

AUSTRIAN AEROPLANES ATTACK ITALIAN SEAPORTS

[Canadian Press.] Rome, July 28.—Austrian aeroplanes made attacks yesterday on Bari, Mola di Bari, Molfetta and Otranto, seaports on the Adriatic. Two persons were wounded at Bari and five killed and twenty wounded at Molfetta. There was some slight damage to buildings at Mola di Bari.

\$1,000 REWARD!

For a Case of Incurable Constipation.

To any person who cannot be cured of Constipation by Dr. Hamilton's Pills, the above reward will be paid. No medicine gives such lasting satisfaction or effects such marvellous cures as Dr. Hamilton's Pills. Relief instantly follows their use. That hindering headache goes away, that feverish feeling in the skin is soothed away, bilious fits and stomach disorders are stopped.

MAMMA! GIVE A CASCARET QUICK, LOOK AT TONGUE

Don't you see your child is bilious, feverish, sick, constipated?

Believe little stomach, liver and bowels with candy cathartic.



Listless, peevish, feverish, drooping, little stomach sick, breath sour and tongue coated. Mamma, you must act now or your little one will be real sick soon. Get a 10-cent box of Cascarets at the drug store, give a whole Cascaret any time. Cascarets are harmless and children love this candy cathartic which stimulates the little liver, cleans the bowels, gives a whole Cascaret any time. Cascarets are harmless and children love this candy cathartic which stimulates the little liver, cleans the bowels, gives a whole Cascaret any time.

FRECKLE-FACE

Sun and Wind Bring Out Ugly Spots—How to Remove Easily. Here's a chance, Miss Freckle-face, to try a remedy for freckles with the guarantee of a reliable dealer that it will not cost you a penny unless it removes the freckles; while if it does give you a clear complexion the expense is trifling. Simply get an ounce or double strength—from any druggist and a few applications should show you how easy it is to rid yourself of the homely freckles and get a beautiful complexion. Rarely is more than one ounce needed for the worst case.

HOW FAT FOLKS BECOME THIN

[By Elizabeth Thomas.] Perhaps you are suddenly becoming stout, or it may be that you have been putting on weight for years. In either case a reliable dealer in the "Sumner" oxygen-carrying bower of the Blood. This trouble occurs in adults of both sexes and all ages, but it may be overcome very easily and without any of the privations that most people imagine necessary to reduce their weight. Simply go to your druggist and get some of our oxygen capsules. Take one after each meal and one before going to bed. Weigh yourself so as to know just how much weight you are losing. Wonderful results have been accomplished by this inexpensive recipe, but be sure to get the genuine oil of orleans in capsule form. It is sold only in original sealed packages. Any large druggist can supply you, or a large size box will be sent on receipt of \$1.00, postal note or money order. Address: D. J. Little Drug Company, Box 1246, Montreal, Can. Advt.

DAKEY'S (LIMITED)

EMERY CLOTH, GLASS, FLINT AND GARNET PAPERS IN SHEETS AND ROLLS. Genuine Emery. "Wellington" Knife Polish, SILVERSMITHS' SOAP PLATE POWDER, ETC.

WELLINGTON MILLS, LONDON, ENGLAND.

CHAMBERLAIN'S TABLETS

PRICE 25¢. Keep Your Bowels Clean. Month's treatment in a package. 22

LONGUEVAL VILLAGE CLEAR OF THE FOE AFTER LONG FIGHT

British Also Capture All of the Delville Wood.

READY TO MOVE AHEAD

Hand-to-Hand Fighting Continues in the Vicinity of Pozieres.

[Canadian Press Cable.] LONDON, July 28.—Tonight's official report of the British war office shows that the British are continuing their successful progress. The whole of Longueval is now in their hands, as well as the Delville wood, from which they drove the 5th Brandenburg division. The final capture of Delville wood was first taken July 17, but was afterwards abandoned. For many days the wood and the village of Longueval have been the scene of some of the heaviest fighting of the whole campaign. The possession of this wood and Longueval is expected to facilitate greatly the further progress of the Franco-British forces.

YOUNG LONDON MAN KILLED IN ACTION

Pte. Gladstone Colling Fell Fighting in Early June.

KILLED IN ACTION. LONDON. Pte. Gladstone Colling, 22 Elmwood avenue.

PRISONER OF WAR. OWEN SOUND. Pte. Robert E. Doran.

WOUNDED. BRANTFORD. Pte. Alfred G. Cornelius.

BERLIN. Pte. Henry G. Figuers. STRATFORD. Pte. Arthur E. Talmage.

LONDON. Pte. Ernest Myers, 135 1/2 Adelaide street.

SIMCOE. Lieut. John H. Quabury. WEST MONKTON. Bombarrier Alban J. Kuhry.

DIDN'T SHOOT CAPTAIN OF THE CLAN McTAVISH

Contrast Is Drawn With Treatment Given Capt. Fryatt.

[Canadian Press.] LONDON, July 29.—A contrast is drawn by British naval officers of the treatment by the Germans of Capt. Fryatt and of that meted out to the captain of the British steamer Clan MacTavish when the steamer was sunk in a fight with the German commerce raider Moeve.

FRENCH PRESSURE ON THE MEUSE

PARIS, July 28.—Via London, 11:19 p.m.—An attack by the Germans against French positions south of Sainte Marie Pass, in the Vosges, resulted in their gaining a lodgment in the advanced French trenches, says the official statement given out tonight. The statement adds, however, that later the Germans were driven out with the bayonet.

GARDEN PARTY BRINGS IN \$160 AT DORCHESTER

[Special To The Advertiser.] DORCHESTER, July 28.—The Methodist garden party held last night on the parsonage lawn, was one of the most successful ever given in this district. The ice cream booth alone netted \$70. A delightful program was rendered by Tony Vita's Orchestra of London, and Leroy Kenney, entertainer of Toronto. Entire proceeds amounted to \$160.

MISSOURI PLANT BOMBED

Springfield, Mo., July 28.—Three bombs exploded beneath the floor of the Menace Publishing Plant at Aurora, Mo., at 4:15 o'clock this morning, slightly damaged the publishing company plant, and set fire to a mass of copies of the Menace, an anti-Catholic publication, just off the press. The flames were soon extinguished.

"SUMMERHOLM" BIRTHDAY

PORT STANLEY, July 28.—The 24th anniversary of the founding of "Summerholm," the Y.W.C.A. summer cottage for girls, on Orchard Beach, was celebrated Thursday afternoon by a garden party and lawn fete on the spacious grounds of the institution. For years the annual garden party has been a success through the untiring efforts of the founder and patron, Miss Harriet Priddis of London. Miss Priddis devotes all her time to social service work of among young women. Hundreds of prosperous women today owe their place in life to the influence she used for their benefit in years gone by. She is a mother to the motherless, a friend to the friendless.

Dr. Chase's Nerve Food

Bring Out Your Hidden Beauty. Low spirits, discouragement, the blues usually result from a tired brain and exhausted nervous system. Merceval will gradually, gently absorb the devitalized surface skin, revealing the youthfully fresh, white and beautiful skin underneath. Used by refined women who prefer complexion of true naturalness. Merceval was in one ounce package, with directions for use, is sold by all druggists.—Advt.

STEAMSHIP ARRIVALS

Montreal, July 28.—Arrived: Bengore Head, from Belfast.

EIGHT FISHING BOATS SUNK BY A SUBMARINE

London Report Says Crews Were Landed—Berlin Reports Three Killed.

LONDON, July 28.—A German submarine has raided a British fleet of fishing boats. Eight of the boats were sunk. The crews were landed today at the North Sea port of Tynemouth.

REICHTAG NO LONGER REFLECTS GERMAN PEOPLE

Socialist Paper Wants Referendum Taken on Question of Peace.

[Canadian Press.] LONDON, July 28.—The Socialist newspaper Volksrecht, says a dispatch from Zurich to the Central News Agency, declares that the Reichstag no longer reflects the true opinion of the German people, and that a referendum to discover whether the people really desire peace. The Volksrecht is quoted as saying: "The people ought to be given an opportunity to affirm whether they wish an early peace without conquests, or wish to continue the war till these are assured."

AN AIRSHIP LINE

[Canadian Press.] Vienna, July 28.—Plans are being formulated for an airship line between Berlin, Vienna, Budapest and Constantinople. Banks and private financiers are behind the movement which has already received the assistance of the countries interested in the service will be sought, probably in the form of a subvention for carrying mails.

Continued From Page 1

TIDE TURNS

They have again invaded Bu. wins, and are pushing forward in the "son of Lutsak and into the Carpa ans, while Great Duke Nicholas is advancing victoriously in the Caucasus.

The closer one examines the situation the more manifest becomes the strategic importance of Constantinople. From various critics and experts on military affairs expressions have been obtained from which the military situation according to the French view, may be summarized as follows:

"The extent of the difficulties of the central empires does not even now appear from the state of the war as viewed from a geographical standpoint. It has shown itself in the changed tactics in avoidance and is becoming obvious in the altered map. The operations of the Franco-British armies, outnumbered in men and guns during the first six months, saved France by sheer heroism, but could not end the war; could only prolong it until the Russian army, pushed into East Prussia, could be pushed into Galicia, crossed the Carpathians and even threatened Silesia, but exhausted their armament in April and lacked the munitions for defence. The Germans knew it would be impossible for Great Britain and France to have caught up in nine months the limit of their successes. The advantage that time had gained for the Allies began to tell. Gen. Ivanoff, commanding the Russian army in Volhynia, counter-attacked the Russian offensive in January with the occupation of Czortorysk. Itself unimportant, the significance of this operation lay in the revelation it furnished of a tactical error on the part of the Germans. It was a tactical error, the result of a supply of projectiles and sufficient power to plan up German field defenses. Of far greater importance was the advance in the Caucasus by Grand Duke Nicholas, forcing the fall of Erzerum, accomplishing the occupation of Kermanshah and, in the military view here, virtually eliminating Turkey as a factor in the European war, besides re-establishing the prestige of the Allies in Persia. Instead of a reservoir of men upon which they might draw to fill the void caused by eighteen months of heavy wastage, the central powers found at Constantinople only an additional drain upon their resources. The Russian army was sent with them to aid the defeated Ottoman forces in Armenia. Yet Trebizond fell after Erzerum; Mush was occupied, and the conquest of Armenia was nearly complete. The diversion in the east had failed to break the cordon of steel, and in February the coalition of the central powers was facing a crisis of great gravity; that they had threatened the Entente Allies. The Bulgarian army was almost barefoot, the Turks, excepting at Kut-el-Amara, were unwieldy and inefficient, the wastage of the long and unsuccessful effort to take Dvinsk had weakened Von Hindenburg so that he was incapable of undertaking a general offensive on the Russian front, and the Russian army, left to themselves, had never succeeded and the maintenance of a large force and Saloniki was required to hold Serbia and prevent the collapse of Bulgaria. The interior situation of Germany was officially admitted to be grave.

KEEP CHILDREN WELL DURING HOT WEATHER

Every mother knows how fatal the hot summer months are to small children. Cholera, infantum, diarrhoea, dysentery and stomach troubles are rife at this time and often a precious little life is lost after only a few hours' illness. The mother who keeps Baby's Own Tablets in the house feels safe. The occasional use of the Tablets prevents stomach and bowel troubles, or if trouble comes suddenly—as it generally does—the Tablets will bring the baby safely through. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Company, Brockville, Ont.

HOTEL SEVILLE NEW YORK

A Half Block from Fifth Avenue. At Madison Avenue and 25th St. Central but quiet location.

Conducted by an Englishman

Rooms with bath for two from \$3 to \$5 per day. Single Rooms \$1.50 Upward. Any size suite at proportionate rates. A Booklet with plan, showing prices of ALL rooms, gladly mailed upon request. ALBERT EDWARD PURCHAS, Managing Director. 21-Aug-16

NOTED MUSICIAN OF MONTREAL

Advises the Use of "FRUIT-A-TIVES," the Famous Fruit Medicine.

MR. ROSENBERG, April 20, 1915. 558 Casgras Street, Montreal.

"In my opinion, no other medicine in the world is so curative for Constipation and Indigestion as 'Fruit-a-tives.' I was a sufferer from these complaints for five years, and my sedentary occupation, Music, brought about a kind of Intestinal Paralysis—with nasty headaches, belching gas, drowsiness after eating, and Pain in the Back. I tried pills and medicines of physicians, but nothing helped me. Then I was induced to try 'Fruit-a-tives,' and now for six months I have been entirely well.

"I advise anyone who suffers from this horrible trouble—Chronic Constipation from slow action of the bowels, and still in diminished the chances of carrying them out, whatever the fate of the discarded cannon point from the prestige of the name than any other point along the front. Local success there has long been discounted and, in military opinion cannot have a wastage process by the central powers at this stage of the war is held to be illusory and certainly enormously costly. The central empires are still longer reserves in such numbers that they can afford to launch them against the Allies in the mere hope of inflicting more damage than they suffer.

The heroic defence of Verdun, on the other hand, has been for the Allies one of the notable developments in the war. It held German reserves there in such numbers as to put an end to the shifting of troops from front to front. It prevented the reinforcement of the Austrians, suffering from the loss of prisoners, with perhaps as many in casualties, to the armies under Gen. Brussiloff. It obliged the Germans to prolong during five months vast daily expenditure of projectiles that was expected to consume only a few days, and to draw upon their reserves of munitions that in the battle of the Somme they were able to reply to the French and British guns in the proportion of only one shot for three.

The successful defence of Verdun and the successful offensive of the Allies in the North of France and on the western front show at the end of the second year of the war that the finally-prepared war map on which the German chancellor held that the Allies ought to accept negotiations is undergoing singular modifications, with the Russians occupying Bukowina and part of Galicia; the Italians recovering territory lost in the recent Austrian offensive and still in possession of the Isonzo region, and with the French and British in possession of more than 20 villages on the banks of the Somme that had been occupied by the Germans for 20 months, and each of them transformed in the meantime into miniature fortresses.

The Allies have caught up with the advantage of the central powers in preparation, and any further modifications of the respective positions of the contending forces, it is believed, must be a reconquest of invaded territory by the Allies.

The destruction of adversary forces is another and a far more difficult matter. In this war the end may be nearer than many hope or may yet be far distant. There are no bases on which to calculate the progress of military operations or the resistance of the belligerents, even when apparently obvious as in the case of the Russian army, that the anticipated ascendancy of the Allies, arising from their unrestricted resources, appears to have been realized.

KEEP CHILDREN WELL DURING HOT WEATHER. Every mother knows how fatal the hot summer months are to small children. Cholera, infantum, diarrhoea, dysentery and stomach troubles are rife at this time and often a precious little life is lost after only a few hours' illness. The mother who keeps Baby's Own Tablets in the house feels safe. The occasional use of the Tablets prevents stomach and bowel troubles, or if trouble comes suddenly—as it generally does—the Tablets will bring the baby safely through. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Company, Brockville, Ont.

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At the same time the strategic situation in the Orient became serious, Greece refusing the compensation offered for territorial concessions to Bulgaria, and the British, the American, and the Russian armies following the entry of Turkey into the war had developed a menace to Great Britain in the Mediterranean. The situation produced by the advance north of the Allies had diminished in the absence of further operations and there was a notable absence of any serious ammunition.

"More cannon, more ammunition," was the comment of the French people on the difficulties that beset them. Women and girls joined in the efforts of the trained mechanics brought back from the armies to the front and to the lathe, and the curve of munitions production took a sharp upward turn.

The industrial efforts of the Allies were given the required time by the resistance of the Russian armies. The Germans advanced, but they could neither destroy nor dislocate the Russian armies. The fighting of the French and the British in the West, the Russian campaign unfinished. Even had it terminated, the Russian advance to the front against the Allies in the West. Grand Duke Nicholas had won for the French and the British the entire fall and winter of 1915, which to continue their preparation.

Allied Conferences. While intensifying to the utmost their production of arms and ammunition, the Allies held the second year of hostilities, with the view of Field Marshal Earl Kitchener to France, the series of conferences that was finally to co-ordinate the military effort.

Their diplomatic action, however, did not as yet reflect the same unity of purpose. No parallel result was obtained either at Athens or Sofia in negotiations regarding territory. In Macedonia offered to Bulgaria, and no parallel result was obtained either at Athens or Sofia in negotiations regarding territory. In Macedonia offered to Bulgaria, and no parallel result was obtained either at Athens or Sofia in negotiations regarding territory.

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MILITARY TRUNKS: SPECIAL PRICES

Wardrobes \$14.00 to \$50.00. STEAMERS \$3.00 to \$25.00. Special price on all our Trunks, Grips and Suitcases.

J. Darch & Sons 379 Talbot Street.

THE HOME BANK OF CANADA

BRANCHES AND CONNECTIONS THROUGHOUT CANADA. A Joint Account with the Home Bank is a very convenient arrangement for a man and his wife, as the wife may deposit or withdraw money in the absence of her husband and the husband may at the same time operate the account as if it were in his personal name only.

LONDON OFFICE 394 RICHMOND ST. F. M. Reynolds, Manager. Branches in Middlesex County: London, Melbourn, Komoka, Thorndale, Delaware, Ilderton, Lawrence Station.

GET Our Prices for Tin, Lead, Zinc, Babbitt, Solder, Sheet Metal Co., Ltd.

Lead, Lead Pipe. FACTORIES: Toronto, Montreal, Winnipeg.

ONCE A FLANDERS GUEST, ALWAYS ONE HOTEL FLANDERS

47th Street, Just Off Broadway, New York. A Fireproof Hotel, with Every Modern Improvement. 300 Rooms Every Room with Bath \$1.50 per Day Upward. This hotel is situated in the most ideal section of the city, surrounded by leading shops, department stores and theatres. Exceptional orchestra. A booklet gladly sent on application. HORACE R. SHARES, Proprietor. 21-Aug-16

THE WHY OF ADVERTISING

In early days in this country, when communities were small personal acquaintance and the "neighborhood" spirit held the merchant in secure possession of his patrons. The virtue of "Printer's Ink" was not yet understood, nor was the need for it felt—the world had to grow up to it.

But after awhile came the RAILROADS. Following in the wake of the steam cars came population, stores, factories, mills, newspapers, land boomers, suburban developments, telephones and street cars, rising rents and land values, big building projects, and vastly larger ways of doing things.

The "neighborhood" spirit passed away—the flocks no longer knew their shepherd—the man who vigorously reached out for trade got it, and the old-timers who awaited for trade to hunt them up got out of business or went to the wall.

At last the country had grown up to a need for advertising! As populations increased, the newspapers kept pace, and in due time THE AD CAME INTO ITS OWN!

Today Canadian merchants are the best and most liberal advertisers in the world—and the Canadian department store has nothing superior on the globe!

The splendid scale on which retail merchandising is conducted in this country is possible only through the Canadian merchants' liberal use of newspaper space.

Newspaper advertising pays in this progressive land as it does nowhere else on this earth! Why? Because here in America the high, the low, the rich, the poor, all sorts and conditions of people, READ THE DAILY NEWSPAPERS!

And—did you ever stop to think that THE NEWSPAPER IS THE ONLY THING PRINTED BY THE HAND OF MAN THAT EVERYBODY DOES READ!

Fresh, crisp and bristling with interest, The Advertiser conveys a faithful daily record of what is going on in the world, and it also conveys the DAILY STORY OF THE STORES.

You read the NEWS in order to keep up with the intelligence of YOUR DAY—you read the STORE NEWS in order to know how to BUY. The time has arrived when people read their newspapers, ADS AND ALL!

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