Count Only. [Canadian Press.]

Winnipeg, July 25 .- J. B. Coyne, K.C., esumed this morning before Mr. Jus-ice Prendegast his reply for the crown to the motion of the defence in the case of the ex-cabinet ministers that the indictment be quashed and the accused discharged. Mr. Coyne argued that the counts of the indictment were not vague and that all necessary particulars had been furnished the de-The judge told the counsel that accused could only be found guilty cn one account, and on the charges in-

volving William Salt. "One finding against them is all the rown is looking for," replied Coyne.
"It's all you can look for," replied the judge. Coyne stated that only one conspiracy charge and eight counts were put in to meet all contingencies. The judge stated that, subject to being converted by what Coyne counts, nine en, eleven and twelve or thirteen and

### TEUTONIC TROOPS MAKE STAND AGAINST RUSSIANS

Berlin Reports Attacks On Southern Volhynia Front Stopped.

Berlin, July 25.—(Wireless to Say-ville.)— Teutonic troops on the Southern Volhynia front have made a successful stand against Russian attacks the Berestechk sector, close to the Galician border, says an official stateexploded, and members of two rescue ment issued by the Vienna war office under date of July 23. The statement follows:

"Russian front: The situation is unheights north of the Prislop Saddle, behind Lubaczowka (ten mile north-"In East Galicia the approach of The first rescue party ac- by our artillery. North of the Dniester "Italian front: All attacks by the to break out. Our aeroplanes returned undamaged.'

# FOR DISTRICT REPORTS

Systematic Plans Will Be Worked Out Later.

Capt. McConnell who was recently appointed recruiting officer for Lon-don and vicinity, reported to Col. Saninite plan of recruiting has yet been decided on, but it is intended that a system be organized at the meeting of ecruiting officers, and civilian recruiters, which will be held here on August

## TO PAY EMPLOYEES

Non-Payment Charge.

Leonard Fitch, a carpenter, charged in police court this morning, and was bridered to make a settlement with his the matter, and has taken steps aployees within the next ten days. as issued checks to the men for the ounts due them, but the banks refused yment because of no funds.

aid the bank had made payment on a raft that had so reduced his account enabled to give this summary: that the balance was insufficient to meet he checks issued. He had issued one check to John

Nichol for \$24.90 and another to Leonard Steer for \$27.10. Both appeared in urt as complainants. Fitch made an assignment Monday, and he said the amount would be paid

HEARING ON WEDNESDAY .- The "Determination" Murphy, the limbless Ontario Municipal Board will give a hearing on Wednesday forenoon at 10 have agreed to receive disabled men for o'clock at the court house to several training, and many offers have also amputation of both legs and relative to an interchange of service on

## USED SIDEWALKS

Therefore They Pay for Privilege in Court.

Four bicyclists, who preferred riding on the sidewalk rather than the roadway, donated one dollar a piece in the police court today for the privilege. Next on deck was William Copp, who paid a fine of \$1 for permitting taken the provision of training in gen lime to be strewn along the pavement eral subjects and elementary vocational for several blocks due to a defective work for all men under treatment in

One prohibitory lister admitted inlulging in his favorite tonic, and also when searched had in his possession one flask of "Scotch." He pleaded guilty without hesitation. "Ten dollars and costs, or 21 days," said Magistrate Judd.

### HERE AND THERE ABOUT THE CAMPS

DOCTOR BEING EXAMINED. A medical board composed of Major . Smith, A.M.C., president, and Capt. G. Ramsay, A.M.C., with Lieut. D. J. Sinclair and members will inquire into the present condition of Capt. J. B.

Jupp, A. M. C.

MEDICAL BOARD. A medical board composed of Major G. R. Cruikshank, A.M.C., president, and Capts. C. L. Fuller and G. F. Lewis board, lodging and washing. as members, will inquire into the present condition of H. A. P. Lyndress, out-60c a day.

### DRINKING HOURS.

142nd Battalion at Windsor

Camp orders today state that soldiers in uniform are allowed in bars and winerooms of hotels between the hours of 5 p.m. and 8 p.m. standard This change follows the moving back of clock.

#### MRS. WHEATCROFT BURIED. The funeral of Mrs. Mary Wheatcroft

who died in Victoria Hospital on Friday, was held from her late residence. 245 Grand avenue, Monday afternoon. She was the wife of John Wheatcroft There was a large attendance, the services in part being conducted by the Women's Auxiliary of the Brotherhood Railway Trainmen, and Daughters of England, Prince of Wales Lodge No. 2. Rev. C. R. Gunne con-The remains of George McBride, who ducted the services at the house, and died in Victoria Hospital on Sunday those at the grave were conducted by ducted the services at the house, and Sister K. Vinen and Sister Elizabeth

### COMMISSION ANNOUNCES SCALE OF ASSISTANCE TO DEPENDENTS OF DISABLED

Makes Sliding Scale and Provides for Vocational Training of Soldiers Not Only of C. E. F., but of Residents of Canada Serving in Allied Armies as Well.

Canadians are absolutely unanimous bout one thing in this war-that justice and reparation must be secured for those who have suffered. The men who have volunteered to fight for us, while we have stayed safely at homethese men, coming back shattered and torn, or with health in any way impaired by their service, must have reparation,

It is the first word of justice; and there is no Canadian worthy of the name who will not agree to it with all in addition to the allowances for wife Our head as well as our heart, how-

tion for any injury his body might as the wife of a married man with no suffer in the carrying out of that task. A scale of pensions was adopted both for disabled soldiers and for their detraining, if both are old and past work, ommittee, and is already in force. restore the injured man to his place as an active and useful member of the community; and that has got to be Payments under

community's interest and in his be continued for one month after the A very few of the injured will be ther the man has secured employment or found so totally helpless that this not. restoration is impossible. On the other hand, judging by our experience so far, ances will enable many men to take adlarge majority, in spite of their injuries, will still be fit for their former But between these two classes ing is being given. will be many men with injuries either handicapping them seriously in their old occupations or barring them out alto-

Expect To Be Useful. Such men must not be condemned to perpetual uselessness. They would not thank us for that. They are not of the backboneless kind or they would hardly have thrown themselves into the war. did not enlist to be coddled or spoon-fed, and they will not want to be coddled and spoon-fed now. Having recovered their strength, they will naturally expect to use it. The ques-tion simply is, How?

To begin with, their disability can often be lessened by what is called functional re-education." exercises, with or without the aid of ingenious apparatus invented for the purpose, the muscles mutilated by vounds and operations, and weakened ov compulsory disuse, can recover some their strength and become once more ccustomed to exertion. Then, by 'vocational re-education," the men can be enabled to return to their original trade; or, when that is impossible undesirable, they can be helped to fit themselves for another occupation. There is no intention, by the way, to provide re-education for men who do not need it.

Pay for Training As Well. The parliamentary committee decided

hat the cost not only of pensions and artificial limbs, but also of this voca-Dominion Government.

James Lougheed at its head, has already given a great deal of consideration to organize the training required in many Evidence tended to show that Fitch parts of the country. The complete establishment of the system may be expected very soon; for the Government, by order-in-council, Fitch admitted owing the money, and adopted a report of the Military Hospitals Commission, of which we are

reservists of the British and Allied Midullu, once the German cruiser Canada when the war broke ut.

The commission has received the assurance, it tells us, of the active co"undamaged."

cluding a big battleship, and broke through the Russian line and escaped "undamaged." operation of the provinces and various unicipalities in carrying out such a Technical schools, agricultral colleges and other public institutions subsequent employment when the men have become proficient.

Training Periods Vary. The period of training for a new vocation will vary according to the previous sion, on the other side of the Atlantic education and industrial history of each They are finishing training at the Royal The cost of tuition will vary in consequence, and also owing to the fact that in many cases the tuition will be free or the fees nominal. (The training will be free to the men in all cases. If there is any charge, it will boats. be paid by the Dominion Government.) The commission has already underhomes operated by the commission, been made for that special training. The commission was not able, however, to put into operation a general scheme of vocational training until a cale of maintenance could be arranged for the men undergoing the training and for their dependents. The commission has therefore prepared a scale under

which a small sum for personal ex-penses will be granted to the men undergoing training, while provision on a sliding scale is made for married men and their dependents, and for those unmarried men who may have persons Order is being maintained at the mines legally dependent upon them. Scale To Be Used. Here is the scale which the commis sion has now been empowered to estab-

lish. It will be understood throughout that "maximum age" means 16 for a son and 17 for a daughter: 1. A single man, with pension, living in, receives free maintenance; that is, marked than in the cosmopolitan dis-

2. A single man, with pension, living

month, less her husband's pension. For wife and one child, if child is in Soho have gone. under five, \$38; from five to ten years, The change is even more pronounced \$39.50; from 10 to maximum age, in Charlotte street. The German chem-\$42.50; less, in every case, the amount ists, German laundries, German restaurof husband's pension and children's ants, German clubs and German paper allowances under the pension regula- shops have gone. There was even a

children.

to \$50 (less pension and allowances), at pains to announce that they are according to ages. For wife and four children-\$47 to

according to ages. cording to ages.

cording to ages.

A wife with seven or more children under the maximum age may be given the maximum allowance of \$55, les pension and allowances.

To Be Paid to Wife. All these allowances for wife and children will be paid direct to the wife, unless otherwise thought fit by 4. A married man, living at home, will receive 60c a day. (This, of course, is

ever, must be employed to devise at form of reparation that will really re-5. A widowed mother, if dependent pair—that will as far as possible make receiving training, and if the son made an assignment of his pay to his mother

pendents, in proportion to the degree and entirely or partially dependent upon of disability. A revised scale, involving him, may also be paid at that rate. a large increase of expenditure, was 7. The guardian of a widower's chillately agreed to by a parliamentary dren (under the maximum age) will be A pension alone, however, will not two \$17.50. (2.7.50) will be two, \$17.50; for three, \$22, and \$3 for each child in excess of three, with a Payments under these regulations will done by some means or other, both in

> It is clear that this system of allow vantage of the training offered, by providing for their families while the train

> The president of the military hospital commission announced that any further information desired by readers will be gladly given on application to the secretary, at 22 Vittoria street, Ottawa

# IN TROPICAL HEAT: MANY OVERCOME

[Canadian Press.] Montreal, July 25 .- Tropical condi tions continue here, and numbers of heat prostrations are reported daily Thousands of men, women and children sleep in the parks every night. At noon today the thermometer registered

90, and was still rising Last night Emile Desjardins, Decelles avenue, fell unconscious at the corner of Notre Dame and Guy streets. He vas removed to the Western Hospital M. Fortier, a farmer from Valleyfield. was overcome in St. James street. He was taken in an ambulance to the Notre Dame Hospital.

A horse belonging to John Minogue, Devienne street, fell in the middle of the car track in front of 204 West St. Catharine street yesterday. Street car announcement was made at the White cional training, should be paid by the traffic was held up for nearly half an House today that negotiations have Dominion Government.

The Military Hospitals and Convalescent Homes Commission, with Sir too far gone, however, and died in a

### BRESLAU FIGHTS RUSSIAN FLEET IN BLACK SEA

nabled to give this summary:

The report begins by explaining that

New York, July 25.—According to a

Journal dispatch from London today, a the commssion aims at benefiting not four-hour naval battle in the Black Sea only disabled members of the Canadian off Sebastopol, is reported officially to expeditionary force, but also disabled day from Constantinople. The cruiser armies who were bona fide residents of lau, fought a strong Russian fleet, including a big battleship, and broke

## CANADIANS MAKE GOOD AT ADMIRALTY TRAINING

[Special to The Advertiser.]

Ottawa, July 25 .- The young Canadians who enlisted to serve in the British admiralty auxiliary patrol are reported to have made a good impres sion, on the other side of the Atlantic. Naval College, Greenwich, and all but one have passed the examinations. It is expected now that they will be to Malta for final training, and to take service in destroyers and patrol motor

#### LIKELY A TOTAL LOSS. [Canadian Press.]

Eastport, Me., July 25 .- The British the various hospitals and convalescent freighter Tyne, which struck on the Murr ledges near Grand Manan, N. B. irrespective of whether or not such men during a heavy fog on Sunday, was re will later be subjects for vocational ported today to be breaking up, and it training leading to new occupations. In was feared she would be a total loss a few cases, arrangements have also The crew remained aboard the steamer during the night, but life savers were standing by prepared to take them off if it became necessary. The Tyne had a cargo of lumber for trench construction

#### STRIKE AT FERNIE. [Canadian Press.]

Fernie, B. C., July 25 .- Several hundred coal miners went on strike Monday morning, not having been able to secure the war bonus they demanded.

#### WAR CHANGES LONDON. [Canadian Press.]

London, July 20.—Changed in many Tuscania, New York. ways is London since the war began, but nowhere is the transformation more trict called Soho, in the West End, within a stone's throw of Piccadilly Circus. Soho is not the hustling, merry in—free maintenance and \$8 a month, with the following additions:

Sollo is not the hustling, merry evening of the Greek cabinet that the Chamber of Deputies would be disflict has made it quiet, almost lifeless, solved early in August. For wife having no children, \$35 a for Frenchmen, Belgians, Italians, Germans and Austrians who had their home

Christliches Kellherheim (a home for For wife and two children, from Christian waiters). It is closed now; \$41 to \$47 a month (less pension and there are no German waiters. German allowances) according to age of books have been moved from the book. sellers' windows; German signs have For wife and three children-344 disappeared and certain shopkeepers are

French or Belgian firms. The Belgians have lost their country \$53 (less pension and allowances), for the moment, but they have taken their revenge in Charlotte street. There For wife and five children-\$50 to is no gainsaying their victory there. In-\$55 (less pension and allowances), ac- stead of the cafes and restaurants with German signs there are establishments For wife and six children-\$53 to named after Belgian towns. And in them \$55 (less pension and allowances), ac- may be seen Belgian soldiers on leave drinking coffee.

#### ONE LONDONER IN NG BAND OR AUTOS PARTY OF SOLDIERS TO MEET RETURNED INVALIDED HOME SOLDIERS TODAY

Leg, Tells of Mrs. Reid's

Work for "Boys."

Bugler A. V. Faulkener of the 33rd

Battalion, was one of a party of five

returned soldiers who reached London

at noon today from the discharge de-

He went over with the battalion, but

illness. He was in the hospital for

two months before being sent back

He was at both West Sandling training

valescent Hospital, and has now re

Four More in Khaki.

His father, Sergt. E. Faulkener, went

ver with the 33rd. A brother, Will, is

with the Cycle Corps, another brother

Herbert, is a trumpeter with the C. M

Pte. J. E. Davis, another 33rd man,

also went over with the battalion, but

Pte. E. Hale, trained with the 34th

Battalion in this city, was another of

Wounded at Givenchy.

almost since the beginning of the war

He fought through several of the big battles, but was wounded at Givenchy.

"There are not many of the old bunch left now, I guess," he said. "Although

vounded at Ypres on April 23, 1915.

A piece of shrapnel carried his left leg

away, and shortly after, as he was

trying to make his way out of the

trench received another wound in the

thigh. For a long period he has been

Praises Mrs. Frank Reid.

He was most enthusiastic about the

manner in which the wounded men were

"I wish you'd say something abou

Mrs. Frank Reid," he said to a reporter

'She comes from London, and there isn'

anybody over there who treats the boys

better. She used to bring us the Lon-

don papers and others from all over the

Dominion, as well as cigarettes and

TRACK RECONSTRUCTION

Being Torn Up.

secured. The Standard Paving Com-

have it completed in a short time, pos-

doing the work this way," said City

[Canadian Press.]

"We will get a much better job by

ibly by the end of the week.

significance."

The paper concludes:

than all the others."

at Folkstone convalescing.

eared for in England.

haven't seen them for some time.
Pte. Munn of Woodstock.

The other two were 1st Battalion nen. Pte. H. Ryder has been in France

with the 2nd Divisional Cavalry.

the returned men, his home is

he resided at 809 Central avenue.

R., and Sergt. E. A.

was invalided back.

pot at Quebec.

Boys From Front Allowed to Sickness Barred 33rd Bugler From Front. Come In Unwelcomed.

# SECRETARY LANE PEEVED PRAISES LONDON WOMAN

Says Returned Men Can Try 1st Battalion Man, Who Lost Reception Committee Work for Selves.

When five more returned soldiers arrived in London this morning from Duebec at 11:15, there were no automobiles or bands awaiting them, as is the case. Capt. Norman Alexander of the Convalescent Home, and a was unable to reach France owing up to these men what they have lost.

From the beginning of the war it was

and also arranged for her to receive number of members of the Returned cognized that a man offering his body separation allowance while he was on Soldiers' Association were the only to defend our cause should have repara- service, may be paid at the same rate ones present to greet them. No arrangements had been made for the past month had been in Epsom Consual dinner at the Tecumseh House, 6. The parents of a man undergoing and it was at first thought that the men ceived his discharge. Before enlisting would have to be taken to the Convalescent Hospital on the street car, but autos were procured at the last minute. Secretary Lance of the Soldiers' Aid mission would not make a direct statement to The Advertiser as to the reason of the mismanagement, but intimated that the returned soldiers had been making so many objections to his management of affairs that he had decided to let them try it themselves. When asked if he had received such incompletion of vocational training, whestructions from headquarters he replied in the negative.

## Arch-Traitor Goes to Gallows On August 3rd

U. S. Ambassador and Pope Trying to Save Casement's

New York, July 25.-A news agency dispatch from London today says:
The execution of Roger Casement has been set for August 3, in Pentonville prison, according to the

Daily Mail. Effort to save his life have not been abandoned. Ambassador Page and Pope Benedict, it is understood, have renewed their offices in the endeavor to have Casement's sentence commuted.

#### EAST ENDERS DISLIKE U. S. PAYS \$25,000,000 FOR DANISH W. INDIES

[Ganadian Press.]

Washington, D. C., July 25.—Official practically been completed for the purchase of the Danish West Indies by the is completely stopped

LIEUT. TORRANCE WOUNDED

FOR THE THIRD TIME [Special to The Advertiser.] Stratford, July 25 .- Lieut, E. A. Torrance is officially reported wounded for GREAT GERMAN JOURNAL the third time. He is a son of James

Torrance, ex-M.P.P. ELLISON RENOMINATED.

[Canadian Press.] London, July 25 .- Grave admission of Vernon, B. C., July 25 .- Price Ellison, Germany's plight is contained in a re-· 19 years representative of this disrict in the Legislature, received the nanimous nomination of the Conservapart: tives of North Okanagan at the convention yesterday.

S. S. NO. 4, PLYMPTON. The following is the result of the comotion examination for S. S. No. 4, Plympton: Class III.—Ross Anderson 452, Rita

Carrigan 450, Irene Lampman 525, Jennie Lampman 520. Class II.—Grace Tuckins 331, Dorothy MacMurphy 401, Madeline Murray 348, George Rothwell 419. Class I.-Mabel Anderson 322, John Osborn 222, Ernest Robinson 274, Preston Williams 281,

M. COLLINS, Teacher.

[Canadian Press.]
Berlin, via Sayville, July 25.—"In iew of the continued bad treatment eorded German officers who were soners in France," says the Overseas ews Agency, "the German Govern-ent had ordered in reprisal the estabshment of prisoners' camps for French officers under the same conditions as hose in France. Since the French Gov ernment has now abolished some of its restrictions the German Governmen has ordered similar proceedings,"

Halifax, N.S., July 25 .- The steamer Aspin went ashore yesterday at St. Mary's Bay, Newfoundland. She was dly damaged, and headed for Tress-

#### STEAMER ARRIVALS. New York, July 25.—Arrived: Steamer

Jnited States, Copenhagen. Glasgow, July 25.—Arrived: Steamer

London, July 25 .- Arrived: Steamer Cambrian, Boston. ELECTIONS FOR GREECE [Canadian Press.] July 24.—(Via London, July 5.)—It was decided at a meeting this

#### will be held 40 days later. Cellars Flooded.

Practically every store cellar along Dundas street got from six inches to three feet of water. The damage to goods will be serious.

carry away that storm," said a city sewer foreman. Heaviest Since July Flood. This was the heaviest cloudburst since the July flood, according to

"No storm sewer ever built could

atively little damage. Took To Cellars. Nervous women, and not a few men, took to the cellar when the lightning strokes came. sharpest They did not remember that light, ning can penetrate just about any-

one man. It was not a hurricane.

however, and the wind did compar-

# "ADVERTISE"

## IS SUPREME RULE

Frank S. Bamford, president of the American Trade Publishing Company told members of the Biscuit and Manufacturers' Association, in convention at Chicago how to sell their wares. The supreme rule, he says, is: "Advertise." He pointed to the products of the National Biscuit Company and Loose-Wiles as examples.

"Establish your quality," he said. "The best advertising on earth will not continuously sell an inferior article. Second, be sure of your distribution by linking your selling organization with your dealer.

'Then advertise. People's memories in this land are too short to be trusted. The man who thinks his business is so well known that he does not need to advertise, is entitled to a place on the joke page of a newspaper. Marshall Field and John Wanamaker never made that foolish mistake.'

# ITALIANS TAKE MONTE CIMONE WITH FIERCE NIGHT ASSAULT

Rome, July 25 .- Via London, 3:45 p.m.-Italian troops have captured Monte Cimone from the Austrians, says the official Italian statement is-

The text of the Italian official statement follows: "In the Lagarina Valley the enemy's artillery activity increased. On the Posina-Astico line at daybreak of the 24th, after a fierce attack

by night, we captured Monte Cimone. "On the Asiago plateau during the night of July 23 the enemy made violent attacks on the trenches which we had gained near Sasera and

### DAMAGE THROUGH CELLARS FLOODED BY WATER HEAVY

other things. I can't say too much for Merchants Along North Side of Dundas, Between Richmond and Park Avenue Suffer Heavily.

Damage through flooded cellars in to the first report of W. T. Strong, the business district of London was proprietor. heaviest along the north side of Dundas street, between Richmond street and rounding the show cases, but beyond Object to Tracks From Rectory Street Park avenue, where the cellars were this no damage was reported.

feet deep in water. The London Street Railway Company's tracks on the Hamilton road, tain the heaviest loss, the cellar being damage to goods stored there will refrom Rectory to Egerton streets, are flooded to the depth of more than torn up, and the residents of that dis-eighteen inches. Thousands of dollars will be heavy in this case. trict are much annoyed at it, as traffic worth of new goods stored there, consisting of peris

The company explains that it was necessary to do this, in order that a proper foundation for its line might be w. T. Strong's drug store was flood-

The floor of Young's jewelry store was five inches under water, sur

Johnstone's millinery store will sur- four or five inches under water, and

At Ross', Limited, the cellar was

ed to the depth of six or seven inches | West of Richmond street, along Dunpany will put in the foundation, and will during the progress of the storm, and das street, the stores seemed to escape the damage in the cellar will amount with practically no damage, so far as

# Engineer Brazier. "Of course some inconvenience will be caused, but that cannot be helped." 2,000 PHONES AT LEAST PUT OUT OF ORDER HERE

to several hundred dollars, according flooded cellars were concerned.

ADMITS SERIOUS PLIGHT Bell Telephone Lines Badly Crippled by Electric Storm of This Afternoon-Extra Gangs on Repair Work.

Germany's plight is contained in a review of the war up to date in the pany were badly crippled by the heavy HYDRO WENT OFF: Frankfurter Zeitung, which says in storm. Reports from the trouble de partment at 3 o'clock indicated that "Germany is a besieged fortress, at least 2,000 telephones had been put Therefore everything depends upon the out of commission by the electric dis-

besiegers as to when an end will be turbances. All long-distance lines are made of the bloody work. That Ger- out of commission. No stated area of the city suffered in know very well; but our enemies do not know it. Yet the phrase 'holding vices, the trouble being general, and in vorks to fall away below normal. For many will never haul down its flag we

out' is now beginning to gain its real all parts of London, Extra repair gangs were started out at once, but in view of the possibilities Europe has become a melting pot that another thousand or so phones in which the nations are being tried may have been put out as well, it is

PRESSURE WENT DOWN Failure of the hydro power during the crucial time of the storm this afteran hour the pressure was off and all the motive power at the central pumping station was the emergency gas

Had the fire in the First Congrega for the true metal that is in them, expected that it will be several days be- tional Church been serious the lack and we know Germany has more of it fore the final adjustments of damage water pressure would have left the fire department almost helpless,

# None So Deaf As Those Who Will Not Hear

can be made.

"Not one word, if you please-not one word will I listen to against tea or coffee!"

That is the attitude of many good people, even after they have reason to suspect that tea or coffee hurts them.

True, some persons seem able for a time to use tea or coffee without apparent harm, but sooner or later it does interfere with the health and comfort of many users.

For a sure, easy test, suppose you leave off both tea and coffee and use



# POSTUM

This famous food-drink is made of prime wheat, roasted with a bit of wholesome molasses. It has a rich color, fine aroma, and a delicious, snappy flavor, and is absolutely free from the drug, caffeine, in tea or coffee, or any other harmful substance-free from all tea and coffee troubles.

**POSTUM** is delicious and comes in two forms. The original **Postum Cereal** must be boiled. Instant Postum is a soluble powder-made in the cup by adding hot water. The flavor is the same and the cost about equal. Both kinds are good for young and old, and satisfy the craving for a hot, aromatic, meal-time beverage.

"There's a Reason" for POSTUM

Canadian Postum Cereal Co., Ltd., Windsor, Ont.