



Haven't You Forgotten Someth'g

On Saturdays you leave a regular order with your butcher, grocer and baker. Have you considered that it is just as necessary to feed the spirit as the body for your weekly holiday, or it is a Sunday without true refreshment?

We will do our share to make it a perfect Sunday if you will do yours.

LEAVE A SUBSCRIPTION ORDER FOR A

\$1 Box of Flowers (our selection) to be left every Saturday. We guarantee a generous \$2.00 worth. We can do this by buying in larger quantities at wholesale and disposing of all surplus stock on Saturday. Begin now with a five weeks' subscription. You will be glad the whole week.

Gammage

PASTOR HITS HUGHES BY PLAIN CRITICISM OF PASSION FOR SHOW

Tells of Hardships Endured for Glorification of Sir Sam.

SORROWFUL CONSEQUENCE

General Impression That Recent Review at Borden Was Not Necessary.

[Special to The Advertiser.] Toronto, July 17. — The pulpit is speaking out on recent military matters. Preaching to a large congregation at St. Andrew's Presbyterian Church, Niagara, yesterday, the pastor, Rev. A. F. MacGregor, who has done much pastoral work among the soldiers at camp, dealt in plain-spoken words with the recent visit of Sir Sam Hughes, minister of militia, to Camp Borden, and the hardships the soldiers at that camp were called upon to endure. Mr. MacGregor's words were all the more effective because of their evident restraint.

Passion for Parade. "In military life," said Rev. Mr. MacGregor, "the passion for parade is at times very plainly in evidence. Last Tuesday there was a great parade at Camp Borden. The heat was excessive. There were clouds of dust and a lack of the necessities for marching men—food, water, and shade. The good custom should be for the day to be put aside. But, no, and with sorrowful consequences. One soldier put out of life, numbers made ill, even to prostration. A bitter feeling engendered, a loss of the respect which a superior officer should always merit, and receive, from those under him, and the loss imposed on other officers of explaining a very unpleasant situation."

Was It Necessary? "In the unreasoning of the new camp, of the day, was an exacting parade an absolute necessity? The general impression is that it was not. After pointing out that one of the attending evils of war is a lowering of the valuation of human life, the speaker said: "It is awfully possible that the very heart of a man may be eaten away by the vanities and pride of a passing hour. The passion for outward show is costing too much today. We ought to protest against any and every violation of the law of kindness and oversight—violated with no apology whatsoever on the part of the violator."

Without following the lure of the suggestion as to why men were taken in such great numbers from camps in which soldiers were trained who had given such a splendid account of themselves in the war, the speaker noted that the passion for parade for personal pomp and power is being too much yielded to today, we recognize how it has shaken the peace and engulfed the pillars of state in Europe.

Canada has grand officers, not hungry for self-praise. There is deep call for such, for men who forget themselves in noble devotion to the common rights of common men and not, that all for one man's aggrandizement.

"ALL WELL" IN TWO UNITS FROM LONDON

Men of 2nd Divisional Cavalry and 12th Battery Reported Safe.

"All well in 2nd Divisional Cavalry and 12th Field Battery," says a cablegram received from Lieut.-Col. E. I. Leonard, his father, F. E. Leonard, yesterday.

Although the safety of the 12th Battery is assured nothing is said of the latest promotion for Major Woodman Leonard, its commander. Some days ago it was reported that Major Leonard was to be made commander of an artillery brigade at the front.

TO AID 142ND

Municipal Chapter, I. O. O. E., Will Co-operate with Auxiliary.

Mrs. Niven, regent, Mrs. J. B. McKillop, 2nd vice-regent, Mrs. R. M. Graham, secretary, Mrs. E. B. Smith and Mrs. Frank Spry, have been appointed a committee by the Municipal Chapter, I. O. O. E., to confer with the Women's Auxiliary of the 142nd Battalion, regarding the best way of doing something for London's Own unit.

Military News of London and District

PARADE REPORTS AT CAMP BORDEN ANXIOUSLY AWAITED

All Sorts of Wild Rumors in Circulation Among Troops.

NEWS MAY BE CENSORED

Looks as if Ottawa Has Gone Over Heads of the Staff.

[Special to The Advertiser.] CAMP BORDEN, July 17.—The real news of Camp Borden this week will be the parade statements of Tuesday, Wednesday and Thursday. The camp a week after the disturbance is still more or less unsettled, and it is with considerable anxiety that the headquarters staff await the results of allowing 11,000 men to go away over the week-end.

The parade statement today shows that of 1,023 men absent Saturday without leave, but 37 have returned to the camp. The regular trains today brought varying numbers of soldiers home, but as the great majority are on leave until Tuesday, there will be no information along these lines until tomorrow at the earliest.

Many Wild Rumors. The presence in camp today of officers from the intelligence department at Ottawa has given rise to another flock of wild rumors. It is said that there will be wholesale arrests, that certain officers are to be cashiered, that men who took part in last week's disturbance are to be up on the carpet, etc. On these Gen. Logie will not make any comment.

Asked tonight by The Advertiser if the newspaper copy from the camp from now on would go through the hands of a censor, General Logie replied, "Well gentlemen, I know nothing of it, but I am sorry for you professionally, I myself am in favor of publicity."

At any rate the newspapers are at more or less inconvenience to gather even routine matter today, and it looks tonight as if Ottawa had again gone over the heads of the headquarters staff here in an effort to make Borden a wartime camp.

Significant Lecture. Col. Bickford's general staff handed to the press today his lecture on discipline given to the officers of the new camp "two days after the disturbance last week. The lecture is significant in view of the establishment at this time of this huge training army and from many points of view, it is a new regime of training for the Canadian army is about to be inaugurated.

Col. Bickford made it plain that discipline was founded on respect, and this respect could only be obtained by officers taking every care of their men, knowing their job, listening to every complaint, and insuring that no injustice occurs. They must satisfy themselves that the men are properly fed, clothed, and comfortable. Officers should not be too familiar with their men.

Esprit de Corps. Cultivation of esprit de corps as the highest form of discipline was marked by Col. Bickford. "If your men have esprit de corps, which is pride in their corps, pride in themselves will follow. While it is necessary to impress on them that orders must be obeyed yet treat minor laxity gently at first. Minor laxity among the men who are here today is generally caused through ignorance, and my experience with our present Canadian soldiers has been that they are only too willing to do anything they are told, especially if the order is of a disciplinary nature."

It is far better to explain the object of anything you are about to do to your men. It will obtain to you a more instant and ready compliance. Saluting, correct acknowledgment, punctuality, mess discipline and co-operation were the other points dealt with by Col. Bickford.

SEVEN MEN OF ONE CANADIAN SECTION TOOK 11 PRISONERS

Went Through Hell Before It, Writes One.

BURIED THREE TIMES

Sapper Baker Writes of Narrow Escapes From Death At Front.

"Keep the home fires burning and the pots a-boiling, for there's a hungry eye some place in Belgium," is the message of Sapper Charles E. Baker, late of 7th Field Company, Canadian Engineers, wrote to his mother, Mrs. R. Baker, 114 Aylmer street, London.

Previous to enlisting, Sapper Baker was a fireman at Labatt's brewery and left Ottawa on August 18 of last year with a detachment of engineers for overseas service.

In the course of his letter, Sapper Baker said: "Well, I am glad to say that I have come through all right, but we were right in the thick of the business on the 13th. But I must leave that to you to come home to tell us. Seven of us were buried three times, and men killed on each side of us, but we were spared."

Telling how grateful he has been for parcels of "gravy" sent home and from friends and for smokers, he added: "Well, cheery ho, and when you are having your Sunday dinner, think of me. I think of that dinner every time Sunday comes round."

THOUGHTS OF SUNDAY DINNER FREQUENT ON FIRING LINE



SAPPER CHARLES E. BAKER, who writes of stirring times in Belgium.

NEW BRITISH RIFLE SAID TO CONTAIN EVERY GOOD PART

Has Component Features of All Army Guns.

PICKS ONLY BEST OF EACH

Enfield Is Considered Best Shooting Weapon Ever Issued to Soldiers.

Reports reaching London from time to time indicate that the imperial overseas forces of the British army will be armed with a new rifle, the old Ross and Lee-Enfield being discarded.

The new arm, which is said to be 29½ inches long, is to be known as the "Enfield," and to embrace all the best features of the different rifles in use in the various armies today. The good points of the Ross, Lee-Enfield, Springfield, Mauser, Lebel and Mannlicher are embodied in the Enfield. It will be about the length of the present short Lee-Enfield, will have a higher muzzle velocity, and consequently a flatter trajectory. Its penetrating qualities will be higher than that of any weapon now in use.

As a result of the change, it is stated that hundreds of millions of rounds of cartridges will be rendered useless, and thousands of machines will be scrapped or altered to manufacture the new rifle and ammunition.

Rifle experts have long been of the opinion that the rifle in use in the Roumanian army is the ideal weapon for all army uses.

It is a composite of Mauser bolt action, and the best features of other makers. The new weapon, it is said, surpasses even the Roumanian in general efficiency.

Military men are strongly in favor of a standard arm for all imperial forces.

It is claimed that the Ross rifle factory can readily be adapted to the manufacture of the new weapon.

LITTLE STORIES OF CAMP BORDEN

Weekly route marches of all brigades have been ordered. These marches are to be held on Friday afternoons, and on some occasions the work may involve combined movements of all brigades.

In order to provide bathing ponds, work was started today on a "lake" at the junction of the Bear Creek and Pine River. The "lake" will be a mile and a half in length.

The Duke of Connaught is to present colors to the 142nd Battalion on behalf of Sir Adam Beck when he visits the camp in the near future, it is reported.

It is said that the visit of the Duke will be in the nature of a valedictory inspection of Canadian troops before he returns to the old country.

It is reported that Ottawa is endeavoring to secure evidence against some Toronto officers in connection with the trouble of a week ago Monday night. The investigators from the capital are still in the camp, despite Gen. Logie's promise of immunity to the men involved in the riots.

Latest reports from the big camp say that the 110th is still busy in getting its quarters and lines into proper shape. The 110th, as will be remembered, was requested to remain in London for two weeks by Brig.-Gen. W. A. Logie, and the next day ordered into the Camp Borden lines by orders from Ottawa.

Water consumption is still going on at the rate of 50 gallons per man per day. Waste is alleged by the officers in charge of the pumping plants, but it is claimed that there is an adequate supply.

The men of Camp Borden are going through the sieges of measles and mumps that put the 142nd Battalion in a state of quarantine for so long. A number of cases have been sent to the camp hospital from these diseases.

Further medical officers have been added to the hospital staff, which now numbers 90.

To separate the freight and express traffic, a big new freight house is to be built at the C.A.S.C. Supply depot. This will also relieve congestion of traffic from across the lines to the station.

The big camp bakery is still idle because of shortage of bakers. The camp commandant threatens to cancel the contract of a Toronto baking firm unless greater care is taken in packing. Out of 20 cases received on Sunday, eleven were condemned because the bread had been put in the cardboard cases while still warm.

Other Military News on Page Three.

THREE OFFICERS OF THE MIDDLESEX UNIT ARE GRANTED LEAVE

Orders Issued by Gen. Logie at Camp Borden.

TELEGRAPHERS NEEDED

Those Who Have Enlisted To Be Transferred to Signal Company.

[Special to The Advertiser.] CAMP BORDEN, July 17.—An order noted in the official statement sent out by Gen. Logie to the units in training here today is headed: "Reinforcements for C. E. F., and doubtless has significant bearing on the fact that there are but four of the thirty-five battalions up to strength. The note was as follows:

"It is notified for the information of all concerned that battalions of the C. E. F. when they are sent overseas will be lacking upon arrival in England for lack of men to furnish drafts, and that they may not get to the front as complete units."

Camp orders also include the following:

Leave for Officers. The undermentioned officers are granted leave of absence: Lieut. G. H. Singleton, 135th Battalion; Major F. Tamm, 135th Battalion; Lieut. J. P. Hamilton, 135th Battalion; Lieut. J. P. Osborne, 176th Battalion.

It is notified for the information of all concerned that battalions of the C. E. F. when they are sent overseas will be lacking upon arrival in England for lack of men to furnish drafts, and that they may not get to the front as complete units."

The price of officers leaving camp at any time without first having obtained proper leave must be discontinued at once. Brigadiers are authorized to grant week-end leave to officers up to twenty per cent of the authorized establishment of each unit. Officers not obtaining this leave must obtain permission from their brigadier before leaving camp.

Brigadiers will exercise this privilege sparingly, and must at all times have knowledge where such officers are and where they can be found. Preference must be given to married men to go out of camp.

Leave for Harvesting. With reference to C. E. F. order No. 16, dated July 12, applications of officers for harvesting leave must be forwarded to this office for submission to militia headquarters, Ottawa, at least one week prior to commencement of such leave. Owing to the scarcity of telegraph operators available for military purposes, and the great number of operators required in the divisional signal companies, all operators who have already enlisted in the various C. E. F. units are to be transferred to the divisional signal company as required. Commanding officers will please submit to this office the names of the telegraph operators serving in their units.

COLORS OF 33RD TO STAY IN CATHEDRAL UNTIL WAR IS OVER

Will Be Kept in Famous Canterbury Church.

33RD AND 34TH "DYING"

Units Being Absorbed Into 36th—Officers Going to France.

Colors of the 33rd Battalion have been taken to Canterbury Cathedral in England, and will remain there until the war is over when they are to be returned to Canada. This is the information contained in a letter sent out from one of the former members of the unit who is now in the old country.

The unofficial announcement is made in a letter that the 33rd and the 34th are both slated to "die." In other words they will cease to exist. The 33rd still is in existence as a reserve battalion, but it is claimed that it will be deprived of even that distinction.

Writing under the date of July 5 to a member of The Advertiser staff, this former member of the 33rd says: "A big reorganization is under way, and I guess that the 33rd and the 34th will lie. Major Bywater is going to France with the 55th; Major Ashplant with the 1st; Major Wilby with the 4th; C. M. R.; Major Thornley with the 1st Pioneer; Capt. Muir to the 2nd; Capt. Sloan to the 2nd, and Lieut. McCrae to the 2nd. Capt. Mercer, Gander, Fourstar had it out. McQueen are all that remain in England except Capt. Richmond, and he will be warned for France shortly."

Speaking of the officers of the 34th, the writer says that Lieut.-Col. Douglas, who crossed as second in command, has been appointed to the 1st Battalion, and that Majors Livingstone, Fletcher and McKenzie are also going across. Capt. McCrae, who was the efficient adjutant of the 34th, is said to be slated for a company command in the 36th Reserve Battalion, which is slated to absorb both the 33rd and 34th.

Col. Andy Oliver of the 34th is still without an appointment, and is expected to be sent back to Canada for training purposes. He has been at the front, and will likely be made a brigadier, it is said, if he returns to Canada. Capt. Martyn, quartermaster of the 34th, is transferring to another unit.

ADVERTISER WANTED BY MEN IN CAMP BORDEN

Want to Know Why Papers Sent Are Not Delivered.

The members of the 135th Battalion and other units are complaining that not a copy of The London Advertiser has reached them since they went to Camp Borden. Several of them came into the office to find out the reason.

"A number of us read The Advertiser and wonder how it is that we do not get the paper," said one of the officers. "We do not think it fair that we should be deprived of the newspaper just because we have been sent to Camp Borden."

Hundreds of copies of The Advertiser have been sent to the camp daily since the troops have been moved to that section.

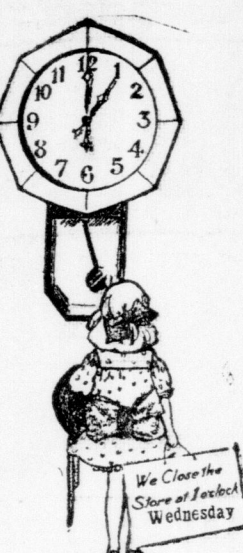
There must be something radically wrong in the method of handling mail in that section. There have been no complaints about Conservative newspapers not having been delivered, so far as can be learned.

FIRST AID CLASS OF ST. PETER'S SUCCESSFUL

John Ambulance Certificates for Work.

Still another St. John Ambulance first aid class has succeeded in passing, with high standing, the examination required to obtain certificates, making over a dozen classes in various departments of St. John Ambulance work held in the city in the past year.

Unusual Opportunities For Wednesday Morning



Tomorrow will see another great throng of early morning shoppers, for below you will find, in our opinion, the most desirable group of sale specials yet offered on any one occasion. Many lines for Wednesday morning are manufacturers' clearings in ladies' summer dresses and sample voile blouses, which will not be seen on the tables until Wednesday, 8:30 a.m. These will be cleared at about half-price, some less, and the 50c and 65c wool challies should clear quickly at one-third and one-half off, and the wash goods sales, should make quick and early clearings.

ON SALE WEDNESDAY MORNING, 8:30 TO 1
Lingerie Dresses Up to \$8.50 for \$4.95

50 only Lingerie Dresses, plain and embroidered voile and muslin, in a variety of pretty styles, lace and embroidery trimmed; a clearing from the manufacturer; all this season's styles; dresses worth up to \$8.50. Wednesday morning sale \$4.95

Manufacturers' Samples—White Voile Blouses
Up to \$5.00, Sale \$2.25

Another special purchase of travelers' samples, some are slightly soiled or crushed, but an ironing or rinsing will make them good as new. These are from one of our favorite makers of high-grade blouses, long sleeves, low and comfortable collars, beautifully embroidered and trimmed with fine insertions and laces; blouses which sold for more than double the sale price; regular values up to \$5.00; sizes 36 and 38 and a few 40. On sale Wednesday morning \$2.25

Wednesday Morning Sales at Glove Counter

Six pairs Children's White Long Lace Mitts, 35c. Sale price 10c pair
Seven pairs Two-dome Black Silk Gloves, size six. Wednesday morning 29c pair
Ten pairs Cream Silk Gloves, two-dome, size seven; regular 50c. Sale price 29c pair
Nine pairs Two-dome Tan Silk Gloves, sizes 7 and 7½; regular 75c. Sale price 59c pair
Seventeen pairs only Two-dome Black Silk Gloves, sizes 6 and 6½; regular 75c. Sale price 59c pair
Sixty-three pairs Two-dome Black Silk Gloves, double-woven finger tips, sizes 6 and 6½; regular \$1.00. Sale price 59c pair
Twenty-seven pairs 22-inch Black Silk Gloves, double-tipped; regular 75c. Sale price 59c pair

Stamped Dresses, 19c

Twelve dozen Linon and White Dimity Dresses, stamped in pretty designs, made up, finished with hem or stamped, sizes one to four years. Sale price 19c

Also Stamped Pillow Slips, in good quality cotton, stamped in assorted designs, with deep hemstitched hem; 40 inches. Sale price 19c each

Talcum, 2 Tins 15c

Welch's Celebrated Roman Talcum, in beautiful flower odors—rose, lilac, carnation; full-size tin with perforated top. Wednesday morning, two tins for 15c

10c Drinking Cups, 5c

Aluminum Collapsible Drinking Cups, twelve dozen 10c. On Sale Wednesday morning 5c each

White Wash Belting, 10c Belt

100 yards White Wash Belting, fine basket weave, 2-inch width, 27 to 36-inch belt. For 10c each

Pre-Inventory Clearing of Fancy Linens

ALL SOILED AND ODD PIECES—ONE-THIRD TO ONE-HALF PRICE WEDNESDAY MORNING.

Owing to the present condition of the market this sale is of more than usual significance and offers buying opportunities which are not likely to occur again, for some years at least. It would be wise to select your Christmas gifts from the many beautiful pieces to be found in this sale.

The lot includes Doilies, Centres, Scarfs, Trays, Shawls, Teacloths, Pillow Cases, Lunch Cloths, etc.; hundreds of beautiful pieces in Irish hand-embroidered cluny, Maderia, too numerous to list. All marked regardless of value, from One-Third to One-Half off.

SEE WINDOW DISPLAY.
Special—Cantaloupe Sundae, Alpine Wafers, Glass of Buttermilk, 15c. Salmon Salad, Buttered Rolls, Cup of Tea or Coffee, 20c.

NEW RECRUITING OFFICER APPOINTED FOR LONDON

Hastings County Man Named To Go on Local Staff.

Capt. H. B. McConnell has been appointed chief recruiting officer for London. Capt. McConnell is not very well known locally, but comes from the town of Bancroft, Hastings County, and was attached to the 49th Regiment.

Capt. McConnell saw service at the front and is now attached to the staff of Lieut.-Col. C. St. G. Williams, chief recruiting officer for the country.

WELL-EQUIPPED CRUISER

Fishery Yacht Now at Port is "Somer" Boat.

By Staff Reporter. Port Stanley, July 18.—The new yacht Hopewell, owned by the game and fishery department, is docked here. The yacht is one of the finest equipped of its kind on the lake. It has a 49-foot keel, a draft of 3½ feet, and a beam of 8½ feet. The 50-horsepower engine was built by Van Hook. The yacht is fitted with the latest and best appliances for cruising and living. Game Warden Victor J. Chauvin is in charge.

APPOINTMENT GAZETTED.

Lieut. H. C. Beal, C. M., has been appointed paymaster of the 24th Battalion, with the rank of captain. The appointment has been gazetted in camp orders.

OFF FOR BORDEN.

A party of twenty men, discharged as medically fit from the Carling Heights field hospital, left last night to rejoin their various units at Camp Borden.



At the Soda Fountain

Ice Cream made on the premises by the most modern and sanitary electric equipment. Cooling Drinks and Fancy Dishes and Mixtures. Service... 5c, 10c, 15c and 20c MAIN FLOOR.

Veranda Mats, Half Price

35 only Slightly-Soiled Cottage or Summer Home Mats, in our best designs and colorings, including Crex De Lux and Waite Grass. To clear Wednesday Half-Price.

\$2.50 Mats for \$1.25
\$2.00 Mats for \$1.00
\$1.75 Mats for 87c

Bath Mats, Half Price

Odd Bath Mats, some slightly soiled, washable and reversible, in shades of blue, green and mixed colorings; regular \$2.50. On sale Wednesday morning for \$1.25 each

Another line of Bath Mats, in basket weave oilcloth, reversible and very durable. One sale for 23c each

Two Attractive Silk Specials for Tomorrow Morning at One Price, 59c Yd.

Regular 89c and 85c yard Summer Stripe Waist Silks for 59c yd

The lot comprises the newest styles in white grounds, with stripes in old rose, light blue, grey and rose, light blue and gold, grey and gold, also black and white effects. The silk is extra heavy in quality. Colors are fast to washing. All are yard wide. Just nine ends to clear out. Regular 89c and \$1.00. Wednesday morning 59c

85c Value in Colored Raw Silks for 59c Yd.

This is the lowest price for Colored Raw Silk ever placed on sale by this store; the quality is of the medium-weight Shantung silk, in splendid summer shades, richly finished—two shades of old rose, Copenhagen blue, pale blue, pink, navy, also black; 34 inches wide. Tomorrow 59c yard

SILK DEPT., REAR MAIN AISLE.

Men's \$2.00 and \$2.50 Summer Pyjamas, \$1.19 Suit

Five dozen only of these extra quality Pyjamas, in plain or neat striped patterns, military collars; small, medium and large sizes; regular prices, \$2.00 and \$2.50. Wednesday morning, \$1.19

Boys' Blouses, 25c

Just a few dozen odd sizes and broken lines in plain and striped designs, collars attached, not every size in this lot. Come early for yours; 50c blouses. Wednesday morning 25c each

Men's Work Trousers, \$1.95 Pair

50 pairs Men's Work Trousers, all good wearing materials; tweeds worth up to \$3.00 pair. Wednesday morning \$1.95 pair

Motor Dusters, \$1.95

See this special line of Linen Color Motor Dusters, just the thing for the dusty roads. Special \$1.95

Afternoon Tea—Fresh Peaches with Cream, 10c. Cold Roast Beef, Bread and Butter or Rolls, Cup of Tea or Coffee, 20c.