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THE LONDON ADVERTISER

BRITISH NOW BLOCKING THE WAY OF ESCAPE

10 DIVISIONS ARE RUSHED TO AID OF CROWN PRINCE TO STEM FOCH'S DRIVE

German Resistance Between Soissons and Rheims Is Reduced to Mere Shell—Ludendorff Is Expected to Launch Another Counter-Offensive.

London, July 25.—On the western front of the Soissons-Rheims salient the Allied forces have advanced to an average depth of three miles on a twelve-mile front during the past two days.

There were no new developments this morning in the battle area, according to advices from the field of the fighting received in London up to noon. The situation was considered quite satisfactory for the Allies.

The reports show that the German high command has thus far engaged 64 divisions in the battle, representative of groups of the German armies from Flanders to Alsace. These 64 divisions are nearly a third of the available German army.

The conclusion is drawn that the enemy is being hard put to it for reserves, although Crown Prince Rupprecht of Bavaria, on the northern front still has plenty of reserve divisions.

London, July 25.—Nine divisions of reserves from the army of Crown Prince Rupprecht of Bavaria and a division from the eastern end of the line have been rushed to the aid of the German crown prince between Soissons and Rheims, but, says Reuter's correspondent with the American forces in France, the Germans may well hesitate to push more troops into the already crowded salient, seeing the difficulty they have of feeding those already there.

RESISTANCE WEAKENED.

German resistance on the southern sectors of the salient has been reduced to a mere shell, it is added, and the enemy doubtless is concentrating efforts on keeping open the northern outlets of the salient. The Allied drive toward Ouchy-le-Chateau not only threatens the enemy communications with Fere-en-Tardenois, but it is a serious threat for the German troops around Epieds, whose line of retreat would pass through Fere.

Continued on Page Eleven.

WESTERN SHOPMEN WILL STRIKE SHOULD SECOND M'ADOO AWARD NOT RECEIVE THEIR APPROVAL

[Special to The Advertiser.]

Winnipeg, July 25.—The western executive of the Federation of Railway Shopmen announced tonight that if the second M'Adoo award, to be announced today, was not satisfactory to Western Shopmen, a strike would be ordered, and 30,000 men called out.

HERE'S THE AWARD.

Washington, July 24.—Wages of railroad shopmen to amount to six percent increase in an hour today by Director-General McAdoo, with proportionate advances for assistants and miscellaneous classes in mechanical departments. The new rates, which are retroactive to last January 1, are from five to six percent higher than wages paid these men in most shops under the general wage advance announced by the director-general, but are somewhat less than the labor organizations sought.

MONTREAL MAY HAVE TO WALK

Tramways Men Have Received Permission From Headquarters to Strike.

Montreal, July 25.—Between 6 o'clock tonight and midnight Montreal will have to walk, unless some arrangement can be reached between employees and the company in the interval, on the question of wages. At noon today the local union received from the headquarters of the international body a notice of official notification that the strike resolution passed last night had been approved by the general executive. There now remains but one last step for the union officers here to call out the men at a definite hour.

THE WEATHER

LOCAL TEMPERATURES.
Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 83; lowest, 64.
The official temperatures for the 12 hours previous to 8 a.m. today were: Highest, 83; lowest, 68.

TOMORROW—FAIR AND WARM.

Toronto, July 25—8 a.m. Forecasts.
Light to moderate winds; mostly fair and warm; thunderstorms in many localities tonight and on Friday.

The following were the highest and lowest temperatures during the 24 hours previous to 8 a.m. today:

Stations.	High.	Low.	Weather.
Victoria	81	52	Cloudy
Vancouver	81	52	Cloudy
Calgary	81	52	Clear
Winnipeg	81	52	Clear
Port Arthur	81	52	Clear
Park Arthur	81	52	Clear
Winnipeg	81	52	Clear
Kingston	81	52	Clear
Ottawa	81	52	Clear
Montreal	81	52	Clear
Quebec	81	52	Clear

The western cool wave has been of a most pronounced type, and light frosts have occurred in many districts west of Manitoba.



The barbed wire may have bent, but it did not break, and now the recoil has come.—Brooklyn Eagle.

COAST CARRIERS WILL FIGHT ON FOR THAT BOARD

Vancouver Mailmen Declare There Must Be Board of Conciliation.

Others Back to Work Doherty Explains Govt. Has Not Power to Appoint a Commission.

Vancouver, B. C., July 25.—Vancouver mail carriers refuse to accept the reported settlement arrived at between the Government and their representatives, Alex. McMorris, and will continue the strike.

Last night the Union of Letter Carriers received from Mr. McMorris a wire advising the men to go back to work and giving the basis of settlement. Officials of the union, however, say that to accept such a settlement would be tantamount to defeat and that they intend pressing for the appointment of a board of conciliation, as provided for in the industrial disputes act. The railway mail clerks have been called out, finishing their duties as they arrive at Vancouver on the incoming trains.

OVER AT REGINA.
Regina, July 25.—So far as the letter-carriers, postal clerks and sorters of the Regina postoffice are concerned the postal strike is over. At 11 o'clock last night, following a mass meeting of the men, it was decided to return to work at once.

WINNIPEG GOING BACK.
Winnipeg, July 25.—Winnipeg's postal clerks and letter-carriers will probably return to work this afternoon, according to an official of the Postal Clerks' Union.

GOVT. HASN'T POWER TO GIVE COMMISSION.

[Special to The Advertiser.]
Ottawa, July 25.—After the postal strike had been settled last night, Hon. C. J. Doherty, acting premier, gave the following statement of the reasons for granting the request of the postmen for a board of conciliation or a commission.

"The Government throughout has been disposed to meet the demands of the men as far as possible. In regard to the proposition that has been strongly urged upon us to accept, that the Government should submit the matter to a conciliation board or a commission whose decision shall be final, it should be remembered that the Government is the executive of Parliament, which represents all of the people of the country. As such, the executive is charged by the people's representatives with the duty of carrying out Parliament's decision with regard to the remuneration which should be paid to the employees of the Government. In the performance of that duty we must be guided by the express wishes of Parliament, and in so far as there is room for the use of discretion, we are not at liberty to transfer the trust which Parliament has imposed in us to any other individual or body. In this regard the Government is in no way analogous to that of any other employer dealing with employees."

HABES CORPUS DRAFFEE CONSCRIPTED INTO ARMY

Calgary, Alta., July 24.—Norman Earl Lewis, the young man at Sarcee camp, for whom R. B. Bennett applied for a habeas corpus and got the order for his release, but has been held ever since at court, was formally released by the military authorities today. In that way the military complied with the order of the court. One minute after the formal release he was taken under the M. S. A. and conscripted for service. He is still at the Sarcee Barracks, but now without benefit of any habeas corpus.

SHIP LOSSES IN PAST 3 MONTHS ARE AWAY DOWN

Total World Tonnage Sunk in June Only 275,629 Gross Tons.

London, July 24.—(Via Reuter's Ottawa Agency).—Conclusive proof of the diminution of the U-boat menace is afforded by the admiralty's latest statement of losses in merchant tonnage. This reveals that the total losses of the world's merchant ships for the month of June were 275,629 gross tons, comprising 161,062 British, 114,567 allied and neutral.

These figures show a month's drop in world's sinkings of 82,000 tons, as compared with May, 37,778 compared with April, and 125,534 compared with March of this year. Compared with June of last year, the drop is 457,052 tons. Purely British drops are 44,627 compared with May, 65,006 compared with April, and 63,604 compared with March of this year, and 271,333 compared with June of last year.

The losses in world's tonnage, including Marine risk, are lower for the month of June, 1918, than for any month since September, 1916.

Comparing monthly periods, the losses for the three months ending with June are lower than for any quarter since the third quarter of 1916.

Sailings exceed the high level of recent months. The total sailings for the quarter ending June 30 amounted to 7,480,388 tons, being considerably higher than in the two preceding quarters.

FREE OPINION ORDERED FIRED BY SPECIAL PROBE COMMITTEE REFUSES TO ACCEPT JUDGMENT

Capt. Tozer Declares He Cannot Be Discharged Without Hearing.

Capt. Tom Tozer of the fire department refuses to be fired. Capt. Tozer returned from his holiday this morning and started to work. This was contrary to the plans of the special committee which has been conducting the probe into the fire department. It is let it be known, in a roundabout way, that Capt. Tozer officially, he had no reason to resign, he declares, and returned to his job this morning.

Evidently the committee had foreseen such a contingency. When Tozer returned to his job, it is understood that Fire Chief John Aitken got in touch with the committee. Later he returned and took Tozer to the city hall. All that transpired there is not known, but this much is known. Tozer was handed a letter from the chief, in which the head of the department stated that, acting on instructions from the special committee, his services with the department were to end one month from today, July 25.

PAPAL NUNCIO TO CHINA.
Rome, July 24.—Pope Benedict has appointed Most Rev. Joseph Petrelli as papal nuncio to China.

FOCH CLOSES TRAP ON THE GERMANS; CUTS OFF RETREAT

BRITISH MUNITIONS WORKERS WILL BE CONSCRIPTED WARNS THE BRITISH WAR CABINET

Labor Minister Declares Government Will at Once Draft All Those of Military Age Who Persist in Striking—Threatened Giant Walkout Roundly Denounced as Savoring of Bolshevism—Engineers May Take a General Vote.

Birmingham, July 25.—It was estimated that 100,000 munition workers were out on strike in the Birmingham district this morning.

London, July 25.—The British war cabinet has decided that if the munitions strike continues the strikers of military age will be drafted promptly in the army, according to an unofficial statement printed in some of the morning newspapers. George Roberts, minister of labor, gave a hint to this effect in a speech in London Wednesday, when he declared that no young men had a right to exemption from military service except on the ground that they were doing work more valuable than fighting.

The Government remains firm in its refusal to withdraw the embargo which ostensibly is the cause of the strike, although it seems that some instances the embargo is used as a pretext to cover other grievances.

Events are now waiting on the national conference of the delegates of the engineering trades, which, it is understood, meets at Leeds today. It is believed in some quarters that the majority of the delegates will insist on a ballot of the members before calling a general strike. This course is strongly supported by Alexander Thompson, Socialist, and editor of the Clarion, who writes in the Daily Mail:

Must Have Ballot.
"It is unthinkable that the conference should assume the tremendous responsibility of stopping the munition output of the whole country without a vote by all the men and women concerned. The tactics of the young rebels who forced a strike at Birmingham and Coventry against the advice of responsible leaders, make not for democracy or socialism, but straight for anarchy and bolshevism."

Meanwhile dissension is being created in the ranks by the action of the strikers, and in many parts of the country the conduct of the Government and the Birmingham men is denounced hotly. Even in Birmingham itself many of the engineers refuse to sympathize with the strikers. There is a continuing smoothly. The same may be said of many other centres.

On Tuesday, 5,000 notices to cease work Tuesday were handed in at Manchester, where the Amalgamated Engineers have a membership of 15,000. It is declared a majority will join the strike unless the embargo is removed. The strikers have made a round-up last evening and secured a large number without cards.

WERE WITHOUT CARDS

Failure to Have Registration Cards Cost
Peterboro, July 25.—In this morning's police court eight men were fined \$30 each for not having their registration cards. The men were rounded up last evening and secured a large number without cards.

The statement in his report follows: The work of the conference was far from completed when we left. Subjects presented for discussion with a view to arriving at conclusions to be recommended to the various parliaments, were this year not only larger in number, but were impressed with increasing importance by reason of the over-intensifying war conditions.

The prime minister is being strongly pressed to remain for some time yet. He is personally anxious to return, but the view of his associates in the war cabinet, both from the United Kingdom and from Canada, was that he should continue his work there, at least for a short time. Mr. Rowell will in all probability accompany him. In the present state of the western battlefield, as well as for other but less grave causes, it will be of great value to the Government here to have constant attendance at the supreme war council.

Met G. T. R. Directors.
As to railway matters we had repeated and absolutely essential discussions with the Grand Trunk directors. The Government's position is now clearly before the company.

WAS EX-CONSUL AIDING IN SUBMARINE RAIDS OFF AMERICAN COAST?

Boston, July 25.—Oswald Kunhardt, formerly German and Austrian consul in this city, was arrested yesterday in Manchester and brought here. Federal officers refused to confirm or deny a report that the arrest was connected with submarine activity off the coast. It was admitted, however, that information in the possession of the officials indicated that the arrest was of more than ordinary importance.

SPANISH MINISTER RESIGNS.
Madrid, July 23.—Admiral Pidal, the Spanish minister of marine, has resigned, owing to differences of opinion with Premier Maura. Admiral Miranda has been appointed to succeed him.

British In Advance At Fismes Halfway Between Rheims and Soissons Have Made Escape of Crown Prince Almost Impossible—Foe Is Hastily Removing All Material Accumulated In Rheims District—Enemy Fighting Furiously To Shake Off Grip of Allies As Sides Begin To Cave In.

London, July 25.—The Pall Mall Gazette says that rumors are current that British troops have made a great advance in the direction of Fismes, about midway between Rheims and Soissons.

It is also reported that French forces have advanced on another part of the Aisne-Marne salient and that the armies of the German crown prince have been placed in a position out of which extrication seems to be impossible.

GERMANS RETREATING NORTH.

With the American Army on the Marne Front, July 25, 1:30 p.m.—Franco-American troops this morning advanced their lines north of the Marne River more steadily. The Germans continued their retreating movement to the northward.

The French and Americans also made gains on other parts of the front. The Germans viciously resisted in a majority of cases.

BRITISH SUCCESS AT VIGNY NOW THREATENS FISMES

London, July 25.—(Via Reuter's Ottawa Agency).—The latest war communiques shows that Gen. Foch is methodically continuing to close the pincers which are gripping the Germans between the Aisne and the Marne. The capture of Armentieres increases the envelopment of Ouchy-le-Chateau, and the capture of Brecey brings the Allies only five miles from the important road centre at Fere-en-Tardenois, from where, according to the Paris report today, the Germans are hastily removing all the material that has accumulated there since the beginning of June.

ALLIES THREATEN FISMES

On the eastern side of the triangle the British advance north is important, threatening the German left flank with envelopment, while the Franco-American troops advancing from the Marne are a menace to the German centre.

The British success at Vigny threatens Fismes, another important centre, hence the desperation of the Germans, who are attempting to prevent the Allied advance in this direction. Their defence of Soissons is also beginning to become formidable.

THREE MILES FROM TARDENOIS.

French Headquarters in France, July 25.—The French are now within three miles of Fere-en-Tardenois, the meeting point of eight roads. The centre of the German communications is in this region. The town is being heavily shelled daily and bombed by air squadrons.

ADVANCING WHOLE LINE.

With the American Army on the Marne Front, July 25.—The Entente Allied forces in the territory to the north of Chateau Thierry are paying less attention to running down machine-gun nests and are advancing their whole line, small detachments being left to clean up the machine-gun crews.

OVER HALF OF ENEMY SHOCK TROOPS ARE SHOT TO PIECES

French Headquarters, July 25.—Via Reuter's Ottawa Agency.—The position of the enemy on the salient south of the Aisne has become untenable. On the western side the enemy is fighting a retreating battle, depending upon the machine guns placed in advantageous positions to hold up the Allied advance, while the enemy is busily engaged in removing material. There is little left of the enemy artillery on this front.

Fere-en-Tardenois is about the centre of the salient. An advance of a few kilometres, such as the Allies made today, would enable them to sweep with the long range guns the whole remaining area to the east of the front, where the Germans are engaged with the British and French between Vreigny and the Marne.

MANY PRISONERS CAPTURED.

The French victory on the Aisne resulted in the capture of a large number of prisoners, which was made in the space of a few hours—significant of the quality of the troops with which the enemy was obliged to hold sectors where he did not expect an attack. Half his shock divisions have been shot to pieces between Soissons and Main-de-Massiges. The divisions holding quiet sectors, divisions which have been systematically drained of their best men for storm units, are no match for the French Infantry.

SAMMIES PENETRATE HUN LINES.

Washington, July 25.—Further progress by the American forces in their attacks between the Oureq and the Marne is reported by General Pershing in his communique for yesterday, received today at the war department. In Northwest of Jaugonne American forces penetrated the enemy positions to a depth of from one to two miles.

TO OBSERVE AUGUST 4TH DEPOSITORS PROTECTED AS DAY OF PUBLIC PRAYER IN CUBAN BANK SMASH

Havana, July 25.—An agreement has been reached between the heaviest creditors and directors of the Banco Hispano Americano, which suspended payment last week, whereby current and savings depositors will be paid in full within fifteen days. The other creditors, who consist of banks, have agreed to wait a longer time for their settlement.

London Advertiser

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THE LONDON ADVERTISER COMPANY,
LIMITED.

London, Ont., Thursday, July 25.

WHAT OF THE FUTURE?

THOSE WHO have read the lesson of the war
aright know well that along with the stir-
ring of the mud in the depths of the world
there goes a re-estimation of all social values and
a reshaping of all social relations. Though war
tends to let loose the baser tendencies of man-
kind it is also true that it stimulates that which
is best as well. Could we predict with certainty
what conditions after the war would be we would
set our every step to realize the best and sup-
press the base. Not knowing the future the duty
is not less of shaping the means at hand to bring
about such conditions as may tend to the greatest
happiness of a world that by the time peace comes
will be racked in soul and body.

After all, whatever we would desire to pre-
vail when peace again comes will only be realized
by our own effort. War of itself does not alle-
viate evils or bring improvements; it is rather the
conscious effort of men and women who see the
opportunity to bring about the change and seeing
the opportunity embrace it. It would be worth a
good deal to know just how much conscious effort
is being put forth in this country at the present
time to realize in the days to come that which
seems best. It is sometimes said that the present
task is the thing, the future will take care of it-
self. Let no one make the mistake of thinking
that the future will take care of itself. Anyone
who reads history with a sense of values knows
that when the future has been left to take care of
itself the future has turned out dark and dis-
heartening.

They aren't letting the future take care of
itself in Great Britain. It is doubtful if there is
any allied nation that is taking such account of
the morrow as Great Britain, and this fact is be-
ing taken note of in the United States already
where businessmen are discovering that the old
England of pre-war times has gone, that in its
place has come a new business rival that will have
even larger place in the world's markets than did
the old. But not in business alone is England
preparing for the morrow. Take the matter of
education. When England makes such radical
changes as are proposed by the Government of
the day one may well say that four years of war
have changed ideas in this part of English life.
In war time control of industry, with all that may
mean after peace comes; in the housing of her
workers, in the development of her agriculture,
in the status of women, in the plans for the link-
ing up of all the British dominions and even for
something yet larger that shall include all na-
tions determined to maintain the peace of the
world, these are but a few of the phases of after-
war thought in Great Britain today.

Reconstruction is a good word, and this is a
time for thinking in terms of reconstruction.
Canada needs a lot of thought of that kind, direct-
ed to specific ends, and there is neither individual
nor organization that hasn't a part in it. Are
we going to be content with old blots on our
society, on our educational systems, our living
conditions and our relations of man to man? If
so, the war will have lost many of the best things
it might have brought to us. It isn't the soldiers'
task to make Canada better; they have the big
job of setting the world aright. But what of the
day when they return? Will it be to the old
Canada, blissfully complacent with itself and
blissfully ignorant of what other countries are
doing, or will it be to a Canada that we have made
a better place to live in while they are away? The
answer rests with those at home.

Said Bill to "Nick," "I need your help,
Those Allies have us beat;
Unless you help me now, old top,
'Twill surely mean defeat."

"I'm sorry, Bill," old Satan said,
'I'd hate to see you fail;
Compared with yours my hell is tame,
I've put it up for sale."

ICE CREAM ON SUNDAY.

INCONGRUITIES exist in the provisions of the
Lord's Day act which ought to receive im-
mediate attention in order that the act may
become one of justice as well as law. One of the
outstanding wrongs done by the act is to permit
the sale of ice cream to be eaten on Sundays in
the store where purchased, but to forbid its re-
moval from the store to any other place for con-
sumption.

The effect of such regulation is that those
who are able and willing to go to the nearest ice
cream rooms which open on Sunday may have as
much of the cooling dish as they want, while those
who are unable to go or are averse to eating in
the public rooms are deprived of this means of
resisting extreme heat. The young man who
rolls the streets all Sunday or takes a walk in
the country to catch any breeze there may be can
call in whenever inclination suggests and eat a
cold dish of ice cream or drink a soda; the motor-
ists who spend the day in their car in comparative
coolness may add to their comfort by stopping for
refreshment in every town they reach; the bed-
ridden man or woman, confined to a room in
which the air is stifling, the sick child who craves
and cries for something to remove, temporarily,
the heat of fever, must forego the iced luxury. In
some instances these latter ones may be able to
make it at home, but in many cases there is no
possibility of doing so.

If ice cream is reasonable refreshment on a
hot day it should be as easily obtained by the
sick, the aged or those who, for one reason or

another, cannot leave their homes as by those
who are able to be on the streets. One might go
farther and say it should be more accessible to
those who are denied the privilege of being out-
side. If it is not reasonable refreshment, there is
no more reason for allowing its sale under any
circumstances than there is for permitting the
sale of candies, fruits or any other edible. The
majority of people will consider it fully as rea-
sonable as a cup of tea when the temperature is
around 90 degrees.

The Lord's Day Alliance would show itself
broad of view and possessed of engaging toler-
ance if it would be the first to ask that the act
be changed to permit of ice cream being carried
home by purchasers on Sunday so that justice
might be done.

THE AUTUMN TINTS.

"WHEN TWILIGHT lets its curtain down
and pins it with a star"—some even-
ing in the near future it will be on the
world at peace. The autumn tints may be on the
trees to help the beauty of that time.

"The fate of the world will be decided before
this year's leaves turn brown on the trees, and
perhaps before the harvest is gathered in. I be-
lieve it will be decided in our favor." That is
the belief of Philip Gibbs, one of the war cor-
respondents of the New York Times. Either dur-
ing harvest time or before autumn what the whole
world longs for will be realized. May it be dur-
ing harvest! It cannot come too soon. Our
autumn leaves in Canada have many colors as
well as brown. The oak leaves turn brown and
the British have "hearts of oak." Perhaps it
was this fact that caused the reference to the time
when the leaves turn brown. The reports of the
last great German drive, as they come in from
day to day, justify the hope that tyranny will soon
be crushed and militarism disappear for ever, and
even Germany be emancipated and become a free
nation with liberty enlightening the whole world.

JAMES GORDON BENNETT.

THE "UNDILUTED" patriotism of the New
York Herald has been one of the noble
things in newspaperdom since war began.
When the word "patriotism" is used, it is in the
sense of unswerving fealty to the cause of human-
ity since the very moment Postdam challenged
the freedom of the universe. If ever man deserved
a place among those who fought every evil influ-
ence in his own country and supported every good
influence for the betterment of the world, the
name of the late James Gordon Bennett should be
enshrined by the Allied peoples.

The Advertiser has followed closely the cam-
paigning for truth and right and democracy of
the Herald since the day Belgium was violated
ruthlessly. Canadians have been thrilled by the
fearlessness of that paper, and have seen it stand
by its guns while the Huns at the gate swarmed
about, perhaps tearing down the ramparts of cir-
culation, but never able to strike down the ban-
ner which the gallant James Gordon Bennett
planted over the fort of liberty on Herald Square.

Mr. Bennett passed away from the world of
battles and newspapers, his last thoughts for the
men of the craft who served his and other news-
papers faithfully and well. With his fortune, he
has caused a home for newspapermen to be es-
tablished, where workers of the press may find
in their old age a haven. This act marked the
man's stature and revealed the richness of his
impulses. Canada will count him among its
staunch friends, for he threw his soul into an
honest newspaper courtship of this country on
more than one occasion. If we repulsed his sin-
cere efforts to serve us, the worse for this country.
Giant among men are found everywhere. News-
paperdom's leaders are remembered as Delane,
Greeley, Dana, the elder Bennett, George Brown,
Henry Watterson and with these must rank the
name of the man who led the Herald's batteries
to the very doors of Prussian junkerdom, causing
confusion to the Hun, and cheering the embattled
citizens of Britain, France, the United States and
Canada. Long may the Herald fly before the eyes
of a great nation!

EDITORIAL NOTES.

Calgary had snow on Tuesday, while London
sweated. Things are badly divided in this
world.

Herbert C. Hoover gives assurance that the
Allies' food supply is now certain. Of course, he
is counting on a good Canadian crop.

Prieppe Rupprecht is on ground which heavy
rains render almost impassable, therefore the
British army is not praying for fine weather, but
wet. Let it rain.

It's becoming popular to speak of Canada's
"overseas cabinet," and no wonder, but the fact
that the ministers are overseas does not guarantee
they are on active service.

Premier Borden is in no hurry to return to
Canada in spite of the advice given him by the
friendly press. It is to be hoped he will not out-
stay his welcome overseas.

Railways almost certainly will be given the
right to increase freight rates so that higher
wages may be paid. The poor old ultimate con-
sumer always pays the shot.

To those who object to war because we are
commanded to love our enemies, Harry Lauder's
words are commendable: "God tells us to love our
enemies, but nowhere does He say we must love
His enemies."

SHAMELESS PROFITEERING.

[Brantford Expositor.]

The Canadian who is willing to pay his share of the
war expenses is representative of a very small class. The
citizens who object to paying a war tax plus 80 per cent
collective charges are legion. The Government put a tax of
five cents on a six-cent box of matches, to go into effect
July 1. Immediately the price went up, and a harvest was
reaped. Today for a six-cent box of matches, the customer
must pay 15 cents, of which the Government secures five
cents. The action, profiteering in its nature, is in great
contrast with that in connection with patent medicines,
where the actual war tax, and no more is paid on the
normal price. It is a small matter, but one which has not
rebounded to the patriotism of the parties concerned. Their
haste in profiteering was shamelessly speedy. The same
holds true, though to a lesser degree, with tobacco.

SPOKESMEN FOR DEMOCRACY.

[Toronto Globe.]

David Lloyd George and Woodrow Wilson voice the
determination and the terms of the Anglo-Saxon brother-
hood.

NOT TAKING CHANCES.

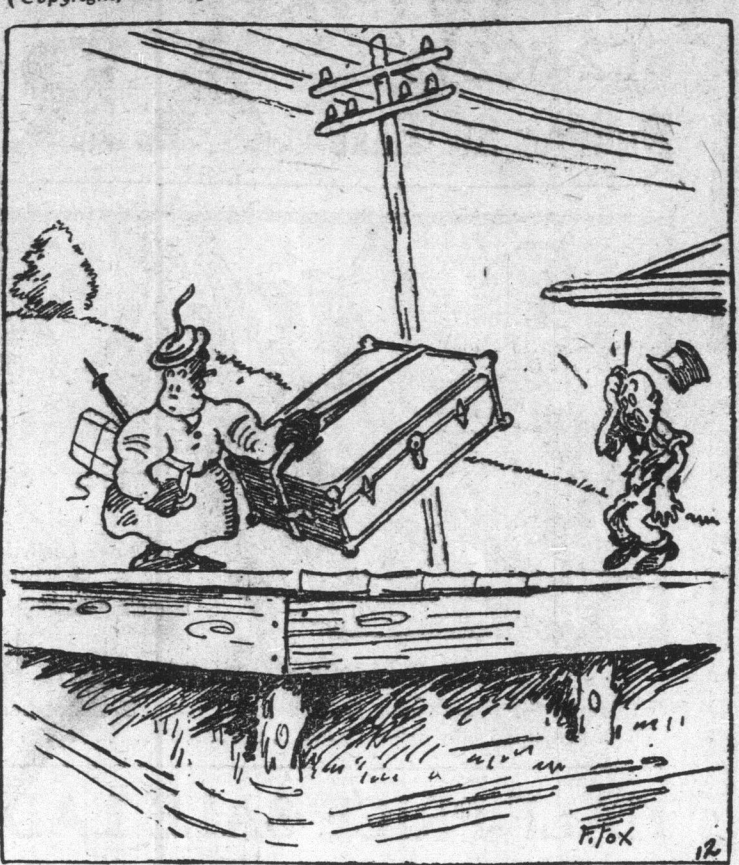
[Washington Star.]

"Will you give me your seat for a nickel?" asked the
tired woman in the crowded car.
"And be yanked up for a profiteer," rejoined the rude
small boy, derisively.

THE POWERFUL KATRINKA

(Copyright, 1918.)

By FONTAINE FOX.



The station agent told the Powerful Katrinka he couldn't check her trunk on the 7:34 and that all she could carry was hand luggage.

The Advertiser's Daily Short Story

Copyright, 1918, by the McClure Newspaper Syndicate.

SOLDIER THE SEVENTH.

By Dorothy Douglas.

Lucinda purred the last row on her
seventh sleeveless sweater.

Six of the boys she had grown up
with already had their warm khaki
sweaters "somewhere in France," and
this seventh one she would send to
John Watson.

Lucinda did not know John so well
as the others, but many a pleasant
afternoon she had had with him in her
studio before he, like the rest of the
brave boys, had joined the fighting
comrades. She knew, however, that he
was waiting for the sweater and she
had knitted as fast as her fingers could
find the needles.

When it was finished Lucinda put a
suggestion of sachet in the woolly folds.
It would remind John of femininity.
She felt sure he would like that fami-
liar scent. Also she tucked in some
chocolate and many packages of his
favorite cigarettes.

Her letter was long and gossipy.
Lucinda tried, in her letters to the
soldier boys, to give them a touch of
home; a feeling that they were still
near and dear to her and a part of the
daily life at home. She told him of
the stories she had written and the ex-
act size of the checks for same. John
and she had spent many happy hours
taking plot for John had written a
poem or two and was deeply interest-
ed in writing.

It seemed an unusually long time
before she heard from France. She sup-
posed John's regiment had gone into
action. Perhaps that was the delay.
But when word came from the sweat-
er it was in another handwriting than
that of John Watson.

Lucinda's fair head dropped forward
and she shook with terrific sobs. John
was the first of her seven brave fight-
ing friends to fall in battle.

When her tears permitted her to
continue the letter she found the con-
tents peculiarly touching.

He, the soldier who had written it
was John's closest pal, a little fellow
and I wish the shell had taken me
rather than John," the letter ran. "He
had much to live for, while I'm one of
the lonely soldiers you read about."

John has spoken of you to me and I
know you're the kind of girl that
would want me to take the sweater
you made for John. I need it badly
and know he would want me to have it.
The package came just after John
fell. I read the letter and shared the
cigarettes and chocolate with the rest
of the boys. If you have a moment for
a lonely soldier please write me as you
would have John. I have knocked
about the world a lot and am inclining
a bunch of plots that may help you
with your writing. If they do—there
are heads more where these come
from." The letter continued in a way
that quite touched Lucinda's heart.

She knew, without the need of proof,
that there were many, many lonely
soldiers, and she wished with all her
heart that she could reach and help
more of them.

She wrote back a long letter and sent
more cigarettes and chocolate as well
as wristlets and a helmet. She made
minute inquiry as to any special re-
quirements he had and thanked him
for the plots he had sent.

While letters and messages were
crossing the wide ocean Lucinda wrote
a story that brought her in the biggest
check she had received from any
magazine. The vivid bits of life that
David McLeod, the seventh soldier, had
sent her had added a strong touch of
reality to her work.

She wrote him of the success of the
story and told him that she was putting
half the check in a little bank. "When
you come over to America after the
war," she wrote, "we will spend all
your half of the check making you
forget the tragedy of war. I am
spending mine all on soldiers—doing
just the little things that I can."

Lucinda and David continued their
strange correspondence and found
much pleasure in it. Her stories im-
proved wonderfully and the small bank
for the returning soldier became bulgy
with checks.

But the day came when Lucinda
waited in vain for the sweater to her
letters. She tried to be brave about this
second loss, but it was difficult.
Somehow she felt very, very near to
David. His frank manner of entering
into her life and the strange appeal in
his loneliness had wrapped themselves
rather closely about her.

After long days of depression when
she had quite given up hope that
David was one of the living heroes, she
had a letter from a hospital in France.
"They almost got me," he wrote,
"but I'm pulling through like a team
of American mules. Guess it takes
more than a bunch of Boches to kill
this globe trotter. I'm coming over
to your country when my wounds are
sufficiently healed to let me travel. I
need not say that I await with intense
pleasure the day when I can see with
my physical eyes the girl who has been
so wonderful a pal for a lonely soldier.
I am getting a lot more material for
you—here in the hospital. I have lost
a leg, but cheer up—I have another
left."

Lucinda put down her head again
and cried. The tears were happy and
might have sent her powers spinning
up had they fallen on earthly gardens.
But she dried them and started on the
wait until the day when David
McLeod would enter in person in her
life.

Her stories were decidedly happier
now—the endings more complete. In
the little bank a considerable sum
awaited David. Lucinda realized that
it would take a lot of going to spend
all that on making David forget.

He had told her to look for a one-
legged man when it came near time
for his arrival, and when he stood out-
side her studio door Lucinda, gasped
with joy at his nearness. David had
told her the exact date. His crutches
for the second time at her heart, for it

meant that he had suffered and suf-
fered dreadfully.
"Here, here," he said brusquely
wanting to hide his emotion. "I'm a
soldier with a grand medal—not a
baby doll." This was when Lucinda
fizzled about doing the thousand and
one things an ultra-feminine woman
must do for a soldier who has fought.
She blushed hotly but continued, for
in David's eyes she read the hunger for
mothering and home. She felt instinc-
tively that her seventh soldier needed
her more than any of the others. In
fact, Lucinda felt many things
among them that her own need of
David was going to be great. She had
written of so many fine men, but David
embodied the finest of them all. She
hoped desperately that he would fall
in love with her.

"We'll write plays together and
novels and do all sorts of big things,"
he said, voicing her very thoughts.
"And some day, when you've used up
all the plots we will globe-trot—for
more. You see," he added tenderly,
"a lonely soldier gets a great chance
when a knitted sweater arrives."

Bits of Buyluk

by Luke McLuke

Copyright, 1918.

Is That So?

"I have reached the end of my rope,"
exclaimed the man.
But his tone was not despondent. In
fact, it was rather cheerful.

"The man had just taken the last puff
at the cheap cigar he was smoking,
and had thrown the butt away."

Correct.
Take this advice, I would entreat.
And you'll not be misled:
The best way to make both ends meet
is to keep straight ahead.

No Jokes.
"Charity begins at home," remarked
the Philosopher.
"But it seldom gets as far as first,"
commented the Baseball Fan.

Foocyl!
"Swiss cheese is healthy, that is true,"
Observed old Mr. Boles.
"I know it must be wholesome. You,
Yourselt, can see the holes."

Mean Brute!
"Second thoughts are best," said
Smith.
"Oh, no, they're not," disputed Jones.
"What makes you think that they are
not?" demanded Smith.

"My wife refused me the first time I
asked her to marry me," explained
Jones.

Police!
He stopped before the pawnshop dealer.
Flat broke was Peter Pella.
Said he: "Although the weather's clear,
I'll put up my umbrella."

A Whole Flock of Immortals.
[Gravette (Ark.) News Herald.]
Mrs. Icie Winters and children of
Selling, Okla., are visiting her parents,
Mr. and Mrs. B. A. Friend.

Notice!
Luke has a Kick coming. The other
day we read the rhyme, "The
Devil and the Kaiser," and the intelli-
gent make-up man tacked the credit
line "Unknown" to the rhyme. This
rhyme has been going the rounds
credited to everybody but Luke, and it
is tough to have our own column deny
you credit. The author is not Unknown.
The author is Luke.

Things to Worry About.
A negro's exhalations are not kinky.

Naturally.
James L. Crow is a poultry dealer in
Athens, Tenn.

Men and Masters.
"The proverb does not touch some men."
Observed old Mr. Dayby.
"A man can serve two masters when
He has a wife and baby."

Life McLuke.
"I've found a man can serve four
posses."

Said Mister Angelotto:
"He has a wife he never crosses,
Two babies and an auto."
—Sacramento Bee

Oh!
There is always room at the top in
the Army. But the nearer you get to
the top in the Army the less your
chances are of going over the Top.

Names Is Names.
Miss Cake Walker lives in Tampa,
Florida.

Our Daily Special.
A Prejudice Is An Opinion Held By
The Fellow Who Argues With You.

Luke McLuke Says.
"The Sport Shirt isn't a beautiful
thing. But you'll have to admit that
the man who is wearing one isn't likely
to get hot under the collar."

Some men belong to gyms so they
can keep in shape. And other men get
all the exercise they need by patting
themselves on the back.

The kind of man who would rather
lose a friend than an argument usually
loses both.

It is a mighty poor day that the re-
port from the front doesn't show that
the Kaiser has once more smashed John
Bull's fist with his nose.

The man who is at odds with other
people spends too much time trying to
get even.
If a girl ever got a pair of shoes that
were large enough for her we'd bet
that she'd feel mighty uncomfortable in
them.

Isn't it remarkable how kittenish she
is before you get her and how cattish
she is after you get her?
A woman is suing her husband for
separation because he is pro-German.
It would be a mighty poor judge who
wouldn't grant that woman a divorce.
The thing that will keep a girl
from giggling is the realization that a
pimple is developing on the end of her
nose.

Munitions Workers

When the noise of the shop
gets on your nerves—

When you feel that you must
ease up or stop altogether—

When you just don't want
to work overtime, or work on
holidays—

Remember:

Your labour is the bulwark
upon which your own flesh
and blood in the trenches re-
lies for munitions.

If you, munitions workers,
fail them, they are lost.

Compared with the roar of
the guns the noise in your
shop is a whisper.

Compared with your wear-
iness of body, theirs is the
weariness of ceaseless suffer-
ing. But always, they pull
themselves together and re-
solve to stick it out and see it
through.

Are they not worthy of your
utmost efforts?

Speed Up Your Output!

Issued by
The Department of Labour,
Imperial Munitions Board,
Canada.

PAGE OF INTEREST TO WOMEN

JIMMY COON STORIES

By Dr. Warren G. Partridge.
Copyright 1917 by George Matthews Adams.

HELP COMES IN THE NICK OF TIME

One night of silver moonlight, Jimmy Coon heard a peal of joyous and savage yelping of the dog, Ranger, who had been hiding behind a big fallen log in the Great Forest. Ranger, the dog from the Jones' Farm, had surprised Jimmy Coon, so that he had no time



It Was the Darkest Hour in the Life of Little Jimmy Coon.

one little Jimmy Coon. And Spot whispered to Ranger, telling him to grab Jimmy in front, while he jumped upon Jimmy from behind.

In this peril of his life, Jimmy gave a little cry of rage. And, wonderful to tell, Mrs. Jimmy Coon heard the call of Jimmy, and she came tearing through the moon shadows like fury in fur.

And instantly Mrs. Coon rushed for Ranger's leg, and gave him such a vicious snap, that Ranger went howling. Spot saw Jimmy's wife in the scrap, and he tore away for home, howling in fear. And Jimmy's wife had saved

himself in the nick of time.

It was very comical to see those two big dogs having a race, to see which could howl the loudest, and which could get home first!

And Jimmy Coon was very grateful to his dear Ma for saving his precious life; and it was very pretty to see Jimmy and Mrs. Jimmy come close together and rub noses. You know that is the way Mr. and Mrs. Jimmy shake hands or kiss each other, or congratulate each other on winning a great fight.

Tomorrow—Jimmy Coon Has a Ride on the Big Brook.

The Girl and the Man in Uniform

It is one of the sorriest sights imaginable in these days of anxiety to walk any evening along the main streets of a large town or city adjacent to a military camp, and see young girls, until late hours, idly parading up and down, giggling and striving by every known feminine artifice to attract the attention of the young men in uniform.

These young girls, however, moving picture houses and railroad stations, even the solitary tent of the soldier, are bridges not being free of two or three girls passing and repassing his tent until his attention is attracted. These girls are not vicious; they are thoughtless. The lure of a uniform is strong to the romantic and emotional nature of a young girl.

But what of the parents of these girls? What are they thinking of when they allow their young daughters deliberately to flirt with danger and do what they can to break down the gentleman's code which we are so anxious that our young men shall observe? Life must have taught these parents some lessons that their daughters have not learned. Are they insensible to the danger of their daughters? Or have they no idea—and this is probably closer to the truth—where their daughters are, or what they are doing? "We trust the boys," they say. That is a very comfortable theory, but have we the right to place all the responsibility on the boys? Shall there be no division of the load? Shall we say to the boy, "Thou shalt not tempt"? We deny the unfairness of the double standard that absolves the man and penalizes the woman. But is it any fairer to expect our boys to hold fast to their standards when every artifice is used by these girls to break down those standards?

There are sad hours ahead for thousands of homes in this country, if parents permit the present unlicensed actions of their daughters with regard to our boys in uniform. It will avail us little if we win in war abroad only to lose in morals at home. Blame belongs squarely on those of the parents who are criminally permitting this unwise freedom where ordinary precaution should be observed. It is perfectly right that a girl should have the opportunity to satisfy their desire to see and meet the boys in uniform. The boy in uniform, too, wants to meet girls, and he should. If there is ever a time when we have a right to ask of a man that he shall be a gentleman, it is when he puts on the uniform of his country. For then he immediately represents not only his own standards, but those of his nation. But it remains, nevertheless, a deplorable fact that a time of war generally means a laxity of moral standards, and that these days of anxiety and separation from home influences, he becomes homesick, and times of great mental and physical depression come to him. To the upstanding man all conditions are alike: a gentleman is a gentleman always. But that is an ideal not reached by all.

We have been so carefully lax in this country about the freedom that we give our girls, we might as well set it into their heads that the greatest dangers for thousands of our young girls, and the sooner their parents realize this, the better for our country, our boys and our girls, but for the peace of mind of parents and our domestic protection. The proper parental caution now will save after-regrets and the keenest lamentations that can come to thousands of homes. An ounce of prevention now is worth pounds of cure, not forgetting that there are some things which cannot be cured!

Readers Are Invited to Phone All News of This Kind to the Society Editor, Phone 3670.

John R. Shaw, C.P.P., passenger agent, accompanied by his daughter, is taking a trip up the Great Lakes.

Miss Helen Milne of Roger Park, Chatham, has returned home after a delightful vacation spent with Miss Alberta Willets of Richmond street.

Mr. and Mrs. James McMillan, accompanied by their two daughters, Miss Helen and Miss Florence, are summering at Bayfield.

A quiet wedding was solemnized on Saturday, July 20, by the Rev. W. R. McIntosh, when Miss Emma Plumridge was united in marriage to Pte. W. E. Whiting, both of this city. After a happy wedding trip, they will reside in this city.

Miss Gertrude Davey is visiting Miss Adelaide Wagner at her summer cottage, Port Burwell.

Capt. Douglas Dunnett has returned to the city after spending a couple of days with his parents in Ayr.

Mrs. J. C. Steele is in Luton, visiting her parents, Mr. and Mrs. E. B. Hill.

Rev. Neil and Mrs. Campbell of Oro, Ont., are the guests of the Rev. J. C. Steele at his home in Luton.

Capt. and Mrs. Charles Beaupre of Kingston announce the engagement of their daughter, Estelle A. to Dr. J. A. Mahoney, Niagara Falls, Ont.; son of Mr. and Mrs. Daniel Mahoney, Stamford, Ont.

Mrs. W. F. Hunt, daughter of Mr. and Mrs. James MacDough, Central Ave., has returned to her home in Baltimore, after a delightful visit.

DAILY BIBLE QUESTION CLUB

UNIFORM LESSON FOR SUNDAY, JULY 28, 1918.

ONE GOLDEN TEXT SUGGESTION.

By Rev. T. S. Lindsay, D.D.

Obeying God.—Matt. iv: 18-22; John xiv: 22-24; James i: 22-27.

QUESTIONS FOR TODAY.

10. Verse 24. Would you say, or not, and why, that not loving Jesus is a sin in itself?

11. Does God make it possible, or not, and why, for everybody to love Jesus?

12. If a man truly resolves and, by the grace of God, is determined to "keep Jesus' words," how long will it be before the love of Jesus springs up in his heart? (This is one of the questions which may be answered in writing by members of the club.)

Golden Text.—If ye love me, ye will keep my commandments. John 14:15.

TRUE LOVE FOR HIMSELF IMPLIES ABILITY TO OBEY.

Love is not what one may call an effeminate virtue, or mere sentiment, which soft-hearted people sometimes have, but it is in itself a dynamic. It has power, indeed, we may say, with truth, that all the graces, or virtues, are included in love; it is the only compound grace; it is formed of every other sterling virtue, in fact it is

ADVERTISER PATTERNS



A Comfortable Work Dress.

2474—Galatee, khaki, seersucker, percale, gingham and chambray are nice and serviceable for this style. The front opening is a practical feature of this one-piece garment. The belt confines the fullness at the waistline. This is a good model for a "food conservation" or canning costume.

The pattern is cut in seven sizes, 34, 36, 38, 40, 42, 44 and 46 inches bust measure. Size 35 requires 6 1/2 yards of 36-inch material.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

ADVERTISER PATTERN DEPT.

Please send above-mentioned pattern as per directions given below:

Name

Town

Province

Age (if child's or misses' pattern).....

Measurement: Bust..... Waist.....

Caution: Be careful to enclose the above mentioned, and send size of pattern wanted. When the pattern is put measure, you need only mark 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44 and 46 inches bust measure, 22, 24, 26, or whatever it may be. If a skirt, the waist and length measure. When misses' or child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years." Patterns cannot be sent you in less than one week from date of application.

the only perfect embodiment of God himself. The shortest and most forcible definition of God is that "God is love." Therefore when our hearts are filled with love for Christ, that itself gives us the ability to keep Christ's commandments; it not only gives us the inclination to keep his commandments, but also the power to do so.

CYNTHIA GREY'S MAIL BOX

Easily Made Sweater.

Dear Miss Grey,—I am enclosing directions for a sleeveless sweater you ask for.

Three hanks of yard, three-quarters pound. Cast on 80 stitches, knit 2, purl 2, for 4 inches; knit plain until sweater measures 25 inches; knit 25 stitches, bind off 24 stitches for neck; knit 25 on 24 stitches; knit plain for 21 inches, purl 2, knit 2, for 4 in.; bind off. Sew up sides, leaving 9 inches for armholes. To strengthen neck and armholes, either buttonhole them around or crochet a couple of rows around them. If directions are followed the garment is very easy to make. AN ELORATE.

Ans.—You are a treasure to send these easy-to-make sweater directions, which I am most pleased to print for everybody's benefit.

Meaning of "Von." Dear Miss Grey,—I have been a reader of your corner for some time, and always enjoy it immensely. This is my

THE NEW PARADE



Community canning and drying means pleasant outings, new friends and assurance for the winter.

Buy Your Tea

from the firm that grows it

LIPTON'S

It stands to reason that a firm that owns its own plantations and grows, blends, packs and sells its own Tea can guarantee its quality better than a firm that does not have these advantages.

For this reason, therefore, if you wish to get perfect quality Tea, buy Lipton's, because it is the only guaranteed quality Tea obtainable in Canada.

The very fact that "Lipton's" is synonymous with "Tea" is because we have made Lipton's worthy of this association of ideas.

LIPTON'S TEA PLANTER, CEYLON

THE UNIVERSAL TEA

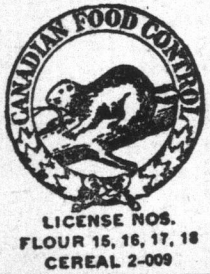
300 CUPS TO THE POUND

SOLD EVERYWHERE



SAVE FOOD

FOR OUR



ALLIES

BAKE YOUR BREAD CAKE AND PASTRY

FROM

PURITY OATS

WHEAT-SAVING RECIPES MAILED FREE

Western Canada Flour Mills, Co. Limited
Head Office - - - Toronto

POLLY AND HER PAIS.—Pa Couldn't Allow Neewah Such a Holiday.



BUT PA, I PROMISED CORA YOU'D COME ALONG AND CARRY OUR BATHING SUITS!

TAKE NEEWAH, HE AIN'T DOIN' NOTHING!

WOT THA, SAM HILL YOU GOT THERE NEEWAH?

TEE! HEE! 'TIS THE HON. CORA'S BATHING SUIT, SIR!

I CAN'T SPARE HIM. HE HAS DUTIES TO PERFORM!

NEEWAH WAS TO BE YOUR CARRIER!

NEEWAH WAS TO BE YOUR CARRIER!

NEEWAH WAS TO BE YOUR CARRIER!

NEEWAH WAS TO BE YOUR CARRIER!

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NEEWAH WAS TO BE YOUR CARRIER!



Between the children & the sun stands MENNEN'S TALCUM POWDER

HAPPY summer hours spent in open air on sands or in meadow are healthful hours for children, if sunburn doesn't spoil the fun. Sunburn with children is especially painful. You can prevent it by generous use of Mennen's on their faces, legs and arms before they run out o' doors in the morning.

MENNEN'S TALCUM POWDERS

(now in the large-size economical tins) include a variety of perfume, color and package to suit every personal need. There's the original Borated—also Violet, Flesh Tint, Cream Tint—each charmingly perfumed. There is also the new Mennen's Talcum for Men—neutral in tint—delightful for shave or bath.

All have the original Mennen's Borated formula which has never been bettered.

For more serious skin abrasions—severe chafing and other skin soreness—for adults as well as children—use

MENNEN'S KORA-KONIA

It has similar soothing action to Talcum but in addition contains several ingredients of recognized medicinal value

Shaving Cream Cold Cream
Dentifrice Tar Shampooing
Sen Yang Talcum Cream
Unscented Talcum Ruvia
Mennen's Baby Soap

G. MENNEN CHEMICAL COMPANY, Factory: MONTREAL
Sales Office: HAROLD F. RITCHIE & CO., LIMITED, TORONTO

DRINK DALLEY COFFEE

The great home drink—

By a careful blending, and improved process of roasting, of the finest grade selected coffees, you are insured a drink delicious in flavor and aroma—it is in truth

"The Most Delicious Drink"

Easy to make—directions on label. Make sure the coffee pot is scoured clean.

Sold only in sealed-tight tins, 1 lb. and 1/2 lb. sizes. Never sold in bulk. Order today.

The F. F. Dalley Corporation, Ltd.
Sole Distributors, Hamilton, Canada

Identified by this Mark of Quality

Dalley Coffee
Dalley Baking Powder
Dalley Flavoring Extracts
Dalley Mustard Dressing

DALEY

STEEL CUT COFFEE

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Asthma

Asthma and hay fever, even of long standing, and of the most distressing severity, are robbed of their terror by this reliable remedy.

Dr. J.D. Kellogg's Asthma Remedy

Two Sizes 25c and \$1.00

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Kellogg's Asthma Remedy

Famous Old Equine of London Streets Dies In 30th Year

"Golden Rod," Old-Time \$1,000 Favorite, No Longer Will Be Seen.

Golden Rod, a familiar equine figure on the streets of London, is dead. As his name suggested, he was a big golden beauty. Reared near Ingersoll, he was purchased by William Eastwood for \$65 when a young horse. Mr. Eastwood owned him until he was 8 years old, and sold him to John Pringle, manager of the Bank of Toronto. He pulled Mr. Pringle's carriage for 22 years, and his owner was offered \$1,000 for him at one time.

The fine old gelding passed away without much pain, turning his head back to express a sure-enough farewell to his owner just before the end came. Golden Rod lived to the rare age of 30 for horses; his days were blessed with good care, and he repaid his owners with proud, honest service, as tractable with a child as with a trained horseman. If there is anything in the transmigration theory, his soul will be worth passing on.

YOUR DOCTOR

or any druggist will recommend iron capsules. Tonal-Iron Capsules, the new French gelatin preparation, are just what you need for that anemia, sleeplessness, nervousness, heart palpitation, system weakness, backache, ringing of the ears, and any of a dozen ailments caused by lack of good, rich blood. They have cured others and will certainly help you. Nearly three weeks' treatment in each package. Easy to take and guaranteed to help. At all drug stores or by mail from us for \$1.00 a box. Tonal-Iron Company, Box 184, London.

IMPROVED DAY TRAIN SERVICE.
TORONTO, LONDON, DETROIT, CANADIAN PACIFIC RAILWAY.
Train No. 622, re-established daily except Sunday, leaves London, 4:30 p.m., arrives Toronto 9 p.m., making intermediate stops connection from St. Mary's.
Train No. 629, re-established daily, except Sunday, leaves Toronto 7:45 a.m., arrives London 11:35 a.m., making intermediate stops connection for St. Mary's.
Train No. 21, daily leaves Toronto 8:40 a.m., arrives London 12:05 p.m., leaves 12:10, arrives (M. C. R.) 3:05 p.m., Eastern, arrives Detroit (M. C. R.) 2:30 p.m. Central. Connection for St. Thomas, Ingersoll, Port Burwell.
Train No. 22, daily leaves Detroit (M. C. R.) 1:45 p.m., leaves Windsor (M. C. R.) 3:05 p.m., Eastern, arrives London 8:05 a.m., leaves 8:15 a.m., arrives Toronto, 9:35 p.m. Connection from St. Thomas, Ingersoll and Port Burwell.
For full particulars and additional service, see current folder. July 23

DIAMONDS

Diamond Rings from \$5 to \$350. Including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

WHY NOT?

BUY GUARANTEED GOODS.
Canadian Beauty Irons \$5.00
Canadian Beauty Toaster \$5.00
Electric Fans \$7.50 to \$40.00
Flashlights 90c to \$2.50
Western Ontario Electric Co.
Phone 4071. 237 Dundas Street.

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man
BROCKMAN
846 DUNDAS STREET. PHONE 5124.

Artificial Limbs

Martin-Halsted Co.
REPAIRS SOLICITED.
104 Adams Ave. W.,
Detroit, Mich.

Our **RETRADING** is **QUALITY** Work, Not the Average.

London Tire Repair Depot
154 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's.

IT COSTS A LOT TO LIVE
But don't let the matter of expense keep you from saving your eyes cared for. Sight is more important to you than clothing, food, or anything else. Also you'll find our prices decidedly reasonable. The Brown Optical Company, Specialists, 223 Dundas Street, Phone 1877.

IT WILL BE TOO LATE.
Some day when that battery gives out on the road, it will be too late to avoid a lot of trouble. Why not send it to us today and let our experts put it in shape for you?
BENSON-WILCOX ELECTRIC CO.
Phone 2571. 264 Dundas Street.

Carlyle REBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS
Two Doors East of Majestic Theatre.

Save Money on Shoes
Modern Shoe Repair
Phone 2310.

A Few Government Bonds FOR SALE
To Pay 6 1/2%
Apply quickly.
London Loan and Savings Co.
London, Ont.

You Will Benefit Greatly---

By visiting our Optical Department.

Low Prices On All Toric and Shell Eyeglasses.

Prompt and efficient repairs of all kinds. Save the pieces.

W. G. YOUNG

Jewelers and Opticians
170 and 674 DUNDAS ST.

The Unbeatable Combination for Hungry Boys—
PURE STRAWBERRY JAM AND DELICIOUS AND WHOLESOME

Johnston Bros.
XXX BREAD

Sold at progressive grocers.
JOHNSTON BROS.
PHONE 944.
Food Board License No. 5-263.

VOICE OF THE PEOPLE

STRYCHNINE FOR BUGS.
To the Editor of The Advertiser:
Some years ago myself and a friend experimented on an elm tree on Wellington street opposite Mr. Beck's stables. At the time we were covered with a pest similar to the one now so prevalent, and we bored a half-inch hole in the tree about four feet from the ground and put strychnine in and plugged it up with a piece of wood. In a few days these bugs were on the sidewalk. We came to the conclusion that the sap going up carried the strychnine with it and killed the bugs. I have watched this tree ever since, and have never seen any more on it. I would like someone else to try the experiment and see how it works. **JAMES LUTMAN.**
857 Wellington street, city.

HAVE ONLY SOCIAL PRIVILEGES.

To the Editor of The Advertiser:
Reading in your issue of the 24th inst., I notice that the president of the G. W. V. has not yet finished his "mud slinging," but I am pleased to state that the so-called "insurgents," (perhaps a fitting name for returned men, who are simply asking for their rights, are in receipt of letter dated July 23, from the Dominion secretary, Comrade R. M. Stewart, which inserted below, as we will leave it to the public to decide who is right or wrong, and as we maintain that London delegates are appointed illegally, we maintain that as our two delegates were appointed by returned men, we claim the right to be the real delegates and the others the "insurgents."

The letter follows, which may be seen by any returning soldier by seeing Comrade U. E. Capewell:
Dear Sir and Comrade:
Referring to your wire of the 22nd, I would state the following:
I am an associate member of the association has no privileges other than social privileges, that is to say, he has no vote, and he may not be elected to office or appointed on any committee. He is also denied the privilege of debate.
So, if associate members have been permitted to vote in any branch of this association, the branch permitting such action is acting illegally.
However, if you have any complaints to make regarding your branch, I know of no reason why you should not address a letter to the convention, setting forth the facts of your grievance.
No one but duly elected and properly accredited delegates will be permitted to introduce resolutions to the convention.
Yours fraternally,
R. M. STEWART.
Dominion Secretary-Treasurer.
Thanking you for insertion of the above, I remain yours truly,
SERGEANT CRESSWELL.

WATER CURE ACCEPTED AS PUNISHMENT ENOUGH

Magistrate Therefore Dismisses Charges Against Lads.

Half a dozen youths, a pall of water and an irate woman occupied the attention of the court during the juvenile session on Wednesday. The lads, charged with disorderly conduct, were dismissed.

The woman who laid the complaint has been considerably bothered by the boys, she says. The lads, in defence, asserted that they were soaked to the skin by the complainant when she threw a pall of water over them. Deputy Magistrate Bartlett considered the case not worthy of any conviction and acted accordingly.

WHEAT RIPENING FAST AT LAMBETH

LAMBETH, July 24.—Miss Irene Copeland, who took seriously ill while in London on Monday, is not yet able to be brought home and an operation may be necessary.
The Traction Company is remodeling and painting its cars. A better service is being maintained and the rates from Lambeth to Port Stanley have been made the same as from London. This is good news to the villagers. Rain is very much needed in this locality. Wheat is ripening fast and though killed out in many places, a few fields are showing up well. Oats will be very heavy.
Messrs. Soper and Spence have now over 2,000 birds hatched this season—all White Leghorns. They have completed the new laying pen, which is 25x150 feet. It is the intention of these hustlers to have 2,500 laying hens. The feeding of these is a very big item, but good returns are expected.

NEWSPAPER,
magazine, farm paper, trade paper, billboard, street car and direct advertising.

Federal Advertising Agency
T. H. YULL,
Dominion Savings Building,
LONDON, CANADA.

Special Sale of Summer Hats

BELTZ & CO.
PHONE 517.

CONSIDERATION OF EXTENDED LIMITS FOR EXPRESS GIVEN

Companies' Representatives Promise to Consider Requests.

Negotiations with the express companies to have them extend their de-



At the Majestic Today, Friday and Saturday.

The story deals with the fortunes of a primitive skipper of a sealing schooner on the Alaskan coast whose soul is purified through love for a brave girl whom he rescues from a scoundrel.
Many of the scenes transpire on a storm-tossed ocean, and Mr. Hart is seen to splendid advantage therein, as well as in the subsequent scenes in snowy Alaska, where the story finds its denouement in a highly romantic scene. Viewed from all standpoints, this is positively one of the finest picture subjects with which Mr. Hart's name has been associated.
Other features include a comedy film and a News Weekly screen review. In vaudeville Bert Ferte and Hilda Barr make a complete change in their program of songs.

ROSS' LIMITED

Summer Clearing of Ladies' Hot Weather Apparel

Summer Palm Beach Suits, in pink, copen, taupe, etc. Regular \$15.00 Suits, reduced from \$15.00 to \$11.50
Regular \$16.00 Suits, reduced from \$16.00 to \$11.50
Regular \$16.50 Suits, reduced from \$16.50 to \$12.00
Misses' Indian Head Suits, reg. \$7, clearing at \$3.98
Khaki Kool Tan Suits, regular \$15, clearing at \$6.50
Fancy Shantung Silk Suits, reg. \$18.50, clearing \$14.50
Taffeta Silk Suits, copen, etc., regular \$29.00, clearing at \$18.00
Satin Suits, brown, green and reindeer, regular \$45.00, clearing at \$35.00
Silk Plaid Skirts, regular \$18.00, clearing at \$15.00
Special values in Silk Dresses, clearing at \$12, \$15, \$18
Clearing all Voile Dresses at about cost.

Special Values In White Wash Shirts

In Repp \$1.00 to \$2.50
In Pique \$1.50, \$2.50, \$3.00
In Bedford Cord \$3.00, \$3.50, \$3.75
In Gabardine \$6.00, \$6.25, \$6.50
In Tricotine \$5.00

Voile Blouses

Fine Embroidered, Plain Tucked and Lace Trimmed.
Clearing regular \$5.00, for \$3.75
Clearing regular \$4.50, for \$3.25
Clearing regular \$4.00, for \$3.00
Clearing regular \$3.50, for \$2.50
Clearing regular \$3.00, for \$2.00
Clearing line of \$1.35 to \$1.50, for 98c
Clearing Voile, pink stripe, regular \$1.00, for 78c
Clearing, three-quarter length sleeves, regular \$1.00, for 69c
Fine Swiss Embroidered Voile Blouses, round necks, square and tuxedo collars, \$3.25, \$3.98, \$4.50, \$6.00
Crepe de Chine Blouses, plain and tucked, white, maize and flesh \$5.00, \$7.50, \$8.25

Neckwear

Collars, embroidered on Irish linen, lace edges \$1.50, \$1.75
Sets, embroidered on Irish linen, lace edges, \$2.25, \$3.50
Organdy Sets, lace edges 76c to \$2.00
Silk Fibre Sweaters, in rose, purple, green, black and white, at \$22.00 and \$24.00
Wool Sweaters, rose, green, blue, etc., at \$10.50, \$11.00
Kayser Silk Gloves 75c, \$1.00, \$1.50
Silk and Lisle Hosiery, latest patterns and colors, striped and plain 75c, \$1.00, \$1.25, \$1.50, \$2.00
Silk and Lisle Hosiery latest patterns and colors, striped and plain 75c, \$1.00, \$1.25, \$1.50, \$2.00
NOW IS THE TIME TO GET FURS REMODELED AT SUMMER PRICES.
Bring them or have us call for them. It will save dollars if the work is entered now.

196 Dundas Street Phone 1319

WHEN YOU PAY FOR THE BEST, WHY NOT HAVE IT? When you order a loaf of bread from your grocer, why not say:

Parnell's VICTORY Bread
When you do you are sure of getting the best bread it is possible to bake. Try a trial loaf today.

PARNELL THE BREADMAN
PHONES—229, 1390. Food Board License No. 5-055.

Rowat's Coffee

The best procurable. Please particular people.
55c PER POUND
250 Dundas St. Phone 2051-2052.
Canada Food Board License No. 8-3422.

livery area to include Hunt's Mill and the Art Woodwork Company on Nightingale avenue, and the paved streets of South London continue.
C. Ham of the Express Traffic Association, Montreal, with E. Allen and Superintendent Burr, representing the two express companies, recently went over the ground, as did local managers, McGarrell of the Dominion and Overland of the Canadian, with Secretary Philip of the board of trade, and Controller Moore. Following this a conference was held, and the officials of the express companies promised to consider the requests made on behalf of the shippers affected.

TAYLOR'S CUSTOMERS

never ask his prices. They know that the quality of his drug store merchandise is the highest and the price the lowest in all Canada. If YOU are not a regular customer of one of Taylor's stores, you have yet to realize supreme satisfaction in your drug store buying. Taylor's square deal business methods alone make it possible. You should take advantage of the following bargains for Thursday, Friday and Saturday.

PRICES THE SAME AT ALL SIX STORES.

Mentholatum	14c & 28c	50c Dr. Chase's Nerve Food	32c	90c Jad Salts	72c	\$3.75 Horlick's Hospital	\$2.99
35c Freezone	24c	\$1.00 Nuxated Iron	57c	50c Fruit-atives	28c	25c Hydrogen Peroxide	2 for 25c

DON'T

envy a clear healthy complexion—have one yourself. Taylor's Stomach and Liver Cure stirs up the sluggish liver and forces it to rid the system of its impurities, relieving the skin of this unwelcome duty and leaving it clear and bright, removing all pimples and blotches. Stomach and Liver Cure is made entirely from roots and herbs, does not contain one particle of calomel or other mineral poison. It is a laxative, but, unlike pills, it will not weaken the system; it acts as a powerful system tonic. Sold at 25c a bottle on our no-cure-no-pay guarantee. Larger sizes 50c and \$1.00.

\$1.00 Burdock Blood Bitters.....69c
\$1.50 Syrup of Hypophosphites.....79c
50c Williams' Pink Pills.....29c
60c Dr. Chase's Ointment.....38c
50c Household Ointment.....28c
50c Pebecco Tooth Paste.....29c
35c Listerated Tooth Paste.....24c
50c Pepsodent Tooth Paste.....43c

Developing and Printing

Any size roll film developed and printed for 25c
Expert Work. One-Day Service.
Films and supplies for any make of camera.

Lux	10c	25c Snap Hand Cleaner	15c	Tonal-Iron Capsules	\$1.00	10c Toilet Paper	4 for 25c
Abbey's Salts	24c & 48c	50c Gin Pills	35c, 3 for \$1	Fairy Soap	6c	25c Electric Oil	14c

TAYLOR DRUG CO.

6 Red Stores London's Greatest Cut-Rate Druggists 6 Red Stores

NYAL'S Family Medicines
Main Store—399 Talbot Street, Opposite Market
South Branch—Corner Horton and Wellington Streets
East Branch—652 Dundas Street
North Branch—Corner Richmond St. and Central Ave.
Hamilton Road—Corner Hamilton Road and Anderson Ave.
London South Branch—Corner Wortley Road and Craig St.

WHITE OAK GATHERING.
WHITE OAK, July 24.—A very pleasant evening was spent recently at the home of Mr. and Mrs. Eli Smaile, when about ninety White Oak friends gathered to present their son, Pte. Fred C. Smaile, with a handsome gold wrist watch.
During the evening Pte. and Mrs. Smaile had their little daughter, Eula Audrey, baptized by the Rev. Mr. Headley of Westminster circuit, after which lunch was served, and the friends extended their best wishes to Pte. Smaile before he returned to Carlisle Heights camp.
FARMERS' CLUB SHIPS HOGS.
DORCHESTER, July 24.—The Farmers' Club shipped a carload of fine hogs to Toronto last Tuesday, and are going to ship every second week in the future.

TO DRAW UP G.N.W. SCALE.
TORONTO, July 24.—Representatives of the general executive of the Commercial Photographers' Union will meet General Manager Perry of the G.N.W. Telegraph Company this morning, when the new schedule of wages will be submitted to the company.

PARIS CHILD DROWNED.
TORONTO, July 24.—Walking from a flight of steps placed on the promenade at the eastern gap for the convenience of sailors, three-year-old Marion Cole of Paris, Ont., was drowned shortly after 5 o'clock tonight. The child was with a number of children of her own age, when she slipped into the water. The child was a visitor at the home of Frank Wilby of Wards Island.

Special For Friday and Saturday

LADIES! Our pump season has been the largest in the history of this store, and in taking stock of our lines we find they are broken in sizes, so to get ready for our new fall pumps we are clearing out these broken lots at a great sacrifice. See our window.

18 PAIRS OF HIGH WHITE NU-BUCK 8-inch top, with Louis heels, regular \$10.00, \$5.48	60 PAIRS OF BLACK, BLUE, GREY KIDS Values to \$7.00 \$2.98
LADIES' OXFORDS in vici kid and patent leather, high and low heels. Special Friday and Saturday \$4.95	SPECIAL FOR KIDDIES Vici Kid Button or Lace, turned sole, sizes 2 to 7 1/2. Special for Friday and Saturday \$1.48

Johnston & Murray
BOOTS - SHOES - TRUNKS
LONDON - ST. THOMAS
Special in solid leather, sewed-in frame, double handle, 18 inches, Club Bag **\$9.85**