

## BRITISH ADVANCE THOUSAND YARDS IN STUBBORN FIGHTING

Pierce Enemy's Line Between  
Bazentin and Longueval.

[Canadian Press.]  
London, July 21, 12:20 a.m.—The official statement, issued about midnight, from British headquarters in France, reads: "North of the Bazentin-Longueval line we advanced about 1,000 yards in the face of stubborn opposition. Heavy fighting still continues in the northern outskirts of Longueval village and in the Deville wood."

"On the remainder of the battle front there is no change."  
"Yesterday our aeroplanes carried out successful bombing enterprises by day and night. Many tons of explosives were dropped with marked success on railway centers, enemy aerodromes and other important points. One hostile aeroplane was destroyed; several others were forced to the ground in a disabled condition."

"Since July 16 four of our machines have failed to return to our lines."

The war office announced this afternoon that the British had gained ground in Deville wood and Longueval.

## PROVINCE HAS FIRST CALL ON ALL NIAGARA POWER

TORONTO, July 20.—As the consumption of power by the municipalities of the hydro-electric system increases the necessary supply must be furnished by the power companies at Niagara Falls until every horsepower not already in service in Ontario is taken up. So long as there is a single unit of power developed on the Canadian side available for the export of the hydro-electric commission will not run short.

That, in substance, was the assurance given tonight by Hon. G. Howard Ferguson, minister of lands, forests and mines. The minister declared that there was absolutely no possibility of the Canadian Niagara Power Company being allowed to make terms regarding the export of the balance of its output as a condition to signing the agreement to give the hydro-electric commission 50,000 horsepower.

"The Dominion Government," said Hon. Mr. Ferguson, "takes the position that if we require it we can get every horsepower at the Falls. There will be no terms or understanding or consent on the part of the Government that they will be permitted to export any of their power if we need it."

## DANDRUFF GOES! HAIR GETS THICK, WAVY, BEAUTIFUL

Save Your Hair! Double Its  
Beauty in a Few Moments  
Try This!  
Hair Stops Coming Out and  
Every Particle of Dandruff  
Disappears.

Try as you will, after an application of Danderine, you can not find a single trace of dandruff or falling hair and your scalp will not itch, but what will please you most, will be after a few weeks' use, when you see new hair, fine and downy at first—yes—but really new hair—growing all over the scalp.

A little Danderine immediately doubles the beauty of your hair. No difference how dull, faded, brittle and scraggy, just moisten a cloth with Danderine and carefully draw it through your hair, taking one small strand at a time. The effect is immediate and amazing—your hair will be light, fluffy and wavy, and have an appearance of abundance, an incomparable lustre, softness and suppleness, the beauty and shimmer of true hair health.

Get a 25-cent bottle of Knowledge's Danderine from any drug store or toilet counter, and prove that your hair is as pretty and soft as any—that it has been neglected or injured by careless treatment—that's all.

Danderine is to the hair what fresh showers of rain and sunshine are to vegetation. It goes right to the roots, invigorates and strengthens them, its exhilarating, stimulating and life-producing properties cause the hair to grow long, strong and beautiful.

## Allies Advance Their Line on Front of Eleven Miles

LONDON, July 20.—During the last twenty-four hours the Allies, on the western front, have advanced their lines into German-held territory along fronts totalling more than eleven miles.

This fact is indicated in summarizing the official French and British dispatches received late this afternoon. The British have apparently pushed forward on a two-mile front between Bazentin and Longueval, bringing the British guns perceptibly nearer the immediate objective, the heights of Martinpuich. The French, north of the Somme River, have pushed forward along a front of four miles between Hardecourt and Clerly and south of the Somme, along a five mile front, between Hardecourt and Barleux. Heavy fighting is raging on many parts of the line, but the Allies are holding all gains.

Personne is likely to be taken by French troops any hour.

## HIGH PROTECTIVE DOCTRINE UNDER GUISE OF WAR TAX DENOUNCED BY LIBERALS

Advisory Committee Concludes Sessions at Ottawa—  
Questions Discussed May Become Basis of  
Party Platform.

[Special to The Advertiser.]  
OTTAWA, July 20.—After three days' conference the National Liberal advisory committee concluded its session with a series of resolutions on questions with which Canada will have to deal in the near future.

A progressive program was outlined for the Dominion. In December last a program of inquiry into domestic questions was referred to committee representing the Liberal advisory committee. Since that time the committee have been at work and the result of their work has been under review. The decisions they reached have been considered by the general organization and the result is a policy which will be the subject of serious thought throughout the country.

Should the Government not decide to go to the country before the next session there will be a general convention of the Liberal party called and the work decided today will probably form the basis of an advanced platform for the party.

Sir Wilfrid Laurier presided over the session of the council. Nine special committees considered the questions raised last December. Hon. W. S. Fielding, for one of them, covered the whole field of Canadian finance, and pointed out ways in which economies could be accomplished, extravagance of the Administration eliminated and taxation made more equitable.

Improvements of agricultural conditions and the development of government roads were reported on by a committee under the chairmanship of Hon. Sydney Fisher. Extension of rural credits was favored by a committee presided over by Mr. John Bain. Pensions and care for returned soldiers was dealt with by a committee under Mr. H. B. McDevlin, ex-M.P., Ottawa. A Dominion bankruptcy law was advocated by S. W. Jacobs of Montreal. Technical education was recommended by a committee under MacKenzie King.

The council decided that further steps should be taken to prevent Canadian nickel finding its way to the enemy. The council voiced its opposition to a high price of war taxation. Free agricultural implements, free flour and a general readjustment of the tariff were favored.

## TAKEN MINE-LAYER MADE MANY TRIPS TO ENGLISH COAST

Was On Her Twentieth Excursion  
When Captured by  
British.

[Canadian Press.]  
London, July 21.—The German submarine mine layer which is one of the U-35 class, one of the latest prizes of the British navy, was visited by a press representative today prior to its being placed on public exhibition in the Thames.

The prize, flying the German naval ensign, surrounded by a British flag, lay in a naval dockyard on the east coast. The vessel is designed purely for mine laying. The entire forward part is composed of wells, six in number, each containing two torpedoes, which can be released by levers. The ship has no torpedo tubes or other armament except small arms for the crew, and is only 100 feet in length.

Thirteen bluejackets and five officers comprise the crew of the submarine. According to one of the seamen, she made, prior to her capture, nineteen trips from her base in Germany to the British coast, and laid over two hundred mines in routes frequented by merchant vessels. She was on her twentieth trip when she was captured by the British patrolboat.

The sailors said that when the submarine was sighted and chased by a patrolboat the crew tried to get rid of her remaining mines, but had not sufficient time. Seeing that capture was inevitable, the officers ordered the abandonment of the ship, destroyed the log and other records, and virtually demolished the Diesel engine of approximately 250 horsepower. All of the crew and officers were taken prisoners.

The hull of the submarine is in good condition, but shows a number of dents where it struck obstacles in its underwater voyages. The craft shows signs of rapidity of construction, but across the North Sea the naval officers pointed out that the mines carried no apparatus for rendering them harmless if they broke loose from their moorings, as required by The Hague convention.

## SUB SHELLS STEAMER AND THEN SINKS HER

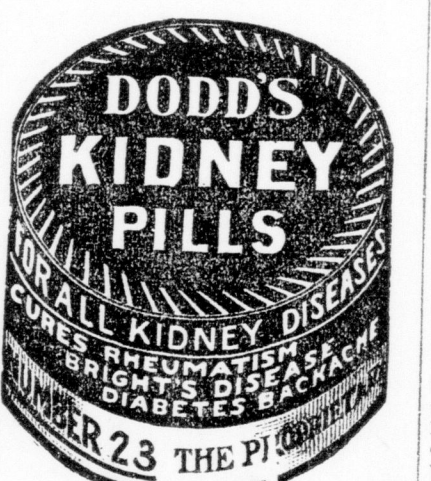
Twenty-Five of Crew of Virginia Go to the Bottom.

LONDON, July 21.—1:35 a.m.—The steamer Virginia, which was sunk by a German submarine several days ago, was first shelled by the submarine in a half-hour chase, according to Reuters' Malta correspondent. The Virginia was finally compelled to halt, when her funnel had been blown away, making the engine-room and stokehold untenable. The submarine immediately torpedoed the vessel, the correspondent adds, and continued shelling her while the men were getting into the boats. Twenty-five of her crew got off safely, but twenty-five others went down with the ship. The captain of the Virginia was saved after being in the water half an hour.

## CANADIAN AVIATOR IS KILLED IN ENGLAND

LONDON, July 20.—11:17 p.m.—Flight Sub-Lieut. Douglas Whittier, a Canadian, was killed today while attempting the loop at a great altitude over the island of Thanet, County Kent. During the manoeuvre the machine became unmanageable and fell to the ground where it was smashed to bits.

FAMINE IN ASIA MINOR.  
Mitylene, Greece, July 20, via London. July 21.—Refugees from Asia Minor report that famine is ravaging the entire island of Smyrna. The condition of the civilians is said to be most pitiable.



## Ever Lose Things?

LOST—is a dreary word!

Lost reputations, lost election bets, lost friends—are of a class of losses which the LOST-AND-FOUND column of The Advertiser cannot bring back.

But in case of lost papers, lost money, lost trinkets, lost animals, lost most anything that one man can DROP and another can PICK UP—by all means, as soon as you KNOW of your LOSS, HEAD STRAIGHT FOR THE ADVERTISER Lost-and-Found!

There are a whole lot of honest people in the world who would feel as averse to keeping a FOUND article without trying to find the owner as they would to lose something themselves!

## MAY FORCE HUNS TO EARLY RETREAT BY GREAT ATTACK

British, French and Russians  
All Driving Ahead.

GERMANS ON DEFENSIVE

Anxiety of the Teutons Reflected in Comments on Situation in Berlin.

[Canadian Press Cable.]  
LONDON, July 20.—11:02 p.m.—While a strong but unsuccessful German offensive is still being fought out on the Western front, the Teutonic armies find themselves again the object of a simultaneous attack on both eastern and western fronts. The recent successful advance having brought the British into line with the French at Hardecourt, the French offensive, which has been for some time in preparation, has been renewed energetically on both sides of the Somme on a front of about five miles—thus far successfully.

Further Allied Gains.  
Official dispatches from the British and French headquarters tonight show a further advance by both armies. The British pushed forward their line about 1,000 yards north of the Bazentin-Longueval sector, and are still fighting fiercely with the Germans in the outskirts of Longueval and in the Deville wood.

The French, having renewed their offensive, captured a considerable stretch of German trenches in the neighborhood of Estrees, and in engagements on both sides of the river have taken nearly 3,000 additional prisoners.

Drive on Kovel Resumed.  
At the same time, according to Rome reports, a violent Russian offensive has been resumed in the Carpathians, at Kovel, Vladimir-Volynski and in the Riga sector. Unofficial dispatches from Petrograd say that the second stage of the battle for the possession of Kovel is continuing with extreme violence. Gen. Brusilov has brought up crushing forces on the Stokhod to the Lipa to attack the Austro-Germans and give as to their ability to withstand a continuance of the pressure is beginning to be reflected in the Berlin comments on the situation.

Squeeze is Telling.  
Military critics here discuss the new situation which has arisen pointing out that Germany is now compelled to act on the defensive, and they speculate as to how soon Germany may find herself obliged to make retreats in an attempt to shorten her extensive, but supposedly thinly-held lines, especially on the eastern front.

## FRENCH SURGING OVER GROUND OF ENEMY AT SOMME

Back Up British Attacks by  
Advance on the  
Right.

BRITISH FRONT IN FRANCE, July 20.—6 p.m.—Via London, July 21.—2:10 a.m.—"The French are attacking." This was the message that the rapid fire of their "88s" and the thunders of their heavy guns brought from the valley of the Somme over the hills to the British lines.

After marking time while the British took the second line in front of them, the blue tide of French soldiers on the right of the British khaki advanced down to play the part in the development of the allied plan, but the people of the towns in the rear had the welcome news at luncheon hour that they were already in possession of German trenches north of the Somme and had gained ground south of the Somme.

Great French Raid.  
Meanwhile, the Australians on a two-mile front in the Arras sector have been taking part in the biggest trench raid ever undertaken. After cutting the wire by shell fire they rushed the German trenches, slaying what damage they could by bombing and hand-to-hand fighting before retiring to their own trenches.

During the French attack the guns on both sides were untiringly busy. Having made Longueval and their position in the Deville wood secure, the British storm-troops, moving in both directions, cleared the fields between the front and the village of Guillemont, the Germans, massing fresh forces, resisted the British with the savage determination not to yield further high ground, which is nothing more than knolls and rolling farm land, harrowed by shells and whipped by bullets, whose loss leaves command of the position to the British.

Still Replying.  
The Germans are still bringing up guns to the Somme and they seemed to be answering the preponderant British fire with all the power they had.

Among the British troops recently engaged are some units of the "Bantams." England's little men five feet three inches in height and under, whom Lord Kitchener enlisted in special battalions. They went in with all the courage and pride of a corps of six-foot guardsmen and the audacity of the bantam cock, which is their symbol.

A captured diary from the 19th Regiment of the 15th German Division, which was rushed from the Champagne to the Somme the 2nd of July, shows that out of 1,100 men of one battalion 120 are left, and less than half the men of the other two battalions. The writer complains that all this loss suffered without the men really having ever been engaged face to face with the English, they always having been caught by a concentration of shell fire or by tank infantry attacks.

## HURT BY TRAIN AT VALCARTIER STATION

Melvin Smith, Stratford, Is Crushed by  
Wheels.

QUEBEC, July 20.—Melvin H. Smith of Stratford, Ont., employed here in the Bank of Montreal, was crushed beneath the wheels of a Quebec and Lake St. John train at Valcartier station, fifteen miles from this city this afternoon. He was on his way to Lake St. Joseph and had alighted at Valcartier, and was running to catch the moving train when he slipped and fell under the wheels. His left shoulder, arm and leg were badly crushed. He is now at the Hotel Eden Hospital, this city, and the doctors have decided to amputate his left arm.

## ACID STOMACHS ARE DANGEROUS

Common-Sense Advice by a Distinguished Specialist.

"Acid" stomachs are dangerous because they irritate and inflame the delicate lining of the stomach, thus hindering and preventing the proper action of the stomach, and leading to probably nine-tenths of the cases of stomach trouble from which people suffer. Acid treatments are medicinal treatments to perfect health, for they leave the source of the trouble, the lining of the stomach, as dangerous as ever. The acid must be neutralized, and its formation prevented. This is a purpose of a powerful purgative, a simple antacid, taken in a little warm or cold water after eating, which not only neutralizes the acid, but also prevents the fermentation from which acidity is developed. Foods which ordinarily cause greatest distress may be followed with impunity if the meal is followed with a little saturated magnesia, which can be obtained from any drug store, and should always be kept handy.—Advt.

## YOUNG'S SUMMER CLEARANCE SALE

**\$8.65 Men's Gray Pin-Check Suits**

40 suits on sale Saturday morning in neat, medium, grey pin-check patterns, also in brown pin checks, nicely tailored and splendid fitting, three-button sack coat style; trousers with five pockets and belt loops. Sizes 35 to 42.

**Big Clean-Up in Society Brand and W. R. Johnston Hand-Tailored Clothes \$13.75**

This lot includes practically the balance of our spring and summer stock of high-grade Young Men's Suits at from \$20.00 to \$25.00; suits of fine imported fabrics, every odd suit in stock tagged for speedy clearance. Your opportunity to get a strictly high-grade suit or two at an absurdly low price.

**3 Wonderful Blue Serge Suit Values at \$15, \$18 and \$20**

With reliable blue serges higher in price than ever before in Canada we continue to offer these old-time values, although they are worth these prices at wholesale today. If you have been figuring on a blue suit, see these at once for tremendous selling is fast reducing the present stock. Many styles, all sizes.

## SHIRTS 48c SHIRTS

These Shirts are going out literally by the hundreds, and no wonder, for everyone who sees them says they are the biggest and best value ever offered in London. Don't miss getting your share of these.

## Cool Underwear

Men's Combinations in silk lisle, in blue, flesh and natural shades, long and short sleeves; sizes 32 to 42; worth \$1.50. . . . 95c

Athletic Nainsooks in perfect-fitting makes . . . . . \$1.00 to \$1.50

Penman's Best Two-Thread Balbriggan. A garment . . . . . 50c

Fine Balbriggan Shirts and Drawers, all sizes . . . . . 37½c

Lightweight Silk Lisle Socks, in grey, tan and black . . . . . 25c

Gold Seal and Interwoven Silk Socks, black and colors . . . . . 50c

## Specials in Work Goods

Railroadmen's and Mechanics' Dark Blue Signal Shirts with separate soft or stiff collars, all sizes, in old guaranteed dye; regular \$1.35. For . . . . . 98c

Railroadmen's and Shop Caps in many styles in black, tan and stripes . . . . . 15c to 35c

New Auto Combination Suit in heavy khaki drill, just the thing for mechanics and motorists . . . . . \$2.25

Medium Weight Wool Socks, in natural and grey colors; worth 40c. For . . . . . 30c

Special Work Mitts, with gauntlet cuff and one finger; worth 50c. Three pairs for \$1.00

Rockfast Drill Overalls, black and white and blue and white stripe with high bib, all sizes. Special . . . . . \$1.00

SOLE AGENCY FOR HEADLIGHT OVERALLS.

## BOYS' WASH SUITS

We are putting on sale Saturday morning ten dozen Boys' Oliver Twist Wash Suits, in light and dark colors, good washing fabrics, nicely made . . . . . 68c

An odd lot of Boys' Blouses in medium and dark colors, sizes 4 to 9 years; regular 40c . . . . . 27c

Two  
Stores

**R. J. YOUNG & CO.** London  
London East

## DIES IN DETROIT

F. E. MacDonald, Born at Goderich, a  
Prominent Cigar Merchant.

[Special to The Advertiser.]

DETROIT, July 20.—Frank E. MacDonald, probably the best known cigar and tobacco dealer in Detroit, died at his home in Elizabeth apartments, last night from heart prostration.

Going home he complained of feeling ill, and told his wife the heat was almost unbearable to him. Shortly afterward he lapsed into unconsciousness and died in a few minutes.

He was born in Goderich, Ontario, and was 44 years old. He made his home in Detroit for the last 25 years, and was one of the veteran members of Detroit lodge of Elks.

He is survived by his widow and one daughter, Irene. Two sisters, Mrs. C. L. Aytton and Mrs. Crych, live in Clinton, Ontario.

"Mac" was known as one of the greatest baseball fans in the country, and was a prominent figure at every game here.

## "ANURIC!" THE NEWEST DISCOVERY IN CHEMISTRY

This is a recent discovery of Doctor Pierce, who is head of the Invalids' Hotel and Surgical Institute at Buffalo, N. Y. Experiments at Doctor Pierce's Hospital for several years proved that there is no other elixir of the cases of acid that can be compared to it. For those easily recognized symptoms of inflammation—such as backache, scalding urine, frequent urination, as well as sediment in the urine, or if uric acid in the blood has caused rheumatism, it is simply wonderful how surely "Anuric" obtains in cases of acute rheumatism in the joints, in gravel and gout, and invariably the pains and stiffness which so frequently and persistently accompany the disease rapidly disappear.

Go to your nearest drug store and simply ask for a 30-cent package of "Anuric," manufactured by Dr. Pierce, or send 10 cents to Dr. Pierce for a large trial package. If you suspect kidney or bladder trouble, send him a sample of your water, and describe symptoms. Doctor Pierce's chemist will examine it, then Dr. Pierce will report to you, without fee or charge.

Note—French scientists affirm that "Anuric" is thirty-seven times more active than lithia in eliminating uric acid, and is a harmless but reliable chemical compound that may be safely given to children, but should be used only by grown-ups who actually wish to restore their kidneys to perfect health, by conscientiously using one box—or more in extreme cases—as "Anuric" is by far the most perfect kidney and bladder corrector obtainable.

Dr. Pierce's Pellets are the original Little Liver Pills. One Little Pellet for a laxative—three for a cathartic.

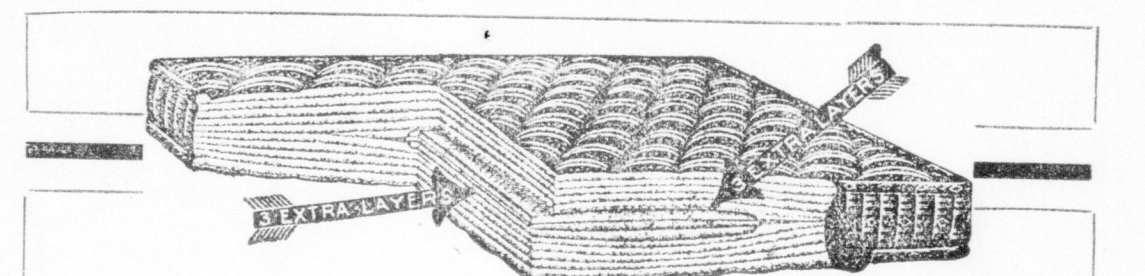
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## Special Felt Mattress \$7.95

Club Terms—\$1 Cash; 50c Weekly



## These Splendid Mattresses

Are made by THE ALASKA FEATHER AND DOWN COMPANY of MONTREAL, the makers of the OSTERMOOR MATTRESS. They are recognized as the best Mattress Makers in Canada.

The Mattress is covered with good grade art sateen ticking, with handles on for turning. The filling is cotton felt, carded into layers, which makes a Mattress that will not lump or get hard.

We are putting this splendid Mattress on sale on the CLUB PLAN so that everyone may be able to have a comfortable bed whether they have the ready cash or not.

All Sizes: 4 ft. 6 in., 4 ft., 3 ft. 6 in., 3 ft.

There are only 200 to be sold on these terms, so if you want one  
—BE HERE SATURDAY MORNING—

## The Ontario Furniture Co.

LIMITED.

226, 228, and 230 DUNDAS STREET  
—LONDON'S LARGEST HOMEFURNISHERS—

## OPEN TOWNS OF FRENCH THREATENED BY GERMANS

[Canadian Press.]  
Berlin, July 21.—Via London.—Threats of air raids on open French towns, as measures of reprisal, are made in an official statement issued here today.

The statement says that the French airmen have bombed towns in the Black Forest, which are outside the zone of field operations, while the German air attacks have been up to now directed exclusively against fortresses or field works. In one of the French raids it is said that a woman and four children were killed.

"We shall now be forced," says the report, "to use our strong battle squadrons for the purpose of reprisal. A great number of peaceful French towns outside the zone of field operations are within the reach of our air squadrons."

## TRAVELING NECESSITIES

IMITATION LEATHER . . . . . \$1.00 to \$4.00  
WICKER AND STRAWBOARD, \$1.25 to \$4.50  
REAL LEATHER . . . . . \$4.50 to \$14.00

Also a large range of JUVENILE SUITCASES, sizes 14 to 16 inches . . . . . 50c to \$1.00

**JAMES McCORMICK**  
Manufacturer and Dealer. 395 TALBOT STREET.

FOREST.  
FOREST, July 19.—The hay crop, which is unusually heavy in this section, has been harvested in good shape. Most of the peach orchards in this locality are loaded with promising fruit, and in some instances the yield will be even larger than that of last year. The spring crops are suffering from want of rain.