

Canadians Will Respond

Gladly and Cheerfully Do Anything That Food Board Sees Fit To Ask Them, Says Lady White



LADY WHITE
Wife of the Minister of Finance.

"In order that the soldiers who are fighting for us may be well supplied with the most nourishing food and that the people of Great Britain and the Allies may be saved from hunger, we in Canada are asked to increase our production of foodstuffs and to assist to the utmost of our ability in conserving what has been produced.

"As is being reiterated every day, the object of increased production and of the saving of food is one and the same—namely, that more may be available to



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quantity, it is imperative that we economize in the foods which are high in nutritive value for their bulk. This is why we are asked to use as little white flour, beef, bacon and butter as possible and to refrain from using much lamb and veal in place of these. We have plenty of substitutes which we can use without injury to our health—corn and brown bread, rolled oats, fish, potatoes, beans and other vegetables—to mention only a few.

"While everyone cannot produce food, perhaps, yet all can save by exercising a little patriotic self-denial. What the chairman of the Food Board is asking us to do is but a small thing in the way of sacrifice, and I am sure that we should gladly observe all the regulations which he finds it necessary to make from time to time.

"I believe that food conservation will prove a mighty factor in the conduct of the war, and in this, as in other things, the Canadian people may be depended upon to nobly and bravely do their part."

LADY WHITE

After The War

Nations Arranging to Check Work Germany Already is Doing

Washington, June 15.—(Associated Press Correspondence).—While the Allies are engaged in the struggle with German autocracy, the problem of meeting industrial aggression after the war also is receiving attention.

France is debating regulations to compel registration of nationality by manufacturers and trades people, so that the nation which has borne the brunt of the German assault may not unwittingly send gold to provide funds for another war. Italy has issued a decree requiring declarations of nationality. Others of the Allied countries are discussing similar measures, despite opposition in some official quarters to anything savouring of an "economic war after the war."

German duplicity and intrigue revealed in the last four years have strengthened fears in European countries that Germany may attempt to market her goods when peace comes by means of "masked exports," giving the impression that they originated elsewhere. Official despatches, quoting financial writers, say that it is to be expected France for some time after the war ends will be dependent upon imports, because the most important industrial districts have been devastated by the invaders and in order to prevent unwitting buying of enemy

goods, three measures have been suggested, as follows:

1. To establish a personal register.
2. To establish a trade register.
3. To demand the national mark put on all goods imported into France.

With regard to the personal register, it is the intention to make one for each community, containing the names and addresses of all the inhabitants, their birthplaces and the names of their parents. All storekeepers shall hang in their shops a sign plainly stating their nationality. On the basis of this personal register, a trade register shall be kept, as in Italy, Spain, Sweden, Norway, Denmark, Switzerland, Hungary and Germany.

There is no intention of boycotting German goods. Economists have pointed out that such a step would be a sense-



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less thing to do and the intention in France is only to control the German imports and keep them within bounds so they will do no harm. To that end, the French syndicates have suggested that it be made obligatory for all imports to bear the national trade mark of the country of origin.

Writers in neutral European countries have pointed out that such international protective system would do away with all suspicion regarding the origin of goods, make access to the big markets easier and protect them against being monopolized by the more powerful states.

Germany is not missing any chance to prepare for business after the war, plans in the making including one of such tremendous proportions as a canal between the Black Sea and the Baltic. The Lubeck Chamber of Commerce has reported that the canal would shorten the transportation of petroleum from Batoum to Hamburg by 3,000 kilometers, new markets for German goods would be opened and Russian products could be obtained by Germany at a much cheaper price than heretofore.

Cheering Packages from Home, The mails from home had been received by a certain regiment. One Tommy received a large box addressed to himself, and with a triumphant yell he rushed off to his company's lines and gathered them around him to share the contents of the box.

"Smokes, lads," he cried, as he unfasted the wrapping. "From the old man, I know it, and there's sure to be a bottle or two of Scotch."

He opened the box, gave one look and collapsed in a heap. "It's from old Aunt Mary," groaned the warrior. "Bandages an' 'intment, an' embrocation, an' splints, an' a book on 'ow to be your own surgeon."

The tax rate for city purposes has risen from \$1 to \$1.75 in the last two years in Philadelphia.

Conscription of excess war profits is likely to be the outstanding feature of the new United States revenue measures.



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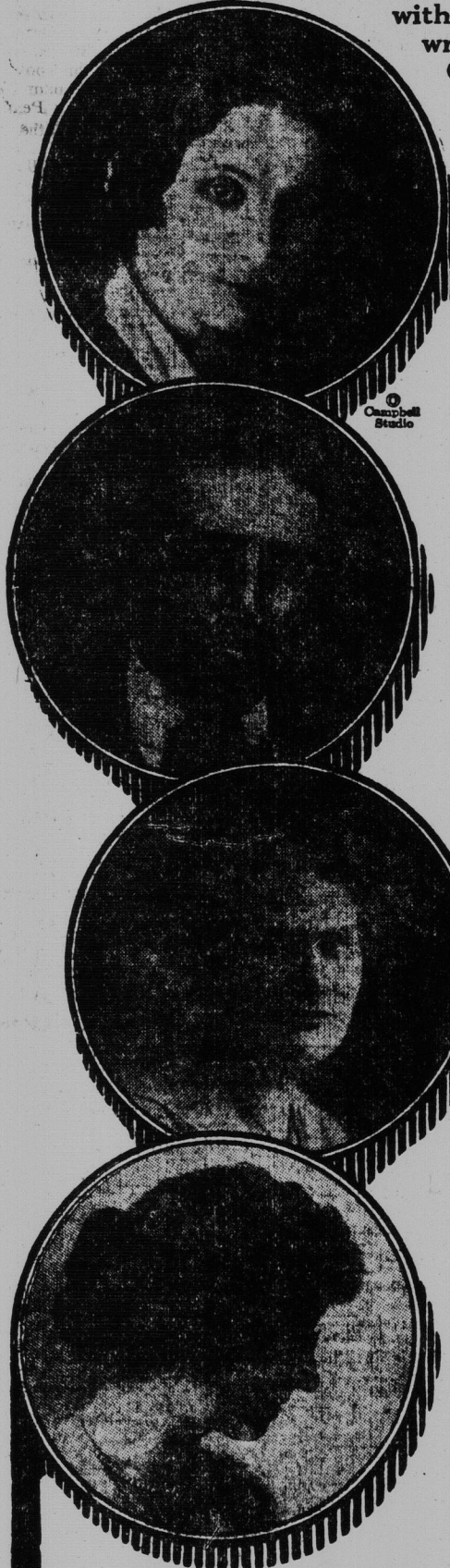
Equally Satisfactory for Pastry, Cakes and Puddings.

Three Thousand New Yorkers Waited Twelve Hours to Hear Her Sing!

Think of three thousand people waiting twelve hours on the street to hear her sing! Think of selling \$440,000 worth of records of her voice in six months! Think of being only twenty-eight and having the musical world at her feet! That's Galli-Curci—the greatest living soprano who had all New York wild about her last Winter.

Pictorial Review for July contains a magnificent set of special rotogravure pictures of Mme. Galli-Curci—the wonder singer of the world. These pictures are in delicate soft tints and are all ready to be removed and framed. They were taken exclusively for Pictorial Review and cannot be obtained elsewhere. They are included in the magazine without extra cost. Accompanying these pictures Jane Lee has written an intimate account of the romantic career of Mme. Galli-Curci, based on personal interviews in her own home. Many striking facts are made public for the first time.

These Galli-Curci Rotogravures are in Pictorial Review for July



Now It's "Spiral" Socks

Do you know how to make "spiral" socks? They're the latest for the soldiers. They last three times longer than socks knitted in the old style. Page 81 tells exactly how to make these "spiral" socks, illustrating each stage.

What Do You Know About Nemi?

Do you know why it is so powerful? Do you know any members? Don't miss reading "The Golden Rough," by George Gibbs. What a mysterious story it is! In Pictorial Review for July there is a twenty-five thousand word installment telling all about the light for the treasure and the reason why Rowland and Thaya swooped down to it with their lives.

Two More Pictures for Framing

In addition to the Galli-Curci rotogravures, don't miss a patriotic rotogravure picture by Henry Mosler of "The Liberty Bell," which should be in every American home. There is also a charming rotogravure picture of a baby you could almost hug. Both these rotogravures are in the softest sepia shades.

Was She a Sinner or a Saint?

Which do you think Wild Honey was? Out there in the lawless country, every man who saw her loved her. But Pastor Holbrook resisted. At first she laughed at his sermons but when the big test came the man's soul, tried by fire, made the woman change. Don't miss this powerful story by Vinge Roe.

Why Women Must Learn to Say "We"

Another of Senator Helen Ring Robinson's stirring talks to her own sex. Senator Robinson has been in politics for so many years that she knows every twist and turn in the game. By following the advice she gives many a pit-fall can be avoided by the millions of women who are now privileged to vote.

Summer Food to Save and Serve

Do you know how to make Mock Scallop, Lettuce Soup and Barley Sponge Cake? Mrs. Ida Bailey Allen, the noted food authority, gives these new summer recipes, together with an entire week's menus, which will save time and other necessary foods this summer.

Would You Have Said Yes?

Suppose you were a shy college Professor? Suppose that you had made up your mind to get married and didn't know how to go about it, would you have done what Professor Ritter did? How you will laugh at Clarence Keland's amusing story that tells why the Professor stayed in the river.

The Most House for the Least Money

Are you thinking of building? Are you dreaming of a home of your own? Then don't miss this article by N. M. Woods. Mr. Woods has introduced an entirely new idea in home-building showing how to save 1-3 the space, 1-3 the material and 1-3 the cost.

Is Your Boy "Over There"?

Mrs. Ida Clyde Clark, Pictorial Review's Washington Editor, makes it her business to find out anything you want to know about your boy in the Army or Navy. Every month in Pictorial Review she conducts a page called "Your Boy and Mine," which is a mine of valuable information to mothers with boys in the service.

Do You Know Why Drying Is the Easiest Way to Save Food?

Helen Christine Bennett shows you absolutely new methods of drying food. She shows how cheap it is, how easy it is and how to save the flavor and nutritive value. She also shows what mistakes to avoid—and she knows.

Dainty Summer Styles

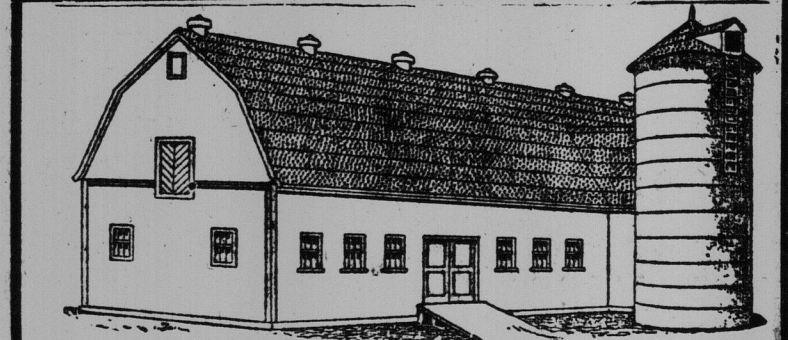
Pictorial Review for July contains pages and pages of delightful summery washable frocks. Don't miss the new styles in gingham. See the afternoon dresses and the new capes to wear over them. All the smartest novelties in bathing suits are shown. All these designs are simple and easy to make up with the aid of Pictorial Review Patterns.

Pictorial Review for July is the best 20c worth in America. It gives you entertainment and information. It shows you how to save money on everything you wear, everything you make, everything you cook and everything you buy for the home. It contains a corking serial novel and some of the finest short stories money can buy. There are four pages of rotogravure pictures for framing. These alone are worth double the cost of the whole magazine. Pictorial Review sells very rapidly each month and this July issue probably will be sold out within a few days after publication. We would suggest your going to your Newsdealer or Pictorial Review Pattern Agency today to make sure of your July copy. We don't want any of our good friends to miss the Galli-Curci rotogravures.

PICTORIAL REVIEW

"The Greatest 20c Worth in America"

FOR JULY OUT TO-DAY



Barn and Silo Roofed with Brantford Asphalt Roofing.

Resists Fire, Sheds Water, Wears Long

Flying sparks and embers from a burning building often cause roofs near by to catch fire, especially in a dry, hot season. Under like conditions, roofs covered with

Brantford Asphalt Roofing

are in no danger from flying embers, because any that fall on Brantford Asphalt Roofing die out harmlessly. Build a bonfire on a roof of Brantford Asphalt Roofing and the fire will not spread and the boards underneath the roofing will be protected in a surprising manner.

If a fire starts in the interior of a building, Brantford Asphalt Roofing acts as a retardant and keeps the fire from spreading. Fire chiefs and insurance companies endorse its use in the most congested cities.

Brantford Asphalt Roofing does not absorb water, but sheds the heaviest rain with ease. Acid proof and alkali proof. Reliable, durable, economical. Three weights—60 lb., 70 lb., 80 lb. per square.

Brantford Rubber Roofing

Is the same quality as Brantford Asphalt, but has a smooth, rubbery surface instead of the sand. It is particularly suitable for veranda decks and floor coverings. Three weights—40 lb., 50 lb., and 60 lb. per square.

Standard Mohawk Roofing

Is made of the same materials as Brantford Asphalt Roofing, but is lighter in weight. A thoroughly reliable roofing at a low price. Tested for years and has given entire satisfaction. Sanded on one side. One weight—40 lbs. per square.

Mohawk Rubber Roofing

The same quality as Standard Mohawk but with a smooth surface. Used for all classes of temporary work—sheds, bunk-houses, camp sites, even dugouts in the trenches. 35 lb., 45 lb., and 55 lb. weights.

Leatheroid Roofing

Slightly lower quality than Mohawk Rubber. Used for same purposes. 35 lb., 45 lb., and 55 lb. weights.

Samples of any of these roofings and prices will be furnished on request.

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CAPITAL PAID UP, \$15,000,000 RESERVE FUND, \$13,500,000

Arrange for the banking requirements of your business with the Manager. A current account will facilitate the handling of your receipts and payments.

St. John Branch, J. M. Christie Manager.

Lemon Juice For Freckles

Girls! Make beauty lotion at home for a few cents. Try it!

Squeeze the juice of two lemons into a pint of water, add three ounces each of white, shake well, and you have a quaker pint of the best freckle and tan lotion, and complexion beautifier, at very small cost.

Your grocer has the lemons, and any drug store or toilet counter will supply three ounces of orchard white for a few cents. Massage this sweetly fragrant lotion into the face, neck, arms and hands each day and see how freckles and blemishes disappear and how clear, soft and white the skin becomes. Yes! It is harmless.

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