

Tailors to His Majesty—"The Man"

The Siege Gun of Success

THE War in Europe isn't in it with the war that exists between the English & Scotch Woollen Co. and their would-be competitors. We opened the war by firing the Siege Gun of "Lower Price."—Our Mill-to-Man plan enables us to say: "Suit or Overcoat, \$15."

Our competitors tried to stem defeat by unloading old stocks and using shells of "inferior quality."

The result is obvious—We've fought the fight to SUCCESS—our sales prove it!

"Suit or Overcoat"

\$15
English and Scotch Woollen Co.
NO MORE NO LESS
"Made to Measure"

Mail Orders!

A postal with your address will bring you a free outfit of samples, measuring chart, style book and tape. Address 415 St. Catherine Street East, Montreal.

Beware of Misleading Statements of Imitators

Those who resort to subterfuge in imitating us, do so with the intention of deceiving the public. During the past 7 years, imitators have sprung up today, only to disappear tomorrow. The English & Scotch Woollen Co. have always been originators—never imitators. The very fact that we are today the largest and best known tailoring establishment in this country proves conclusively that the public has recognized the superiority of its high-grade methods of conducting business.

Fred'k Gareau
Supt. of Branches
Maritime Provinces
English & Scotch Woollen Co.



32 Charlotte St. - St. John, N. B.

STORE OPEN EVERY EVENING

TWELVE CANADIAN STORES

21 PLAYER RULE WILL CONTINUE

Has Been Made Sufficiently Elastic To Avoid Crippling a Club

At a special meeting of the National Baseball League, called by Pres. Tener at the league's headquarters at New York, Monday, the rule making the player limit twenty-one for each club which has remained in abeyance since it was proposed last December, was unanimously adopted. No player under suspension will be included in the list of "disabled players" for whom other players can be substituted but the rule has been made sufficiently elastic to enable a club not to be crippled in playing strength through any of its team members being injured or rendered useless from a playing standard through illness.

A suspended player must be counted in the twenty-one player list and the only recourse for a club in such a case is to appeal to the National Commission for his reinstatement.

Following is the new rule governing the transfer of players to the disabled list:

(1)—Request to have a player's name transferred from the active to the "disabled" list shall be certified to the president of the league by the president employing the club within twenty-four

hours after the injury occurs and such request shall state the nature of the player's disability and when and where incurred.

(2)—A player placed on the "disabled" list will not be allowed to participate as a player in championship games for at least ten (10) consecutive days including the day of his injury. During such period, however, the player will be allowed to act as coach.

(3)—The names of all players certified as "disabled" shall be officially bulletined to the club presidents.

After the session President Tener said that this was the first of regular monthly meetings or conferences of the league which would be held until the end of the playing season.

President Gaffney announced that the new Boston grounds would be ready for the inaugural game during the latter part of August.

When asked if the club owners had discussed the Federal league or its players at Monday's meeting, President Tener replied:

"We did not, except in a very incidental way. We are minding our own business and I do not see why we should discuss that organization at this time, if ever. All of our club presidents are well satisfied with the season thus far."

ROTARIANS MAY HOLD PATRIOTIC AUCTION

J. J. McCaffrey Will Present Scheme Next Monday—Transport Captain Compliments 26th Battalion—Soldiers' Weddings

The plan of holding a patriotic auction will be considered by the Rotary Club. At the club luncheon on Monday, J. J. McCaffrey of Fredericton will explain to the members the scheme in full. Further action will probably be taken at a meeting of the club today. The object is to increase the patriotic funds.

In a letter received yesterday from Rev. Capt. E. B. Hooper, chaplain with the 26th New Brunswick battalion, he tells of the voyage across aboard the Caledonia, and includes the tribute of her master, Capt. Blakie, that the "men of the 26th were the best behaved lot he had had aboard his transport since the beginning of the war." Capt. Blakie has been engaged in conveying troops since early last fall, and this is quite

a compliment to have paid to the men of the New Brunswick and P. E. Island battalions.

A campaign has been started by the Colonial Patriotic Association in New Brunswick to provide \$12,000 for two scrapings for England by August 4.

In Sussex last night, Rev. Thos. Mitchell united in marriage Pte. Thos. Foley of Parrsboro, N. S., of the 86th Battalion, and Miss Laura Taylor, of Moncton; he also united in marriage Miss Elizabeth MacKay of Moncton and Pte. Albert G. VanBuskirk, of the same place, now with the 58th Battalion. Some eight or nine soldiers were wed before leaving for Valcartier yesterday.

RECENT WEDDINGS

Fowle-Gamble.
In Holy Trinity church on Wednesday last, July 14, the pastor, Very Rev. J. J. Walsh, V. G., united in marriage Miss Mary Elizabeth Gamble, daughter of Mrs. Mary Gamble, and William F. Fowle, both of St. John. Miss Kathryn Clancy assisted the bride, while Alex. Fowle, brother of the groom, was best man. After a honeymoon trip through the maritime provinces, Mr. and Mrs. Fowle will reside at 188 Bridge street.

Toole-Titus.
The wedding of Walter T. Toole and Gertrude M. Titus took place at the home of the bride in Chesley street yesterday. Rev. J. C. B. Appel officiated. Following a honeymoon trip Mr. and Mrs. Toole will live at 98 Paradise Row.

CANADIAN PACIFIC

PANAMA-PACIFIC EXPOSITION SAN FRANCISCO

Tickets on Sale to November 30th. Limit Three Months. \$115.70 From St. John, N. B.

Going and Returning via Chicago. Going via Chicago and Returning via Vancouver, or vice versa, \$17.50 additional.

N. B. HOWARD, D.P.A., C.P.R., ST. JOHN, N.B.

BRITISH STOP ZEPPELIN RAIDS

Aerial Defence Too Strong—Practically All Dirigibles Withdrawn From Belgium—Warnerford Caused Panic

London, July 16.—The Daily Chronicle points out in an editorial note, contains "inner knowledge" of the change which has come over the German dispositions with regard to Zeppelins. It states definitely that since the triumph of Lieut. Warnerford, V. C., and the destruction of the air shed near Brussels, Belgium has been cleared of Zeppelins, and the ascendancy of British's aerial armadas is conceded by the suspension of Zeppelin raids on the East Coast.

The article says that over a month has passed since the LZ-38 was destroyed in its shed at Evere, and the LZ-77 was brought to the ground by Lieut. Warnerford. The writer adds:

"The aerial offensive of the Zeppelins, in short, has been broken. I do not pretend that there will not be more raids while the war lasts. To suppose that it is a very poor understanding of German determination. Yet it does remain a remarkable fact that just at the time of the year when according to experts, weather conditions are more favorable for aerial activity the enemy has been paralyzed by the discovery that he has now to face a new British war organization. The organization, which has only recently established is already marvellously efficient as has been proven by the infliction on Germany of the most absolute check she has received in some months.

"Information which has reached me from divers sources in Belgium and upon which I have complete reliance enables me to say that since July 6th not a single Zeppelin has been left in Belgium save one which was seriously damaged on June 7 and which the Germans are trying to repair as best they can at Namur.

"All the giant steel and concrete sheds built at great pains and great expense within the occupied territory to shelter Count Zeppelin's air fleet are now empty. Some of them are large enough to accommodate three of these huge destructive engines. They are now deserted halls. The fright—sheer blank fright—that followed the drama of the LZ-37 in the LZ-38 sent the wave of aerial inflation receding into Germany.

What Warnerford Did

"It would be quite impossible to exaggerate the panic accompanying the news of the blowing up of the Evere hangar and its contents. What period was affected the morale of the enemy was the fact that the LZ-37, Lieut. Warnerford's victim, was a brand new Zeppelin and had on board several of Count Zeppelin's chief engineers. The LZ-38, according to the Chronicle's correspondent, was the most famous of all the Zeppelins. It was the LZ-38 which bombarded Ramsgate and Southend and part of the London area. He adds:

"It had therefore a pretty busy lease of life before it came to the end of its career on June 7. Then fifty men were burnt to death.

"Naturally the Germans have done

YOUR HOLIDAY
SUMMER COTTAGE!
NEAREST DOCTOR 10 MILES!
BAD CUT CHILDREN HURT!
INSIST ON GENUINE ZAM-BUK!
NO WORRY IF YOU
Take along a box of Zam-Buk. This health, soothing, stops itching, prevents blood poisoning, splendid for bites and stings, sunburns, chafed places. So when packing be sure that you TAKE ALONG ZAM-BUK
MAYNARD'S MEDICAL DEPARTMENT

their utmost to belittle and confuse the news of its destruction and have started a report that it was a passenger and not this famous Zeppelin that was in the shed at Evere. Nothing could be further from the truth. I have talked with folks from Brussels, who saw the LZ-38 come from its shed at 8.30 a. m. on June 27 and re-enter it, never to come out again at 9.30 p. m. after a brief flight.

"There is no room for doubt, taking into account the Zeppelins destroyed by British bombs or by accidents of all kinds, on the one hand, and on the other those that have recently been built under more or less secrecy that we are justified in concluding that the German fleet at this moment cannot possess more than fifteen Zeppelins capable of taking the air. This calculation is supplied by an expert authority."

OPENED SCHOOL OF AGRICULTURE

Distinguished Group of Speakers Heard at Formal Exercises—Premier Announces Another School For North Shore

The new provincial agricultural school at Sussex was formally opened and dedicated to the purpose for which it was built, last evening. The large auditorium was crowded and many were unable to gain admittance to hear the speeches.

Premier Clarke took advantage of the occasion to announce that the government is considering the establishment of another agricultural school in the northern section of the province, thus with the Fisher school at Woodstock, giving every section of the province an equal opportunity to enjoy the benefits of the schools.

While expressing regret that the work could not be undertaken at once Chancellor Jones of the U. N. B. forecasted the time when an agricultural department will be added to the work of the provincial university.

The building was formally declared open by His Honor Lieut.-Gov. Wood and speeches were made also by Hon. John A. Murray, who acted as chairman.

The Rexall Store

"A Good Place to Trade"

Special Saturday Savings

- 50c. Zam-Buk 37c.
- 1.00 Horlicks Malted Milk 85c.
- 50c. Dandergine 38c.
- 50c. Sarsaparilla 37c.
- 25c. Baby's Own Tablets 19c.
- 25c. Ayer's Pills 19c.
- 50c. Fruit-tives 38c.
- 50c. Dodd's Pills 37c.
- 25c. Carter's Pills 19c.
- 35c. Sodium Phosphate 27c.
- 75c. Jod Salts 67c.
- \$1.00 Pinkham's Compound 83c.
- 25c. Chase's Kidney and Liver Pills 19c.
- 50c. Chase's Nerve Food 38c.
- 25c. Nerviline 19c.
- 25c. Minard's Lintiment 19c.

- 50c. Abbey's Salts 18c.
- Infants' Delight Toilet Soap 8c.

You can rely on the Candy we sell. You will find our candy department fully stocked at all times with the products of the leading Canadian and American makers, in both packages and bulk.

Our Special SATURDAY CHOCOLATES at 98c. per pound is Very Popular—Fresh Every Week.

VISIT THE FOUNTAIN AT THE REXALL STORE. The Purest and Best of Everything Served as You Like it.

The Ross Drug Co. LIMITED

100 King Street

Morning War Cables

Official reports show no marked change in the war in the Argonne district in France, which continues to be the scene of the hardest fighting. Two German attacks were repulsed yesterday.

Two lines of Turkish trenches have been captured in the Gallipoli peninsula and 400 Turkish prisoners taken.

Some of the striking miners in South Wales have agreed to return to work today. By a vote of 180 to 118 yesterday, the recommendation of labor leaders to return to work day by day, pending a settlement, was rejected by the miners' conference.

Robert Rosenthal, self-confessed German spy, was put to death in England yesterday.

Missionary Conference. The annual missionary summer conference for the maritime provinces under the Missionary Education movement opened this year at Wolfville, N. S., on July 16, to last a week. From this city it is expected that among those present will be Rev. W. H. Barradough, Rev. G. E. E. and Rev. M. E. Fletcher.

MORE BARGAINS

For Saturday at

H. M. GARSON'S

477 MAIN STREET

The Greatest Bargains Ever Seen in the North End

- Read Carefully! Men's Goodyear Welted Boots in blucher gunmetal calf or patent button velour calf top formerly \$5 and \$5.50 Now \$3.85
- Men's serviceable every day boot, worth \$3.00. Reduced to \$1.98
- Boys' strong serviceable boots, size 11 to 13 1-2 98c. Same as above in I to 5. Shoe the boy now for - - - 28c.
- Now Ladies Here Is Your Chance! Ladies' Cravenette Button French heel, formerly \$4.00. Now Selling \$2.48
- Ladies' Gunmetal Pump, cuban heel, worth \$2.75 For \$1.48
- Fine Patent Leather Colonial Pumps also some pretty strap effects. Now \$1.87
- Ladies' Cravenette and Velvet Pumps in Colonial and other styles. Now \$1.28
- Girls' Button Boots, only limited number, regular \$1.75. While They Last 98c.
- More for the Ladies! Ladies' Fancy Up-to-date Blouses - - For 93c.
- Ladies' White and Colored Silk Underskirts - 46c. Fancy Embroidered Waists For 48c.
- Girls' Fancy Dresses, size 2 to 6, - - Now 39c.
- Infants' Pretty Colored Dresses - - Only 19c.
- Children's Dresses, sizes 4 to 12. - Only 46c.
- Misses' pretty gingham dresses, - - Only 79c.
- Infant's Patent Pumps with strap, regular 80c. Now 59c.