ong Hair a

pven St. Faul, stern Bachelor loosile, said, "If \$\tilde{x}\$ woman have long hir it is a glory to her." Artists aroughout the ages have dwelt, no less than the poets, on the beauty of coman's hair. The poet who started the legend of Lady Godiva knew all about the aesthetic as well as the filitarian value of long and luxurist tresses; and Gabriel Rossetti, inter and poet, did no less than fall love with a woman just because her hair was of that marvellous tian bronze which has ravished loves of beauty throughout all time. One might go on multiplying the listed in valid to lovely hair has layed its role in romance, and tra-

To-day, more than ever before, women are paying attention to their pair. True, we live in the bobbed and shingle era; but there are still many women who would as soon have their hand cut off as their long and carefully-tended tresses.

what will happen when fickle pame Fashion decree the restoration of long hair for women? Sconer or later it will come, and then the delightful boyish girls will want to exchange their neat, cool heads for erown of soft, luminous, living hair.

what will happen? There will be hair famine. Prices will go up in leaps and bounds, business for the hairdealers will be splendid—and poor women will submit to the

Once upon a time one could get all the locks one wanted at a reasonable price from Italy and France; but the demoiselles of those countries have been thinking more carefully of the sacrifice, and the import of foreign hair is declining.

Human hair varies enormously. Sometimes it is coarse, brittle, lustrelles. Sometimes it is "living hair" soft, silky, "living." It is the lates of the looks for to supply the demand of those who are already tiring of bobbed or shingled heads and are requiring temporary tresses

while the natural hair grows.

Next to texture comes color. Dyed hair is never satisfactory. The problem is to match the hair in its natural color with that of the buyer—a very difficult task sometimes, for the shades are fine and many. And there is the further problem of "lights." some hair-seems so vital as to throw off lights. To heap upon such hair dull and likeless tresses would be a bed error of judgment.

bad error of judgment.

At present good, fine hair costs around \$24 an ounce. And the reason this price is so high—and going up— in that few English girls will offer their hair fee sale.

rich on her itinerent hair pedlar. These men are clever and know the heart of Fve. They seek her predict pesticular har crowning glory. The tecular a boil, and this they countries the forms of beautiful silks and fabrical fewellow and other fallar dear to the feminine heart.

The statute buyer pleads lack of motor. The hair buyer indicates her luxurant locks. An exchange follows, both being well pleased with the bargain. And another tress is carried off to cover the boylike head of some girl tired of the boylah mode of the moment.

Have you a Suit or Overcoat to make? We make a speciality of making up customers own goods a prices that are absolutely the lowest for first class work. FARRELL THE TAILOR, 310 Water Street.—nov17.tf

Italian Army Exacts Service

DESPITE BOY'S FINE RECORD.

ROME, July 30—(A.P.)—During the war the youngest soldier in the Italian army was Francesco Lavrencic who, driven from his home by the Austrians when the Italians overran the border in 1915, became a volunteer in the Italian regiment of Guides at 12 years of age, and had risen to be a sergeant major when he was fifteen. Lavrencic took part in ever a dozen big actions and was awarded the silver medal for valor for his bravery

All this, however, has availed the young hero nothing, and as all his achievements occurred before he was 18 years of age, he has been called under arms again to do his ordinary military service. The boy veteran is now stationed at Ferrara, and a public subscription has been opened to give him a gold medal in memory of his unique experiences.

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Pearline for easy washing.__tuly17,tr

Tail Tells Cow's

PARIS, July 22, (A.P.)—French retermarians insist that a cow's tail can detarmine her wilk output and also her milk value. The quantity and ratue are indicated, say the veteral common services and allenderness of the tail from a sort of break in the none structure to the

ANNOUNCEMENT

Commencing on Thursday, August the 14th

We formally inaugurate our

DRIVE FOR ONE THOUSAND NEW CUSTOMERS.

We take this method to express our Gratitude and Thanks to the Thousands of Loyal Customers who have made our tremendous growth possible

AND FURTHER---This is to be an invitation TO STILL MORE THOUSANDS of NEW CUSTOMERS-THAT WE MAY ACQUAINT THEM with

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See Tuesday's Papers for Full Details 200

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