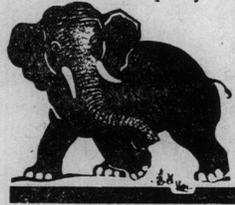


THE ELEPHANT

is the largest inhabitant of the forest in the world. This is an undisputed fact. SUNLIGHT SOAP has the largest sale of any Soap in the world. This, also, is an undisputed fact. The great value of the Elephant's tusks is well known, but far better known to good housewives is the great value of

Sunlight Soap

It enjoys a well-deserved popularity. Its mission is cleanliness—its standard is purity. Increasing leisure, and reducing work it is used by delighted housewives all over the world in preference to any other.



A TRIAL WILL PROVE THIS.

At a Cost of 10,000 Cottages a Day.

AUSTIN DOBSON, in the Spectator.
The War Will Soon be Costing £10,000,000 a Day, But No One Now Stops to Remind Us That This is the Cost of 10,000 Cottages, Not Per Annum, But Per Diem.

But there are other wars that press. Wars bred of fulness and excess, which—if we would our piece—maintain—
We hope to win!

There is the war with selfishness—A selfish fiend that doubts distress: With hearts that fail and lips that feign; With vice and drink and greed of gain.
These are the wars in which, not less, We hope to win!

THE QUESTION.

"Shall a nation learning in bitter necessity to organise itself for war be content to go back to a peace time of disorganisation and disharmony?" asks Mr. L. G. Chiozza Money, M.P., in the New Statesman.

The answers to these questions will be written in history, and upon their nature will depend, fully as much as upon the character of the peace of the present actual fighting, the destiny of Britain and of her Empire."

Mr. Money points out that the war may cost us one thousand millions or more, but that sum only represents the amount we invested overseas in five years. What possibilities of social investment those figures suggest!

WE HAVE HAD THE POWER.

"When the war is over we shall have proof of one thing at least," adds Mr. Chiozza Money: "that we have for some time had the power, if we cared to use it, to make a revolution in the social and industrial life of the United Kingdom—a revolution which in the course of not many years would have saved annually far more lives than we are likely to lose in the present war. It is rather a melancholy reflection that it should need such a war as this to remind us how so important a connection that you never know what you can do until you try."

PARLIAMENT AND SOCIAL REFORM.

"When the Parliament of a great nation discusses social problems, the mere mention of a few millions is often enough to bring argument to a standstill. The House of Com-

mons perceptibly winces at the mention of £10,000,000 or even £5,000,000 in time of peace, and any average member of the party which is out can usually raise cries of 'Shame' from an average political meeting by denouncing the party that is in for spending a few millions more than was at one time spent by the party which is out.

"One of the favourite arguments against the rebuilding of the British Navy to meet the German Naval Law was that a Dreadnought costing £2,000,000 was the price of 10,000 beautiful cottages.

"The war will soon be costing £2,000,000 a day, but no one now stops to remind us that this is the cost of 10,000 cottages, not per annum, but per diem.

OUR UNSOCIAL DEATHS.

"During the first six months of the war we lost about 10,000 soldiers by death, either killed in action or died of wounds and disease in France and Belgium," adds Mr. Money. "In that same six months we lost by the ordinary imperfections of our society fully 100,000 lives, this estimate being arrived at by comparing the death-rate of the United Kingdom as a whole with the death-rates of well-to-do districts where poor people are present in small proportions. War on the big scale is a thing of occasion; peace and the horrors of peace are with us nearly always."

OUR LACK OF IMAGINATION.

"Whatever may be said as to our shortcomings in realizing the present situation, there can be no question that war is better realised than the conditions of peace. Lack of imagination is our chief difficulty in all matters of reform.

"We are spending £1,000,000,000 on the war because we needs must do it.

"If we had been asked to put up a similar sum within a similar period: 'To give us a national power system.

"To establish and co-ordinate a national transport system by land and water.

"To establish new industries and to regenerate old ones, and

"To eradicate every slum in the country.

"We should have been laughed at for our pains. I wonder if the war will teach us anything in that direction.

EXPENDITURE AFTER THE WAR

"Sometimes I fear that the war will take effect, not in proving to us the possibilities of national investment, but in stunting national and municipal expenditure upon desirable objects. If the country could be persuaded to find for the purpose of national capital a sum not larger than 50 per cent. of what it is finding to fight Germany, we should not only recover quickly from the effects of the war, but have vastly improved our position as the result of the war within a decade.

"If, however, the war is followed by a phase of parsimony masquerading as 'economy,' we shall show that one of the main lessons of the war has been wasted upon us. The problems of retraining returned soldiers into work, and of turning back the tide of industry from war to peace, will need to be dealt with upon the same large and generous scale which necessity is compelling us to apply to the great struggle in which we are engaged.

"Shall we have learned to apply a big scale to a big operation, or shall we return to the pettifogging methods which have prevented the proper development of scientific achievements?" asks Mr. Money.

Mr. C. K. Hobson, in a new book, "The Export of Capital" (Constable 7s. 6d. net), shows that during the six years 1906-1911 we invested overseas the enormous total of \$28,000,000, but this long-continued average of two and a half millions sterling a week of new investments has now temporarily ceased by Government order.

Reviewing this book, the New Statesman points out that these figures seem to prove that "we are as a nation so far paying the cost of the war out of income," and its comments confirm the arguments already quoted from Mr. Chiozza Money.

WHAT OUR SAVINGS DO.

"We are employing, in keeping the fleets and armies going, the savings that we should otherwise have put into the new productive enterprise," says the Statesman; "we are suspending most of the works and buildings and other improvements that we have always on hand; and the whole nation is making personal economies, voluntary as well as enforced, in the aggregate colossal in their amount, in every branch of consumption. These three resources, by the magic of economic adjustment, are, it seems, nearly, if not quite, sufficient to feed the far-flung khaki line from Neuport to Bussorah and furnish the millions of pounds' worth of shells that are now exploding over the Hellespont."

All of which seems to show what we could do if we would do in the way of social reform—so tremendous are our margins. And when the war is gloriously over, shall we not be further tested by our answer to this question?
"We have heard the call from Central Europe, shall we be deaf to it when it sounds from our own hamlets or back streets, from packed factories and lonely hillside byres?"

Remarkable Scenes

In Rome, Where Almost Entire Population Had Assembled, When Prince Colonna Consecrated the New War.

Rome, May 22.—Almost the entire population of Rome, except the aged and invalids, gathered this evening on Capitoline Hill, where Prince Colonna, the Mayor, had convoked a solemn sitting of the municipal council to consecrate in the heart of the capital, the new war. The mayor himself delivered a patriotic address, which provoked tremendous applause from the throngs gathered in the Senatorial Hall, the square below, and in the surrounding streets as far down as the Forum on one side, and the Caffarelli Palace, now the home of the German Embassy, on the other. After his address Prince Colonna, surrounded by aldermen and municipal council and preceded by the vanguard of Rome, started for the Quirinal, to pay tribute to King Victor Emmanuel as the personification of Italy.

Veritable rivers of humanity poured through the streets leading to the palace of the King. Thousands were packed into the great Quirinal square. The scene which was enacted when His Majesty and the members of his family appeared upon a balcony overlooking the square has few parallels in the history of Rome.

It was estimated that the crowd numbered several hundred thousands. The Roman hosts were carried away upon a flood tide of Latin enthusiasm when the Monarch appeared.

After the demonstration before the Quirinal, a great crowd went to the Del Drago Palace, the residence of the United States Ambassador. There were loud cheers for America, and demands for the Lusitania victims.

Buying an entire piece of muslin or other cloth and doing all one's cutting out at once, is a great time saver.

MINARD'S LINIMENT CURES DISTEMPERS.

"TIZ" EASES TIRED SORE, SWOLLEN FEET

Nothing like "TIZ" for aching, sweaty, calloused feet and corns—
"TIZ" is glorious!



Why go limping around with aching, puffed-up feet—feet so tired, chafed, sore and swollen you can hardly get your shoes on or off? Why don't you get a 25-cent box of "TIZ" from the drug store now and gladden your tortured feet?
"TIZ" makes your feet glow with comfort; takes down swelling and draws the soreness and misery right out of feet that chafe, smart and burn. "TIZ" instantly stops pain in corns, callouses and bunions. "TIZ" is glorious for tired, aching, sore feet. No more shoe tightness—no more foot torture.

Arrest German

PLOT TO UTILIZE ISLAND FOR WAR!

Was the Island of Orleans, in the St. Lawrence river, opposite Quebec, intended as a base for a German invasion of Canada?

The arrest and internment of S. H. Mundheim, the German manager of the Cement Products Company of Canada, which owns the island and has a large cement block works there, is taken in military circles to indicate that the Dominion Government found something sinister in German activities about Quebec.

While the Federal authorities are somewhat reticent as to their reasons for Herr Mundheim's arrest as an enemy alien, it is believed here that on the Island of Orleans were discovered great cement foundations, suitable for the emplacement of big Krupp guns, and similar to gun platforms prepared by the Germans long before the war in Belgium, Northern France, and even in England.

Since the outbreak of the war there have been rumors circulated in Quebec of the German activities on the Island of Orleans. Although he associated with him in the organization of the company many influential Canadians, Herr Mundheim has been the moving spirit in the cement block enterprise, and it is said that 200 Germans are employed at the works on the island. Mundheim's frankness in expressing pro-German views led to his detention by the military authorities at Quebec for a brief period last fall, and he has been under surveillance for months.

Why People feel Depressed In the Cold Weather.

Why is tiredness and languor so prevalent just now? A physician explained that the cold of winter drives blood from the surface of the body to the liver. Normally one-fourth of the whole blood supply is in the liver, and when more blood is accumulated in that organ everything goes wrong.

No better remedy exists than Dr. Hamilton's Pills which are composed of such vegetable extracts as Mandrake and Butterbur, and possess wonderful liver stimulating powers. It's a marvel the way Hamilton's Pills clear the blood of the poisonous humors. They put new life into worn out bodies, build up the appetite, bring back a reserve of nerve energy, tide folks over the cold days of winter and the depressing days of spring.

For your health and body comfort get a 25c. box of Dr. Hamilton's Pills today.

British Asked to Economize in MEAT FOODS.

London, May 21.—The Board of Trade calls the attention of the public to the great importance of restricting the consumption of meat, with a view to economizing national supplies and avoiding an excessive increase in prices. This action was taken on the advice of the advisory committee of the national federation of meat traders, which has been investigating the recent big increase in the retail price of virtually all meats.

"Mapleton's Peanut Butter" is manufactured in England. Use it and be patriotic.—feb25, eod, tf

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