## Mondon' Advertiser

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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Tuesday, July 2.

GERMAN MORALE INFERIOR. VIDENTLY morale among prisoners of war

nized as essential in the fighting forces, those pears that those whose morale vanishes when they the production of foods? Would he be glad to are captured by the enemy are as dangerous to know that his hide is more valuable today than their nation, if not more dangerous, than those his whole living, breathing being was a week ago who falter when on the battlefield. Gen. von Perhaps it is better he is spared this knowledge. Ludendorff, Germany's real military leader, bitthus helping materially to defeat them. In an order to the German army, containing these represents the formula of the formula proaches, he says that the men who divulged the al ship carrying medical officers, men and nurses Rheims in May and those for the assault between Montdidier and Noyon on June 9 cost their country thousands of lives and endangered the Teuton cause. He warns all ranks to maintain silence when taken prisoner, and adds that failure to do so may "cause gravest prejudices to the whole

The fact, then, is established that Germans taken prisoner either have not the courage to conduct themselves as soldiers or have not the desire. It may be that they take a delight in assisting in the destruction of the army leaders under whom they have been slaves and believe that they will be given special treatment by their captors if they talk. At any rate, talk they do, and, apparently,

On the other hand there is no hint that Allied soldiers have given the enemy any information. In spite of the brutal treatment given them, they refuse to bid for anything better by betraying They keep up their morale under the worst pos- path sible conditions.

The difference lies in the race and in the cause. The British and French naturally are more intelligent and more patriotic, and will suffer | found for doubting the absolute truthfulness of gladly for their country. Added to this, they have the Union Government? the greatest cause of all time to fight for and this is an incentive to keep up the struggle even when unarmed. Ludendorff confesses his men the inferiors of the Allies.

PROPERTY OWNERS HARD HIT. some consolation from the fact that 75 per most everyone could do with an injection. cent of tenants in Paris have paid no rent since the outbreak of war. Many women, owners of

a joke to these people. CHAMPAGNE WON OUT.

superior. One such occasion arose in Toronto on centives to the soldiers to batter down the kaiser's Saturday when the wooden steamer "War On- forces. 'tario'' was launched. The officials of the Imperial munitions board had suggested that the bottle of champagne used, according to time-honored custom, to christen a vessel, be dispensed with and a bottle of aqua pura be used in its place, and this idea had been accepted with good grace by the

builders, but there was another voice to be heard. Sailors and vesselmen united in protesting

were ended, wandered into a city garage, backed apologetically down the basement stairs and fell sign of parlier and surely at the next sesin the coal bin, to arise no more! Symbolic and

When motor cars and tractors had forced their way to popularity the cry arose: "The day of the horse is ended; soon it will be as extinct as the dodo." The cry was premature and the horse has continued to hold a certain place in the affections of humanity and in industrial utility, but the west.

erable specimen of the race, which chose such a PATHETIC FIGURES - - By Fontaine Fox dramatic setting for its final gasps, meditating on the changes and deciding on its last act.

"I am one of those animals on whom man has depended largely for his livelihood since early ages. By my labors his fields have been tilled, his harvests gathered, his produce taken to market, his own foods drawn from the towns and cities and his family transported from place to place. Whatever there has been to do, I have done loyally, faithfully and cheerfully. All I have asked in payment is my board and lodging; a good warm stable, with a small portion of the hay and oats I have helped to produce for my meals. I have been honored, fondled and petted and have grown old and grey in the service. At least I expected a protected and comfortable old

"What have I had for my loyalty? Used to the limit of my strength and endurance while I could work, I am now turned out, thin and hungry to forage for food and die on the roadside. The stable that once was mine now houses a motor car; a thing of metal, without feeling, which has taken my place. I and my brothers are cast aside, past services forgotton, in favor of these man-made machines whose only virtue lies is just as essential as among those soldiers in their speed. My death lies at their door; as a the trenches and in reserve who form the protest I will die in one of their palatial homes and thus show humanity that we realize our finish

This intangible quality long has been recog- and are able to place the blame where it belongs." Would it comfort the old fellow if he could possessing it in the highest degree being most know that his usefulness does not end with death? steadfast, courageous and optimistic. Now it ap- That his body as fertilizer will continue to help

plans for the German attack between Soissons and was ruthlessly sunk, with a brutal intention

was ruthlessly sunk, with a brutal intention evident of drowning helpless human beings.

All has been said of these acts of filthy frightfulness that can be said. The world will never treat with a nation of super-savages whose acts make those who must fight against them take a firmer grip upon the sword with which the after the first of the open concourse. There are those bent on grim bargaining.

Marks looked, and the broadly.

"Good." he commended, beaming on June. "Th' wimmin are mixin in June. "The twenty-five! Now fifty, missy? "In their faces all turned towards Marks looked, and their seventy-five! Now fifty, missy? The faces all turned towards Marks looked, and their seventy-five! Now fifty, missy? The faces all turned towards Marks looked, and their seventy-five! Now fifty, missy? The faces all turned towards Marks looked, and their seventy-five! Now fifty, missy? The faces all turned towards Marks looked, and their seventy-five! Now fifty, missy? The faces all turned towards Marks looked, and their seventy-five! Now fifty, missy? The faces all turned towards Marks looked, and their seventy-five! Now fifty, missy? The faces all turned towards Marks looked. The commended. Such the faces all turned towards marks looked and jostied each other in the bed of Pelham street, their faces all turned towards Marks looked. In the food, with the seventy-five! Now fifty, missy? The faces all turned towards marks looked. The food, with the seventy-five! Now fifty, missy? The faces all turned towards marks looked. The fac a firmer grip upon the sword with which the the left of the open concourse. There were those bent on grim bargaining, brutes must be laid low.

EDITORIAL NOTES. The first of July was an ideal fall day.

impossible to get rain unaccompanied by thundertheir comrades, and defy the German authorities. storms, and this summer is following the same

'Unionist liars''? What grounds can they have

German army, proving that the blood and iron policy has its weak link.

ROPERTY OWNERS who complain about a fuelless energy producer which will supply all high taxes and other expenses might take the energy the world needs. Just at this time al-

the non-conscriptionist South African and Australian imperial delegates without thinking that German gold is at the bottom of the whole thing?

When G blocks of valuable buildings, have been working and Co. will be able to sit at the same table as as scrub women for 7 cents an hour in order to the non-conscriptionist South African and Auskeep themselves in food. High taxes would seem tralian imperial delegates without thinking that

THERE ARE TIMES and occasions when water American trenches telling of air raids on United will not take the place of champagne, al- States cities, she is wasting money and effort. If though as a thirst-quencher it undoubtedly is they were believed they would act as special in-

When Germany drops pamphlets in the American trenches telling of air raids on United States cities, she is wasting money and effort. If they were believed they would act as special incentives to the soldiers to batter down the kaiser's forces.

Testimony to the good behavior of Canadian troops overseas continues to pour in, but the best proof after all is the magnificent work they have accomplished. Could this have been done by men weakened by excessive drinking of liquor of other debauchery?

HOW CANADA VIEWS TITLES.

[Farmember, these are prime stock not platers' after a moment from the recital of a wrinkled old fan, "who'd seen every lick between Sullivan and Sharkey, yes, sir," and stepped up to a large, red-faced man close by.

"Do bid 'em up now,' Jim." Bedford whispered hastily in the other's ear.

"But watch your step! Get out from under if you see the bidders weakenin'. You know the rest."

The man nodded grimly and went to the front of the stand, where he was soon engaged in "boosting the bidding."

Meanwhile, one of the hostlers, standing at the entrance to the stables, felt a timid touch on his sleeve, turned with a gruff exclamation, which died on his lips as his mouth opened slowly. For facing him was —a dainty little miss, whose brown curls dangled becomingly under a smart little hat, and whose saucy, bright eyes shone on him appealingly.

"Beg pardon, miss," he said, doffing "Beg pardon, miss," he said, doffing "Beg pardon, miss," he said, doffing

Sailors and vesselmen united in protesting loudly against this tempting of fate. They argued that such a prohibition christening would bring a streak of bad luck to the vessel and intimated further, that there would be great difficulty in obtaining a crew to work the new ship if the bottle of fizz were omitted from the christening ceremony. This put a different complexion on the matter altogether, and the sailors won the day. Lady Hearst, who performed the ceremony, not being averse to handling the dangerous stuff.

Superstition dies hard and cannot be ignored with impunity. Sailors are no cowards; either on the seas or the Great Lakes there is no room for any but brave men. Nevertheless they have their traditions and they object to departing from them. The superstition may be all nonsense, but, they sask, why take chances? Perhaps they are right in avoiding even the suspicion of unnecessary danger.

Reports do not announce who provided the bottle of champagne, but there does not seem to have been any difficulty in obtaining it.

\*\*DIED IN HIS ENEMY'S HOUSE.\*\*

WHAT A SENNE of the fitness of things was possessed by that old horse which, knowing in strictively that its days on earthy were ended, wandered into a city garage, backed of valant service on the season of the fitness of things was possessed by that old horse which, knowing in strictively that its days on earthy were ended, wandered into a city garage, backed.

sion of parliament an opportunity will be given for a free expression of opinion without linking the matter up with any vote of confidence or something else as unimportant to the citizens of this country who elected a Government to carry out the wishes of the Canadian people.

MORE FOR M. AND M.? [Toronto Telegram.]

The Government announces that two million dollars will spent on building branches for the Canadian Northern in

there was basis for the belief expressed, and year by year man's best friend is being ousted from his eld positions to be replaced by the gasoline-driven machine.

Perhaps the horse has even more intelligence than is credited to it. If it has and can trace back than is credited to it. If it has and can trace back than is credited to a causes one can imagine this ventage of the canadian Northern still under control of Machenite & Mann?

Canada should pay off her nation builders. The price fixed by the board of arbitration may appear exorbitant, but it is not growing any smaller as the summer. advances.

Canada wants to be assured that Mackenzie & Mann have handed over the C. N. R. to the people, and that the present arrangements is not merely another method of handing over more of the public's cash to Mackenzie & manner.

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THE SHARPSHOOTER WHO HAD CREPT AROUND UNTIL HE COULD FIRE RIGHT DOWN THE ENEMY'S TRENCH AND THEN ALONG CAME THE ASH MAN!

The Advertiser's Daily Short Story Copyright, 1917, by the McJiure Newspaper Syndicate.

A HORSE IS A HORSE. By Archey Cameron New.

"June, are you crazy?" at her sieved "Come a—"

"Two seventy-five once, two seventy-five twice—are you all done—two—"

"Three hundred"

The first of July was an ideal fall day.

Fanatics spoil reform work, says Toronto's M. O. H., and he has Russia to point out as an example.

The late Cecil Rhodes is being given great credit for outwitting the kaiser, but surely that was not one of his greatest achievements.

The first of July was an ideal fall day.

It hose gathered from mere curiosity, to see and not to buy.

And now the stellar attraction, and stalwart athlete, whose muscles of iron were almost visible through the blue suit that he wore, emerged from the stable offices, accompanied by a purplish, rotund individual, whom many recognized as Marks. But everyone present, doctors, lawyers, merchants and chiefs, soldiers in uniform, and bums without them, knew the other "June Bonner," she answered, and then Bedford dropped an admirer's hand and rushed into view.

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"June Bonner," she answered, and then Bedford dropped an admirer's hand and rushed into view.

"June" he exclaimed happily, then

During the last few summers it has seemed possible to get rain unaccompanied by thunderorms, and this summer is following the same the the could those Quebec men speak of Jinionist liars''? What grounds can they have and for doubting the absolute truthfulness of the truthfulness of t

Ind for doubting the absolute truthfulness of Union Government?

Union Government?

Iron discipline is reported to be failing in the rannounced, cryptically. "Jack Bedford, former champeen lightweight, and ford, former champeen lightweight, and lise of Bothron's circels, has brought his entire string of horses here t' be given away, y' understand! Loosen up yer purse-strings, gents. Tear th' string off yer rolls, as' led yer biddin' be fas' and furious. Jed, bring out No. 1." Marks gave the command over his left shoulder, and soon a hostler paraded before the stand, leading the first of Bedford's me. I'm making enough out of the rest. I'm going to take the money and so into business—drygoods, or some thing like that."

"And you're—not going—to fight—any more whis left shoulder, and soon a hostler paraded before the stand, leading the first of Bedford's me. I'm making enough out of the rest. I'm going to take the money and so into business—drygoods, or some thing like that."

"And you're—not going—to fight—any more on hoster paraded before the stand, leading the first of Bedford's me. I'm making enough out of the rest. I'm going to take the money and so in the bis stand! Loosen up yer purse-strings, gents. Tear th' string off yer rolls, as' led you're—not going—to fight—any more." No. I'm darks gave the command over his left shoulder, and soon a hostler paraded before the stand, leading the first of Bedford's me. I'm making enough out of the rest. I'm going to take the money and so in the list of Bedford repeated.

"The sale's off." Bedford's "The sale's off." Bedford's me raid in the laten he prasped for domining fams.

"The sale's off." Bedford's "The naking enough out of the rest. I'm going to take the money and so in the list of Bothron's circus, has brought his entire string of horses here t' be given away, y' understand!

"And you're—not going—to fight—any more whis left shoulder, and soon a hostler paraded before the stand, and make any of list stand! Loosen up yer purse-strings, any more of the sale's of

warningly. "He'll—"
And then as Freckies stopped in his tracks, and rubbed his head against her shoulder, the hostier looked on in

amazement.

"Why, miss, he knows you!"

"Certainly he does!" came her happy answer. "We were chums for a whole year, weren't we, Freckles?" Then she turned to the hostler. "Are you going to—sell—him—too?"

"A horse is a horse," was the grim answer. "Sure he gets sold. If you want, I'll bring him out for you next."

"What!" she cried, taken aback. "Ont—there—in that mob?"

"Have to," he snapped. "No hoss sold private t'day, miss. Y kin bid on 'im, though."

And then, treating the matter as

Copyright, 1918.) companion.

"A hundred dollars—for Freckles!" she repeated, scornfully.

"Why not?" was the calm retort.

"He's only a horse."

"Only a horse—Freckles? Why——"

"Fifty," sang out another voice, and June turned her face back to the stand.

"That's it, gents!" interposed Marks, raucously. "He's th' prize of th' lot. Not a pimple on 'im. Solid gold, as he stands. Any more?"

"Two hundred!"

Marks looked, and then grinned broadly.

same sacrifice for me — as you were about to make for Freckles?"

"A horse is a horse," she answered, whimsically. "But—but—you're Jack Bedford." And then two warm arms stole up around his neck.

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4 dozen White Organdie or Voile Waists, just in, sizes 36 to 44. Regular \$1.25, to clear 4 dozen assorted White and Colored Waists, this season's goods; sizes 36 to 44. Value 

WASH SKIRTS, 12 DOZEN to choose from, six styles, made of fine jean, gathered back, all-around belt, good style, pockets, easy to launder, pearl buttons trimmed. Price \$1.98 Don't fail to see this line.

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LADIES' HEAVY TIPPED SILK GLOVES Kayser make, white or black, sizes 6, 61/2, 7 7½, 8, 8½; regular \$1.00. On sale.....79c ALSO WHITE OR BLACK, all sizes, regular \$1.25. Price ......98c

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LADIES' GLASS'O HOSE, splendid substitute for silk, lovely sheer hose in white only, 81/2 to 10, regular 50c goods, about 20 dozen for clearing ......40c pair LADIES' LISLE HOSE, perfect fitting, in white or black.....35c pair, 3 pairs for 95c Double sole, heel and toe. They give satisfaction in wear and washing.

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Stripe top and plain, 41/2 to 81/2, about ten dozen. Price ..... 22c pair, 5 pairs for \$1.00

BORDERED TABLECLOTHS, 70x90, assorted designs, some of the old stock; worth today \$4.00 ..... \$2.75

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RUBBER BATHING CAPS in pretty colors,

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to \$2.25 and \$2.50, beautiful styles, fine braids, girls 5 to 8 years of age......\$1.49 5 Doz. Children's Straw Hats

lar 50c, 75c and \$1.00, for ..... 23c each Children's Dresses

Sailors and fancy styles, 3 to 7 years. Regu-

WHITE LAWN DRESSES in many designs to select from, ages 2 to 14 years. This is a midsummer clearing from the factory. Price

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Clearing prices .....\$1.25, \$2.00, \$2.50, \$3.00 This season's styles, trimmed and plain. WOMEN'S AND MISSES' OUTING HATS. Just a handy dressy light hat.......69c

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Crepe de chine dress goods, 36 inches wide old British-made material, attractive and serviceable, specially adapted for a handsome dress, in the newest colors, old rose, alice blue, deep copen, king's blue, navy, brown, black and ivory. Present value \$1.50 a yard. On sale at ......89c

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BLACK TAFFETA SILK-37 inches wide. This is a pure silk chiffon taffeta, old dye, specially intended for a handsome dress. Extra value at \$2.00 a yard. On sale at \$1.49

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slightly soiled. Regular 50c. Clearing .. 39c

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