WEEKLYSUN

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THE FALL OF LEMBERG

That Lemberg like Prezemysl had lost its strategic value for the Russicomfortable cabin is less attractive than a lifeboat, and the Russian operctions in this quarter having suffered Ottawa, many years ago. shipwreck, the way to safety lies in such a prompt and energetic retreat as has been effected since May 1st. To have yielded to the temptation to hold on to this point or that where a stout temporary defence could have been made would have been to compromise and to a fine of \$10,000. the whole campaign and increase the

't is to be considered that in this field the Russians are facing a force numerically superior as well as far better equipped with artillery, ammunition, and other essentials. Petrograd may overestimate in putting the op- oath of allegiance, he disregarded his posing Austro-German army at 4,000. 000 men, but it is clear that in Galicia at least the Teutonic allies have been proved a forsworn minister of his able to concentrate a superior force. It is a question, too, when Germany may be obliged to recall part of the forces which have been lent to Aus-

Nor is it certain how long even Germany can spend ammunition at so pro- far he may go against popular feel- of every student of economics. It will digal a rate as for nearly two months ing in a country so sharply affected afford food for thought. As outlined in on the other that the man schooled in past. England used as much ammuni. by political cleavages as South Africa tion at Neuve Chapelle as in the is. Probably he thinks the imprison-South African war, and has been short ment of De Wet will do more to shat ever since. The French have had to ter his influence amongst his own peoaccumulate new supplies after a few ple than if he were hanged as a traidays' furious canonading. Some of the tor-a fate which with some sections nearly 450 persons are employed, debombardments in Galicia appear to of the Boers would have made him have been on a greater scale and of a martyr and national hero. longer duration than any on the western front

The loss of Lemberg means the sac rifice of Galicia, won at great cost in some of the hardest battles of the war. is the enormous supplies of artillery It means undoubtedly a loss of Russian prestige and is likely to bring cumulated. Shut off very largely from disappointment and dismay to the the outside world for ten months, her Russian people. But all these are minor considerations in comparison with most inexhaustible. No nation that keeping the army intact and with hold had peaceful intentions, and would

he great drive east from Cracow was plies as Germany has shown she has foreshadowed in the last days of April, here was some reason for the Germans to hope that the huge Russia army in the Carpathians would be cut off and destroyed. If that hope has been frustrated, it is because the Rus- eral meeting in the province of Quesian strategists saw at once the peril bec recently made the statement that of the situation and devoted them the reason the Conservatives did not selves to the problem of getting their army out of an uncommonly tight

The Germans, with what must have been very heavy losses, have scored the greatest victory of the war, but as yet the results are meager in proportion to the cost; we have yet to see how far they will be able to follow up and damage the Russian army. matters little

A FATHER'S EXAMPLE

Canadian fathers, and sons, too, by partisanship. the privy council. Immediately on General under Laurier it may be addmit another son, Jack, to take Charlie's place on the firing line. the campaign of falsehood which has been carried on by the Liberal press act on the merchant. ment of Militia and Defense to perces, Mr. McGee will still have three of his boys training to fight the Ger. Government stands higher today in mans. One is Lieut. Frank McGee, the estimation of the Canadian public the famous Ottawa hockey player than ever before.

and all-around athlete, who is at FIGHTING THE BILL BOARD the signature of the chairman of the Shorncliffe with the 21st Overseas Battalion, and the other is Lieut. W. R. McGee, who is a member of the iew Ottawa Overseas Battalion. Mr. McGee's words, on learning of the death of Charlie, should go down

into Canadian history. They were: "My acknowledgment to the minister of militia of the announcement of the death in action of my son, Charfie, is a request made today that permission be given my son Jack, to proceed to England at once to qualify and take the place or Charlie in the latter's company. Jack has volunteered and I shall be proud to see him on service with my other sons."

would be sustained.

may be permitted in certain condi-

ings are used exclusively for resi-

... The Supreme court of the state

shows a proper appreciation of the

publics' needs in sustaining munici-

pal regulations designed to curb the

billboard nuisance. With the courts

favorable to the desired reform, the

legislative and administrative bran-

ches of the government should not

hesitate to do their full share. The

city council should pass the billboard

ordinance that is now under consid-

BOY'S AND GIRL'S CLUBS

In another column is an article deal

ing with the boys' and girls' club

article is worthy of careful persual

grown marvelously until under the di-

rection of the extension department

voting all or most of their time to the

direction and supervision of the work

of development. In these days when

the attractions of city life loom so

TALKING BUSINESS TO

ESTRONOSE AWOMINA

merchant is addressing the financial

ed on for what it is worth.

nanager of the home

He is addressing the

and unusual prices of things.

details plain and understandable.

The modern merchant does not try

adjoining residence blocks.

The late Capt. McGee was a South African veteran, and was wounded ans is but the literal truth. To the the sight of "Blind Trooper" Mulpeople on a sinking ship the most loy. His grandfather was the noted D'Arcy McGee, who was murdered for his patriotism on Sparks street.

THE CRIME OF DE WET

General Christian De Wet has been sentenced to six years' imprisonment This is a small penalty for treason and sedition -crimes which in other days in the British Empire and today in other countries would have led to his appearance before a firing-party at an early hour in the morning. General De Wet is a traitor. He broke his solemn pledge and his signature to the treaty of Vereeniging and he king. He has got off lightly.

No doubt political considerations have swayed justice in this case. De Wet has a considerable followingthe rebellion showed that—and Gen- movement in the United States. This eral Botha is not always certain how

WELL PREPARED

munitions Germany seems to have ac supply of munitions is apparently alwar only for self-protection,

STAND HIGH TODAY

Hon. Rodolphe Lemieux at a Libhave an election this spring was because the Governor-General refused to sanction dissolution of Parliament. Sir Robert Borden, Prime Minister, when this statement was called to his attention declared it to be an 'unqualified falsehood."

There is no need in saying that it is surprising that Lemieux should That is the essensial thing; by com- make such a statement. Those who parison, the loss or gain of territory know him and have followed his conon the hustings, were not surprised nor would they be at anything he might say or do. In politics he has al-Inspiring is the example set to ways been notorious for his bitter

With this son in His Majesty's for and party since their defeat in 1911. But it has failed and the Borden

alone wins confidence. The advertisements in this newspaper bear out this statement. Test it by reading

WHO RUNS THE ROAD? The report of the Street Railway Committee adopted by the Brandon ing on a large scale. It can be used City Council, published in full in an- to advantage in the great wheat fields other column, is commended to the of the northwest in ploughing, reapattention of the readers of The Sun. ing and threshing, but its cost and its The document is very human and of size render its use impracticable for the greatest interest to the public, the small holder. A small, cheap especially students of public owner tractor will serve thousands of farm-

the admitedtly trivial charges made serves only a few individuals under by the men against Superintendent fixed conditions. Boden, was of an exhaustive nature public were excluded.

plaints against the superintendent productive powers. In the mechanics were such as would be made against of farming a new farm implement the superintendent of any plant or meeting so universal a need is likely on any work in the country, if the to take its place with the mowing maopportunity offered. The Sun has ohine and reaper and the influence it but from the report submitted over ing life.

street Railway, cannot find that any In a decision delivered not long case has been made out against him. ago the Supreme Court of Illinois there might have been a case made upholds the principle underlying out before the committee, but the Chicago's present billboard ordinreport gives no indication of it. ance, according to the News. Not

After listening to the evidence, only is the measure declared valid but the reasoning of the court indicates that even a stronger ordinance dealing with the billboard nuisance men he discharged and granting to cut. This raised the question as to to an increase in pay.

As the contest over this nuisance going to the Supreme court of the consent feature of the existing ordinance may be the special object of at- one logical course,-to discharge the tack, opponents of billboards are superintendent.

seeking to improve the measure. Inmajorty of the property holders in posing that on Monday the men he billboards within 250 feet of any hos-knows that he cannot discharge pital, church or schools, in blocks in them,-it has been proven. A chawhich one-half or more of the build- otic condition prevails and the citizens will have to pay the bill, while scrap over who will run the road. Either the superintendent must have the confidence of the council and the authority to act, or the men

will run the road as they see fit. AD MEN AS PREACHERS

In fifty Chicago churches sermons were preached on Sunday by advertising men, the prophets of business. The convention of the Associated Chicago has for its dominant theme:

movement in the United States has partments is left gasping. Business morals have advanced. It was not so very long ago that many of the Department of Agriculture traders believed cheating a part of the game. In this age truthfulness is manner. For it is only the convincto be sure what she meant. widened so as to take in this branch ing power of truth that swings trade. We buy advertised articles because we believe what their makers say of large special efforts are necessary to them,

interest and keep the young people So the advertising men had valuable on the farm. The suggestion is passmessages to convey from Chicago pulpits. Their highest function at their tasks is uttering the Truth and Truth in any guise is no place. in a church than n the purchased pages of newspalars and other peri-

In writing his advertisement the odicals. BASIS OF PROSPERITY

"business One thing the present depression He quotes prices-knowing that has established upon evidence that the biggest factor in making condiknow values, and not merely usual tions in Canada good or bad is the value. western crop. That has been admit-He realizes that, if it has been his ted over and over again during regood time to make it a profitable pur- cent weeks by commercial and financhase of stores in some particular cial magnates of eastern Canada and their pet notions upset, and many, of influential publications. It certainly store-policy for him to pass a genhas not been admitted freely in those this authority says about cattle raiserous share of this good fortune quarters in past years, and would not along to his patrons. And he knows be admitted now if it was not believ that an event of this sort has that ed. The grain growing on the prairpeculiar "advertising value" which ies is the one hope of a change for gives to one store a distinct ad the better in eastern as well as westvantage over another-and he util-ern Canada. izes it, making all of the facts and

REVOLUTIONIZE AGRICUL-

to convince women that he is doing business at a loss-for he could not If Henry Ford of Detroit turns out John J. McGee, of Ottawa, clerk of In justice to the ex-Postmaster- so convince them if he desired to do at his factory a simple tractor to be so very much indeed. For women sold, as he promises, for \$200 or less being informed that his son, Capt. ed that he is by no means the only have as much business acumen in he should come near revolutionizing unjust execution. offender in this respect in the Liberal buying as the merchant has in sell-agriculture in this country within the Mr. McGee petitioned the Depart-party. His recent act is typical of ing, and exaggeration as to the bar-next few years. A machine suited to the needs of the small farmer, that can be used for general hauling. This is the era of frank statement ploughing and harvesting, offers prospects of economies incalculable in exin advertising - of candor, which tent. It will both cheapen and increase production on the average farm, where the cost of labor and of horseflesh is a serious item of expense.

At the present time the motor tractor, steam or gasoline, as applied to agriculture, is adapted only to farmers where the huge machine of the The investigation conducted into present day, by its own limitations,

Such a tractor as Mr. Ford proposand as the report states "every com- es to manufacture should serve all plainant was allowed to submit his the purposes on the farm of a general complaint in his own way," it is like motor in pumping, sawing, grinding ly that was done. The press and grain and cutting feed. The first cost will be less than that of a good horse A careful perusal of the document and the maintenance will be much leads to the belief that the com- less, especially when measured by its

EFFICIENCY

liency, being led to do so by a test to which some boys were submitted. The test was the sending of a note by four dessengers, the route to be followed the committee brought in the report being carefully indicated by the sendcensuring the Superintendent in er. The boy who was deemed the most some minor points, reinstating the efficient was the one who took a short one of them what is said to amount whether this was to be considered a real test of efficiency. The corres-If the superintendent wrongfully ondent thinks it was, for she says efreinstated by council, there is only sults with the expenditure of the least glect at home. energy." This is an excellent definition of efficiency as understood by the Superintendent Boden discharged new school of writers, but it is more stead of providing, as does the or the men for what he claimed was of a definition of mechanical than of dinance as it stands, that biliboards disobedience. The reinstatement of efficiency in general. The prime these same men by council ties the meaning of the word seems to be the by the same bullet, that destroyed tions only with the approval of the hands of the superintendent. Sup- power of producing results, without respect to the energy expended. The the neighborhood, the city council is recently discharged refuse to obey writer quoted used the term in the now asked to prohibit absolutely his orders, what can be do? He same sense as the correspondent understands it. She thinks the boy who chose the short cut understood the object of the competition, whereas the others did not, and she thinks indence purposes, and in vacant lots the superintendent and employees structions to follow a specific route only meant a test of speed, or, as she puts it, a test of "who had the longest legs and the best athletic training." But may not these qualities be regarded as factors in efficiency?"

It is not surprising that our correspondent favors the boy who "cut spells "thoughts" thots and "brought" brot. This is a case where "cutting brot and thots. She saved three let-Advertising Clubs of the World in ters in each instance and thereby sought "the attainment of results with "Truth." That it what the fifty ama- the expenditure of the least energy." teur preachers talked about mostly. Now, assuming that her letter was in-Its experts go so deeply into psychol- by the expenditure of a lot of unnecesthe article, the boys' and girls' club neither or in only one of these decided the point, to write the words properly. That is to say, by saving herself six taps on the typewriter, she made it necessary for some one else studied and practiced as an art by to write fourteen letters, to erase the business men. The aim of advertis- nine letters that she wrote, and, in ad-The patriotism and production ing writers is to tell the truth and dition, to consume the amount of grey movement introduced by Mr. Birrell, all the truth in the most effective matter required to enable such person

WHAT DOES PAY?

that egg and chicken raising is a profitable business. But those who engage in it, generally speaking, have another story to tell. Likewise, the high out of beef blas given the in make amplified thousands whis pression that cattle raising must cer- fellows declares: tainly be a paying industry. The president of the Texas Cattle Raisers man in all my life." ssociation, testifying before the railhis quotations are going to be weighternot be called to question: that the fact that the land used for grazable to make good?" a purely altrustic pursuit. This was failed?" but, "In what respects is he am about to say?" ing purposes constantly increased in accumulate, therefore, can be realiz- greatest blessing of all. No man who

> course, will refuse to believe what GEORGIA'S SHAME

In announcing his determination to upon Leo M. Frank, Governor Slaton of Georgia said that he realized that cism for him, but that he felt that he would be a murderer if he failed to use his power to save Frank from an

Moreover, it was thought necessary from the Atlanta jail to the penitentiary, and the early gathering of mobs ists." next morning showed that this step was necessary and wise.

If the mob spirit prevails over the must suffer social and political ostraand to Georgia, then civilization in Georgia must be far below the level of the rest of the country, says the Duluth Herald.

If Georgia's acts later prove Governor Slaton's apprehensions to be well founded, they will blacken Georgia's reputation almost as much as though that mob-forced verdict had resulted in a mob-forced execution.

DESERVING MEN

these men met at the port of entry, certificated as genuine, and sent to their former homes, where during convalescence a married man and his family may still receive assistance. ready to work, back into remunera- be forthcoming.

tive employment is already a first A lady writes in regard to effi-

Brandon citizens or business men Washington, aiming at the solution of

BUSINESS CONDITIONS This country never witnessed busitowards a finish that still seems the house. quite remote. The fall of Lemburg may prove a serious reverse to the across lots," because she deliberately Allies; it may not. It certainly affords another illustration of Germany's military efficiency; but even in Seidelwing's piano emporium. corners" implies the reverse of effi- such efficiency will have to give way ciency. There are no such words as to time, exhaustion and superior re- approached the manager.

DUTY

Advertising is a new profession or tended to be printed, she, by cutting able bodied men with no one dependscience in its standardized aspects. corners would attain her object only ing on them is plain. The time may come when the call will be for every floor to the eighteenth. ogy on one hand and literary technic sary energy, not by herself, but by man able to bear arms. Still there will someone else. It would, in such a case, be many left, willing but unable to only \$3,450, \$4 extra for cash," he serve their country as soldiers. Their said, "this is our Seidelwing one-pedpend the energy necessary to decide duty is plain, as plain now as in the al upright, \$4.50, including a scarf. days to come. In the words of the elo- This is a Bumwust baby grand." quent Premier Viviana of France, duty is pointed out so that all may

"The present hour," he said, "is no time for words of pessimism. France will go to the very end. The task will be hard, and it may be long, but your right you see the new two-legwe shall go through. We have a vali- ged Zizhangers." ant army, admirable leaders, and the nation possesses patience and confidence incomparable. Let everyone Considering the demand for eggs be at his post, some to fight and some hours and they were on the sevenand chickens, it is a common belief at home, whose duty it is to pronounce no word of discouragement, new Wittikins said apologetically, "I

NO UNDESIRABLES

"I have never found an undesirable

It is this mans theory that any man coad commission of that state a few who works is desirable. His standdays ago, said that only one thing pre- ards are positive ones. He does not vented the cattle business from being ask, "In what respects has this man sure that not a soul can hear what I

Work is the great soul-medicine. Whatever profits cattlemen the great secret of salvation, the ed only through a transaction in real does things, who produces, creates, estate. People do not like to have serves, is undesirable.

HOT STUFF

The peaceful dreams of the "thirty years with the institution" fossils on the Manitoba Free Press, received a rude shock Thursday night when the new managing editor of The Telegram commute to life imprisonment the over his own signature took them to death sentence wrongfully imposed task for their assinine stupidity and lofty airs of superiority, covering an ignorance as dense as a London fog. it meant social and political ostra- The Telegram chief "put over" the following: "Readers....are doubtless used to this kind of newspaper amenity in this city, where daily journalism is still conducted upon lines that were considered 'hot stuff' thirty to remove Frank secretly in the night years ago but were long since discarded by more enlightened journal-

With Edward Beck at the helm, The Telegram should "start something." This is an offense, the greatest law in Georgia, if Georgia's governor offense that could possibly be given to a paper of which it is often said. cism for doing what was manifestly that they had the greatest opportunhis duty to humanity, to the country ity and made the least of it, of any paper in Canada.

PUBLICITY

About the first of July a great volume of tourist traffic will begin to move over the Canadian railway lines, and a large part of this traffic will pass through Brandon. Could not the city arrange with the railways interested to advertise the attractions of Brandon so that the pleasure-seekers can be induced to stay over here Already invalided men have begun and look into our resources and our to arrive in Canada from European opportunities? If we can once get battlefields, and many more are ex- visitors to investigate the local possipected at an early date. The Canadian bilities, money will be forthcoming as Patriotic Fund has arranged to have a result for the many enterprises that could profitably be established here. We hear much of the dullness of business and so on, but the fact remains that there is more idle money in the last he stalked up impatiently. banks in Canada and the United States today than there ever was. The top, "don't you want Westminster All of these men have suffered for banks themselves are discouraging Abbey." King and country. Many of them gave the circulation of money. But if up their positions in order to do so. Brandon can show affluent visitors no brief for Superintendent Boden, exercises upon agriculture and farm. To put these men, when they are that money is to be made here it will

FARMERS' WIVES

The Department of Agriculture at

who need men to work will be doing the problems of rural life, has been a patriotic service if they call first inviting the wives of farmers in all upon the services of invalided sol- parts of the United States to confide diers. The plight of the neglected to it their complaints. Thousands of veteran soldier is one of the tradi- letters have been received, some of tional tragedies of war; but this war them sharply criticizing farmers in is unlike former wars in many ways, general, with an eye, no doubt, in and there is no reason why those most cases, on their own delinquent who have fought and bled for the partners. A New Hampshire woman, United States, where the frontage discharged employees and they are ficiency means "the attainment of reand the adjacent states there are many farmers living alone who have worn out three or four wives. The grievances detailed are, it would seem, not beyond remedy. They are ness conducted under so many com- in the main two, the lack of pin monplex conditions as at present. So ey and of the conveniences of housenumerous and so violent are the work. Many would be content if they forces at work that no reliable judg- were allowed the money received from ment can be formed as to their ulti- poultry and the dairy. Others, doubtmate effects; and the wisest men are less in remote places, complain that those who try to walk day by day they are unable to exchange their rather than taking long strides into products for cash and must barter the future. Opinions as to what will them in the county store. Perhaps the happen are of questionable value, most general complaint is of the huswhere the forces at work are so band who is ever ready to buy new vast, so unexpected, so volcanic and implements and labor saving appliso utterly ungovernable. This ghast- ances for the farm and is blind to the ly war is moving slowly, very slowly, need of labor saving appliances for

LOOKING 'EM OVER.

Twas the busiest part of a busy day The sleek stranger sidled in and

"I'd like to look at some pianos," he said wistfully.

"Certainly. Sure. Only too pleased. Why not " smiled Agnew Wittikins. All cannot be soldiers. The duty of (For it was he-he was the manager). And he showed the sleek stranger all over the emporium, from the first

"This is a Zoofhacker self-player,

"Beautiful! Beautiful!" sighed the sleek stranger, fingering them all lovingly. Another hour of inspection passed.

"Over there are the Ostermoor selfstarters," went on the manager. "To

"Lovely! Sublime!" breathed the sleek stranger.

After the tour had lasted two more teenth floor for the second time, Agam sorry, sir, but the place has been closed for half an hour now. We are said the sleek stranger. "But it's a passion of mine, an obsession, I might any money I'd buy one of my own some day. But listen, are you quite

"I'm positive," said the polite man-

"Then throw up your hands," said the sleek stranger.

Sans a watch, diamond pin, \$3 and a trading stamp, Agnew Wittikins left the building that night a sad but wiser man.

Moral-Never hold up your hands -die first.

THE DRAWBACK

(Toronto News) know a strand, a golden strand, Where foam-topped billows beat. Where pines abound, where birdlings sound A carol strangely sweet.

And here within a tent, I'd dwell, Forgetting coats and collars, The place is fair—but getting there Would cost a hundred dollars. know a spacious grand hotel

Beside a busy stream. Where vessels high go plunging by Their bows like foaming cream. Where gallant sloops are wont to sail, As buoyant as the ducks. lack a day! That holiday Would cost a hundred bucks.

know a radiant mountain side With many a trout-stream near, 'd love to see each sturdy tree And breathe the atmosphere. have a deep affection for The very mountain stones, Alack a day! That holiday

Would cost a hundred bones. Full gladly would I flee away To ease my ewary soul, Would I be blest with summer rest? 'Twould put me in the hole, For whatsoever place I seek Some cruel savage hollers 'No holiday unless you pay!

Quite So

Give me a hundred dollars.'

The motorbus stopped and the conductor looked earnestly ups the steps, but no one descended, and at

"'Ere, you," he said to a man on

"Yes," was the reply . "Well," retorted the conductor. "come down for it. I can't bring it on the bus for you.'

When In Brandon

Have your eyes properly examined by **CROWE** "The Eye Expert"

If your present frames are alright we will put the proper glasses in them, to Make your reading and sewing a pleasure.

TORIC OPTICAL CO. 36 Ninth St. McKenzie Building Phone 1212

THE ONLY PLACE IN BRANDON DEVOTED TO EYE TROUBLES