

# JAPAN AND ENTENTE TO INTERVENE IN SIBERIA

## The London Advertiser

HOME EDITION

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PRICE TWO CENTS.

# FOCH'S FIGHTERS FORCE FOE TO CONTINUE HIS RETREAT

## RAILWAY WAR BOARD CHARGES PROFITEERING IN TEN MANUFACTURES

### RAILWAY BOARD THROWS BOMB AT MANUFACTURERS DECLARING WAR PRICES TO BE EXCESSIVELY RAISED

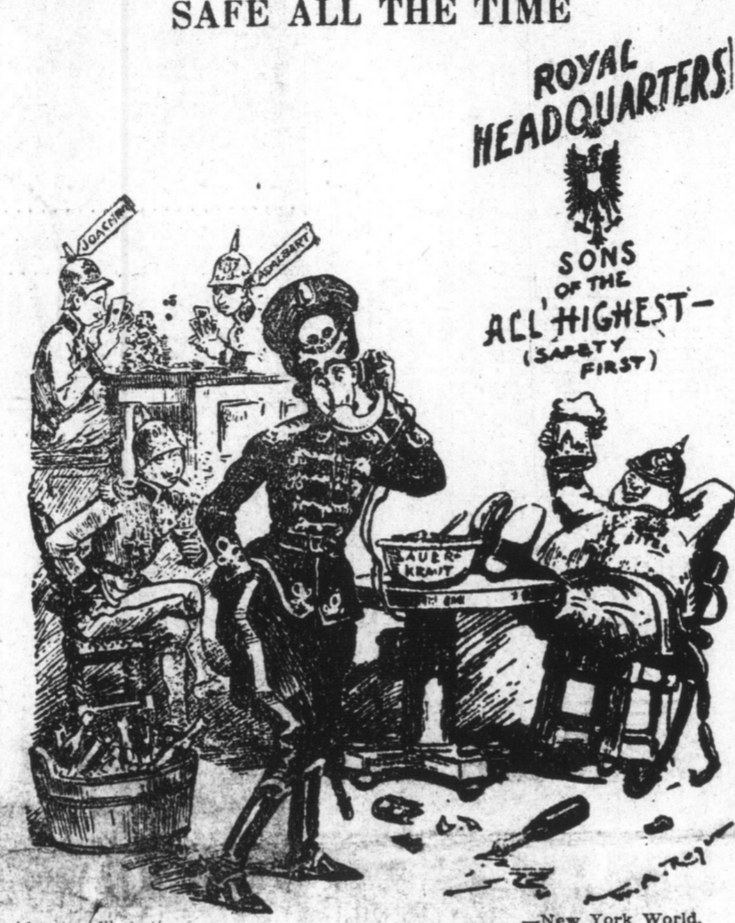
Five Commodities Boosted 100 Per Cent, and Others From 90 Per Cent to 35 Per Cent—President of C. M. A. Says Charges of Profiteering Are Immoderate.

[Special to The Advertiser.]  
Toronto, Aug. 2.—Like a bomb falling into a peace conference came the charge of the Canadian railway war board today that manufacturers dealing with eleven named commodities have taken undue advantage of the present epidemic of high prices, and have actually increased their rate of profit out of all proportion to the actual increase in their cost of production.  
Five commodities, boots and shoes, coal, cordwood, gasoline and hardware, the board claims, have been boosted 100 per cent in price since the war began; flour, 90 per cent; sugar, 80 per cent; pork, 75 per cent; clothing and tobacco, 50 per cent; beef, 35 per cent.  
**DECLARE IT EXAGGERATIONS.**  
Manufacturers not only deny they have unduly raised their prices, but even declare that the Canadian railway board's figures are exaggerated. The Canadian Manufacturers' Association has written to the board asking how the figures were arrived at.  
"I can speak about gasoline," stated Mr. E. B. Parsons, manager of the British-American Oil Company here, and president of the C. M. A. "That statement with regard to gasoline is ridiculous. Figures show it. Back in June, 1913, gasoline sold at 22 cents wholesale, and it is 23 cents today, an increase of 50 per cent. The statement has the increase 100 per cent."  
"It oil has gone up there is a good reason for it," declared Mr. Parsons. "There has been an enormous demand, and there have been few fields of production found of late."  
"The United States alone, since last year, requires 500,000 gallons of the highest class of gasoline that can be produced for their air service. The munition industry and the greater number of automobiles have also increased the demand for oils. Higher prices are caused entirely by two things, the great increase in the price of crude oil, over which we have no control, and the big war demand, since the Allies look to the American continent for all their supplies of oil products."  
Mr. Parsons did not think the Canadian Manufacturers' Association would, as a body, take up the charges of undue profit-making, hurled by the Canadian railway war board against manufacturers of certain commodities. The board's statement was too general, he said.  
J. E. Walsh, manager of the Canadian Manufacturers' Association, replied to the statement of the Canadian railway war board:  
"The board makes the statement that the increase in freight rates has been about 30 per cent. As a matter of fact, the rates under which general merchandise moves has been increased, effective August 12, approximately 50 per cent, and other rates have been increased proportionately. The demurrage charges, moreover, have been increased from \$1 per car per day to a minimum of \$5 per car per day."  
**A SLAP AT BOARD.**  
"The Canadian railway war board has, since its formation nearly a year ago, issued bulletins informing the public of how efficient they are, and what they are doing to reduce the cost of operating railways, but entirely overlook the increasing cost to the public, and the loss of millions of dollars, through delays in the movement of traffic. It would be difficult to estimate the increased cost of doing business because of the lack of railway facilities and embargoes, many of which are due to conditions because of the lack of railway facilities and embargoes, many of which are due to conditions in the control of the carriers."

### ENTENTE AND JAPAN AGREE TO INTERVENE IN SIBERIA

Joint Action Follows as Result of American Proposal.

Washington, D. C., Aug. 2.—Joint action between Japan, the Entente powers and America in Siberia is assured.  
Japan has found acceptable the American proposal which primarily looks to the aid of the Czech-Slovaks, now operating in Siberia, and after exchanges between Tokio and Washington, which have cleared up all doubtful points and removed any possibility of future misunderstanding, a complete agreement has been reached. The plan of operation will be put into execution at once.  
Soon after it had been learned that Japan had accepted the American proposal, President Wilson walked to the state, war and navy building, where he conferred for half an hour with Acting Secretary Polk and with Secretary of War Baker.  
Pao Kauchi Ching, the provincial governor at Sei Lung King, has been selected to command the considerable body of Chinese troops which have been gathered in Manchuria, and it is understood that already it has been arranged that this force shall operate in conjunction with Japanese and that it will act under the direction of the Japanese commander-in-chief.



Advertisement Illustration. Kaiser—Did you win the fight, highest? Crown Prince—Gott! No, p.p.a. You were cut to pieces.

**SAFE ALL THE TIME**  
**THE LONDON LOAN COMPANY.**  
The Advertiser frequently has commented on the advantages to the city of London, and to Western Ontario, of London being the second city in Canada with reference to loan companies. Within a week it pointed out how these companies had contributed to make London a city of homes. In the hurry of going to press, a very regrettable error was made in the headline referring to an item of news which had been sent by telegraph from Toronto. The item referred to a suit brought by The Trusts and Guarantee Company in which The London Loan Company was a defendant. The item was an ordinary reference to the suit, giving the reason why the action was brought. Nothing whatever affecting the soundness of the London Loan is in issue in the suit.  
The Advertiser deeply regrets the error, and earnestly hopes that no harm whatever will result to the London Loan Company. The Advertiser firmly believes the London Loan Company is one of the soundest financial institutions in the city, and that during the many years since its incorporation it has done a great deal of good.

### ALLIES TIGHTEN GRIP ON THE HUN AND TAKE SEVERAL TOWNS ALONG RHEIMS-SOISSONS FRONT

RED MICHAEL TELLS GOVT. TO GO SLOW ON IMPERIAL TARIFF

Must Get Consent of People Before Taking Action.  
ELECTED TO WIN WAR  
And Have No Right to Deal With Other Problems Without Parliament's Consent.

Ville-en-Tardenois Has Been Encircled By Foch's Forces—Enemy Resisting Desperately and Losing Many Prisoners.

On the French Front in France, Aug. 2.—The French are continuing to advance and have taken additional towns and villages at various parts of the front between Soissons and Rheims. The enemy is resisting desperately and losing in prisoners.  
**VILLE-EN-TARDENOIS ENCIRCLED.**  
On the French Front in France, Aug. 2.—(By the Associated Press).—The important town of Ville-en-Tardenois, on the side of the Marne salient, has been encircled by the Allied forces.  
**FRENCH TAKE GOUSSANCOURT.**  
London, Aug. 2.—Goussancourt itself has been taken by the French, the advices add.  
The capture of the important ground on the heights to the westerly side of the line also means that the Germans will not be able to retire in an ordinarily leisurely way, and that they probably will have to go beyond the River Vesle in their retreat.  
The situation is regarded as extraordinarily good, being described in the advices as the turning point of the summer campaign and possibly of the whole war.  
The importance of the victory, it is explained, lies in the fact that the new Allied positions command the whole area to the northward, and taken in flank and rear the entire western gate through which the Germans have been retiring. This area is a nest of German reserves and field artillery.  
Paris, Aug. 2.—On the battlefield north of the Marne the French troops during the night continued to press back the Germans farther toward the Vesle, says the official statement from the war office today.  
The text of the statement follows:  
"During the night French troops made new progress north of the Marne."  
**GERMANS ON THE RUN.**  
With the French Army in France, Aug. 1.—(By the Associated Press).—Evening.—With the fall of darkness tonight fighting continued between the Allies and the Germans on the westerly side of the Soissons-Rheims salient. Allied observers reported the bodies of Germans were fleeing precipitately northward along the road leading from Launoy, which lies about midway between Soissons and Fere-en-Tardenois.

**UNION GOVERNMENT SUPPORTERS ASK POLICE PROTECTION**  
Brantford Crown Attorney Is Requested to Act by Scotland Residents.

Brantford, Aug. 2.—Following an appeal to the provincial police for police protection in the neighborhood of Scotland, the county crown attorney, A. J. Wilkes, has been notified and may take steps to have that district policed at the expense of the county.  
This appeal was sent out by Union Government supporters, who because of their vote in the last election have been made victims of annoyance, indignities and even arson. Property was damaged, paint applied, and arson resorted to, and the reign of terror is continuing.  
The local police have no jurisdiction, and the county constabulary is non-existent, save where the county constable can make his fees. The husband works in the city and the family there is living in fear.  
**\$750,000 PULPWOOD FIRE.**  
Glen's Falls, N. Y., Aug. 2.—The Union Bag and Paper Corporation suffered a loss of more than \$750,000 in pulpwood as a result of a fire which broke out yesterday afternoon and which was still burning early this morning.  
In addition to the wood, eighteen freight cars loaded with freight were destroyed by the blaze.

**CIERGES, A VILLAGE OF THE DEAD, LIES IN GAS-FILLED CUT**  
Every Flower and Herb Is Blighted and Burned.

**BATTLEFIELD SURROUNDS**  
Deadly Fumes Left Trail of Poisoned Animals of All Kinds.

London, Aug. 2.—The tide of battle on the American front drifted somewhat eastward on Wednesday, all of the most severe fighting occurring in the vicinity of Cierges, which is some two miles southeast of Serzy, says Reuters' correspondent on the American front, telegraphing Thursday evening.  
"Cierges," continues the correspondent, "has for some days been a spongy, gas-filled, and to our advance, and it is noteworthy that it and the Meuse valley formed strong centres of opposition during the first German retreat from the Marne, the havoc wrought during the retreat being curiously intermingled. One stately chateau, whose towers have been freshly damaged by German shells, has in the banquet hall big bushes of elderberries, which evidently seeded there when the roof was blown off in 1914.  
"Cierges" itself is unoccupied by either sides, neither having any wish to be in there, for the village is in a deep cut in which the gas lies ten feet deep. So it remains, and so it will remain, while the still summer weather lasts, a village of the dead, of dead cats, rats and mice, with all the herbs and flowers that had blossomed in the surrounding hills, the Americans "aching towards it up the Ourcq Valley and over the high ground north of Ronchères, and down the hills near Serzy, while the Germans, after filling the village with gas, illustrated what could be done in a deterrent way with machine guns."

**"EVERYTHING WITH US IS GOING WELL" CABLES SIR ARTHUR CURRIE TO KEMP**

Says Canadians Have Carried On a Number of Successful Raids and Killed a Lot of Huns.

**TURKESTAN SUBJECTS RISE AGAINST THE BOLSHEVIKI**  
Basel, Switzerland, Aug. 2.—A revolt against the Bolsheviki Government in Turkestan has broken out, according to news received here today from Ukraine sources.

**NOTED MONTREAL PHYSICIAN IS DEAD**  
Montreal, Aug. 2.—Dr. E. P. Lachepelle, ex-controller of the city, died yesterday at Rochester, Minn., whither he had gone for treatment at the hospital of the Mayo brothers.  
The late Dr. Lachepelle, who was 73 years of age, was a man of eminent professional standing. He was practically the founder of Notre Dame Hospital, the dean of Laval medical faculty, president of the provincial board of health and president of the Dominion medical council.

**KING LUDWIG, LIKE THE KAISER, SAYS "IN GOD WE TRUST"**

Bavarian Monarch Also Issues War Anniversary Proclamation.

Amsterdam, Aug. 2.—King Ludwig of Bavaria, in a proclamation on the opening of the fifth year of the war, published in the Zeitung of Frankfurt, refers to the exemplary bravery and achievements of the German armies.  
"It is not our fault that we are entering the fifth year of fighting," he adds. "Our opponents still regard the crushing of Germany as their aim. No German, however, thinks of a shameful peace. We must, therefore, continue the struggle and continue to shoulder all troubles and hardships in sure confidence that God will lead our just cause to victory."  
**Britain Has Furnished 7,000,000 Men For war**  
Washington, D. C., Aug. 1.—Lord Curzon, member of the British war cabinet, in a speech recently, portions of which have been received here by wireless, which show the extent of the British effort in man power. Lord Curzon said that Great Britain had given no fewer than 7,000,000 men, and that 5,000,000 Britons were today fighting in foreign theatres of war. Allowing for casualties, and presuming these figures to include the navy, they are taken as demonstrating the fact that the only troops in England today are men on leave and men in depots, either of the supply services or undergoing the reorganization of units.

**BRITISH TAKE PRISONERS.**

London, Aug. 2.—The British have carried out raids at Festubert, northwest of Lens, and at Albert, in the Pearly sector, and have captured several prisoners, according to a statement issued by the war office today. The German artillery, the statement says has shown increased activity south of the Somme and south of Ypres while it has been active north of Bethune and east of Hazebrouck, in the Lys sector.

**PENETRATED THREE MILES.**

London, Aug. 2.—Yesterday's Franco-British attack in the Marne salient was on a front of five miles and penetrated to maximum depth of three miles, according to news received today. It resulted in the capture of the entire ridge which forms the watershed between the Ourcq and the Aisne, the advices indicated.  
The French also captured the entire Neijmiere Wood, on the line to the north of Goussancourt, at about the centre of the salient. The advance by the Allies along the western side of the salient, described as extremely important, possibly the most important of the Allies have accomplished since the Germans retired from the Marne.

**ITALIAN KING PAYS VISIT TO AMERICAN**

Paris, Aug. 2.—King Victor Emmanuel of Italy reviewed the American troops who have taken positions in the war zone yesterday, according to Havas dispatch from Rome.







# DAILY MAGAZINE PAGE FOR EVERYBODY

Secrets of Health and Happiness

## Your Stomach a Muscular Bag -- Exercise Makes It Strong

By DR. LEONARD KEENE HIRSHBERG, A. B., M. A., M. D. (Johns Hopkins University.)



DR. HIRSHBERG

Every body has a stomach. There is scarcely any of us each that is always as well as it might be. Some stomachs are sick some of the time; some are sick most of the time; but not one of them escapes sickness all of the time.

Curiously enough, disorders of the gastric machinery are more frequently the result of trouble elsewhere than only directly in that structure itself.

One of the essential features which lurk behind most impaired digestions is a deficiency in muscle power. It is to say, the muscle walls of the stomach are flabby and insufficient to urge the digestion in work or the food to move along and be properly churned up and down and around.

The man who walls about his show me a man who walls about his lack of capacity for digestion, who means his "dyspepsia," "indigestion" or "biliousness" all absurd, unreal terms—and nine times in ten I'll show you a fellow whose muscles have been given but little exercise through athletics or gymnastics.

Tiredness, laziness, fatness, obesity, indolence, store and other middle-aged habits—disorder physical exertion, contribute to the indolence of the stomach. Instead of a well-toned, muscular bag as a healthy stomach should be, you have an atonic, lax, wash-rag-like flour bag.

What is Needed.

The sensation of weight, fullness, pressure and discomfort as you eat or soon afterward, the expression, "I feel

so full," even after tea, toast, milk or broth are taken, indicates the trouble. Sour eructations, belching of acid or bitter stuff, headache and sick stomach, or the taste of food long after you have eaten, are all signs of trouble. You into the false thought that some particular article of food "disagrees with you."

It is not that. Nor is it the foolish claim that "acid fruits" or tomatoes are not for you. I've known victims of such medical antiquities to eliminate first one thing and then another until the diet was inadequate really to nourish the sufferer.

Stomach medicines, tonics, sedatives, pepsin, digestants and all the drugs of the pharmacopoeia will not put muscular action into the stomach. Yet that is what is needed.

Some Big Points.

Since the activity of almost any set of muscles acts favorably upon most of the muscles of the body, physical exercises, muscular tissue, physical exercises, such as rowing, swimming, dancing, riding horse, tennis, baseball, drills and hikes, within the limits of your strength are excellent measures.

The outdoor sports and athletics to tone up the anatomy should be indulged in before meals. The muscles are to be put in trim as "a fire" and be not fatigued or worn out. The meal is to be taken and chewed thoroughly "until the jaws ache." An hour's rest after a 15-minute meal is a fair given but little exercise through athletics or gymnastics.

Finally, set aside a definite half-hour twice a day for that necessary physical attention which too many busy men and women neglect, and let nothing interfere with this vital attention.

E. S. Q.—What can be done for heart beats that are very weak.

A.—This is nothing but an emotional disturbance. You should take up swimming, tennis and other outdoor sports.

## THE FASCINATIONS OF TULLE



### The Question Is--Will Tulle Displace Summer Furs?

shape is a small, plain, blue turban, but crown and brim are of the same blue, and the long streamers of tulle wind lightly about the neck.

Another smart way of using tulle to give tone to a costume is as a little yard of tulle are wound around the neck loosely twice and then tied in a dashing bow at the left side. This is worn with a quilted silk hat which has a wired extension of tulle of the same color which is finished with a curled cockade. This particular hat and tulle are of orchid color, and the feather is a properly contrasting purple.

A girlish effect is obtained by tying the hat with tulle and fastening under the chin with a bow, as is shown in the third illustration. A small brown velvet sport hat is used in the fourth illustration. The tulle is a slightly lighter shade of brown.

A few yards of tulle can serve as scarf or veil, and the simplest, most severe kind of frock is made into something more soft and dainty when graced by a throw of tulle.

In the first illustration tulle is cleverly used as a combined trimming for the hat and scarf for the throat. The more purposes.

## Good Night Stories

Illustrated by Gruella

PLAYING THE CLOWN IN BIRD-VILLE

Mr. Cuckoo brushed out his blue-grey vest with an impatient air. "All right," he chuckled. "If you won't, you won't—so there!"

"Indeed!" screamed his mate. "What pleasure can we have if we have to stay here and take care of little ones! Let some of the other birdfolk do it. I haven't time," and her evil yellow eyes fairly snapped at her husband.

"I'm sorry," he sighed. "I suppose there's no other way. I must play clown once more."

"If you settled down with a house and family how long would you be content?" cried Mrs. Cuckoo. "Not much longer than it takes to build the nest. Then I could watch and care for the babies while you went and had a good time!"

"I guess you're right," sighed Mr. Cuckoo. "I can't bear to remain in the same place. Now be ready and do so quickly."

Then spreading his forest and settling on a hedge, where he sat puffed out and staring.

He hadn't long to wait before Jimmy Chaffinch discovered him, and taking Mr. Cuckoo for a hawk, Jimmy Chaffinch fell back with a startled cry.

Quick as a wink, Mr. Cuckoo was surrounded by a crowd of little scolding birds, all abusive and threatening, led by Jimmy Chaffinch, who had worried himself into a terrible state of frenzy.

Mr. Cuckoo, rolling his yellow eyes, took wing and flew screaming like one in great fear, the mob of other birds in pursuit.

Mrs. Cuckoo chuckled to herself as she saw all the birds fly from their nests and join in the chase. Then she swooped to the ground, picked up her egg and flew to Mrs. Hedge Sparrow's nest.

Three pretty sky-blue eggs nestled in the tiny little nest.

Mrs. Cuckoo quickly slid her egg down beside the others and rolled one of Mrs. Hedge Sparrow's out on to the ground.

"It's a wee bit larger than the others, but it's almost the same color," cooed but it's almost the same color," cooed Mrs. Cuckoo.

Then away she flew to join her mate, who was still playing clown for the little birds.

Mrs. Cuckoo looked him, and together they flew quickly away.

"Took me for a hawk!" chuckled Mr. Cuckoo. "Poor silly things!"

He hoped Mrs. Hedge Sparrow doesn't discover the difference," laughed Mrs. Cuckoo.

"Maybe if she did you'd quit doing it and settle down in a place of your own and raise your own children," snapped Mr. Cuckoo.

"Maybe some day we will build a home," believing her, followed her Cuckoo, leaving their egg to the hatchling Mrs. Hedge Sparrow.

## The Outfitting August Furniture Sale

Anyone will enjoy a Comfortable Couch. ANOTHER AUGUST SPECIAL.



\$14.95

\$1 Down and \$1 Weekly SEE THEM IN OUR WINDOW.

This well-constructed Couch, in best quality imitation leather (black or brown) is six feet long, fitted with five rows of springs, and is 27 inches high. A bargain at this price. \$14.95

Have you received one of our catalogues? If not, phone us, or write us, and we will be pleased to mail you one.

SEE ADVERTISEMENT ON PAGE 9.

## THE PEOPLES OUTFITTING CO.

240 Dundas St. Phone 5616. W. D. Thomas & Sons.

## TRACTION COMPANY

Improved Service Between London, St. Thomas and Port Stanley. SUNDAY CARS UNDERLINED:

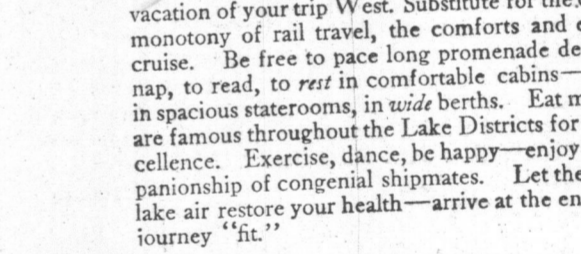
Through cars leave London for Port Stanley as follows: 8:00 a.m., 10:00 a.m., 1:00 p.m., 4:30 p.m., 6:30 a.m., 9:30 p.m.

Additional cars for St. Thomas only at 3:00 p.m., 5:30 p.m., 11:15 p.m., week days.

Return cars leave Port Stanley for London and St. Thomas as follows: 8:00 a.m., 9:45 a.m., 11:45 a.m., 2:45 p.m., 6:15 p.m., 9:30 p.m.

Additional cars for St. Thomas only at 8:15 p.m. and 11:20 p.m., week days only. Reduced rates single and return between London, St. Thomas and Port Stanley. Ask agents for information.

## Travel West by Boat



Get away from the heat and dust of land. Make a vacation of your trip West. Substitute for the cramped monotony of rail travel, the comforts and ease of a cruise.

Be free to pace long promenade decks—to nap, to read, to rest in comfortable cabins—to sleep in spacious staterooms, in wide berths. Eat meals that are famous throughout the Lake Districts for their excellence. Exercise, dance, be happy—enjoy the companionship of congenial shipmates. Let the tonic of lake air restore your health—arrive at the end of your journey "fit."

## Three Ships Weekly Sarnia or Detroit—Soo—Pt. Arthur—Ft. William—Duluth

The three big modern liners, S. S. Noronic, S. S. Hamonic, S. S. Huronic, sail tri-weekly over the Northern Navigation Route.

You may buy your ticket over any railroad with the Northern Navigation Water-line in it.

Special boat trains between Toronto and Sarnia, and Port Arthur and Winnipeg. Direct rail connections east and west at Detroit, Sarnia, Soo, Pt. Arthur, Ft. William and Duluth. You will find the

## Northern Navigation Company Sarnia, Ontario

For information ask any Grand Trunk agent the company at Sarnia, or any local ticket agent.

## An Ideal Summer Trip

The Grand Trunk Northern Navigation Co. Route through Lakes Huron and Superior is the finest in the world

On Mondays, Wednesdays and Saturdays Steamboat Express leaves Toronto at 10:45 a.m., Hamilton 12:01 p.m., Brantford 12:53 p.m., Woodstock 1:40 p.m., London 2:30 p.m., arriving Sarnia at 4:30 p.m. Steamships sail from Sarnia at 4:45 p.m.

LARGEST PASSENGER SHIPS ON THE GREAT LAKES The trip is just a week of delight and perfect rest. Write for illustrated literature to R. E. RUSE, C. P. & T. A., "Clock Corner," London, Ont. H. M. HAYES, Depot Ticket Agent, London, Ont., Phone 436.

## Women surgeons operate on men

EIGHTEEN thousand wounded passing through her hands in four days! Six hundred operations—and not a patient lost!

Hats off to this little wisp of a French woman, charming and dainty—with such bright curling hair escaping from under her surgeon's cap!

For seventeen months her hospital at Verdun was under fire. For six weeks she worked without once taking her clothing off. And when a piece of shell struck her face, she had only time to stanch the flow of blood with her handkerchief.

A woman surgeon for the French Army! No wonder the *medecin-en-chef* threw up his hands in dismay when little Dr. Nicole Gerard-Manguin reported at the losses front with her surgeon's kit and her Government's command.

And yet, there at his feet were a thousand wounded soldiers—and only five doctors. So the brave little doctor was allowed to take her hat off and put her swift, skillful hands to the grim task of saving men's lives.

It is happening on every battle front. Just listen to the record of what women surgeons are doing on every battle front!

In Serbia, in Roumania, in Russia, in Italy—wherever the distress is greatest, there the woman doctors arrive.

Ten hospitals in Europe are staffed entirely by women. Seven great London hospitals have women resident physicians in charge. Endel Street Hospital, the great London war hospital, is staffed entirely by women. Our own American Red Cross has been asked by both France and Serbia for hospitals staffed entirely by women.

Indeed, the word goes round among the soldiers that "the place to get to when you are wounded is the Women's Hospital."

To men this is a revelation. They "never knew women were like that."

But women knew it. Through the centuries, they have been reaching out, struggling for this broader, bigger service to mankind.

One magazine has been awake to this awakening of women.

When Pictorial Review sent a woman abroad to record for its readers the changes that were being wrought in woman's life, they knew that this was the biggest thing they could tell to the vigorous, alert type of women who read their magazine.

This stirring story of the call for women in practically every profession, and their instant amazing response, appeared in Pictorial Review months ago. It is only an instance of the kind of articles that have made Pictorial Review known among women as "the magazine of women's deeper interests."

Years ago Pictorial Review set out to edit a magazine that would interest the type of women who were not being reached by the conventional "women's magazines." It was to support, to stimulate, even to lead this type of women.

The welcome this magazine received from American women is itself a record of the void there was before.

Women artists, too, have been called to the colors. "Camouflage," the new, proven weapon in warfare, engages the brains and energies of women in this oldest of arts.

How Pictorial Review's growth has kept pace with women's widening interests

Since the war 100,000 more families read Pictorial Review every month. In ten years Pictorial Review's circulation has grown from 200,000 to 1,500,000.

Today, Pictorial Review is read by one family in every six having an income of \$1000 and more per year.

Business men spend \$2,500,000 yearly to advertise their products to Pictorial Review readers.

Largest 20-cent circulation in the World—1,500,000 Copies Monthly \$2,500,000 Advertising Revenue—Only one other Magazine has as much

In France, for the first time in history, a woman's voice has been heard to plead before a military court. Suzanne Grinberg, French woman lawyer, addressing seven judges of military rank before the Conseil de la Guerre, is symbolic of the wide opening to women of the legal profession in every country.

Women artists, too, have been called to the colors. "Camouflage," the new, proven weapon in warfare, engages the brains and energies of women in this oldest of arts.

## PICTORIAL REVIEW America's Greatest Woman's Magazine

Subscription \$2.00 the year Pictorial Review Co. New York 30 cents the copy As all overlands

London Advertiser
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MORNING EDITION. City. 12c per week. Outside City. By Mail \$6.00 per year.

the right of way. This was done particularly between Guelph Junction and Galt, and where the ditchers worked just east of Galt a lot of old water-soaked timbers, old ties which were used years ago for filling, were pulled out of the sink hole, piled up and then burned.



THE SKIPPER DISCOVERED A HORNET'S NEST SO CLOSE TO THE TRACKS THAT HE FEARED SOME DURN POOH MIGHT TAKE A NOTION TO STIR IT UP JUST AS THE CAR WAS COMING ALONG—SO THE OTHER DAY WHILE WHIRLING BY AT FULL SPEED HE SHOT THE NEST TO SMITHEREENS WITH HIS TRUSTY OLD SHOT-GUN.

THE BIG JOB AHEAD OF US. AS THE FOURTH year of the campaign of Germany to dominate the rest of the world comes to a close, with a victorious peace for the Allied nations practically certain of accomplishment within the fifth year, it is opportune to deal with the tremendous responsibility of Canadians to their country, which will be flashed upon the national screen in the twinkling of an eye.

IN THE FIRST PLACE WE MUST STOP ALL THIS TALK OF THE DEPRESSION THAT IS "CERTAIN TO TAKE PLACE." Publicity along these lines is the thing that creates, first, the receptive state of mind, then the condition itself. Talk may be a very cheap thing, but the spoken and written word has the power today to continue us in a state of prosperity that will permit the national body to become sick.

THE LONDON LOAN COMPANY. THE ADVERTISER frequently has commented on the advantages to the city of London, and to Western Ontario, of London being the second city in Canada with reference to loan companies. Within a week it pointed out how these companies had contributed to make London a city of homes. In the hurry of going to press, a very regrettable error was made in the headline referring to an item of news which had been sent by telegraph from Toronto.

BITS OF BYPLAY BY LUKE M. LUKE (Copyright, 1918.) The Point of View. An awful joke I'm telling you. You won't drop dead, I hope; But, speaking of the point of view, There is the periscope.

LET THEM COME TO OUR STANDARDS IF THEY WOULD LIVE WITH US; WE SHALL NOT DESCEND TO THEIRS. Let Canada be known as a British country in the best sense of that term, yet let us perpetuate the noble Canadianism, the new consciousness created for us by our brave boys beyond the seas.

A LEAGUE OF NATIONS. THE CORNERSTONE of the league of nations to maintain the peace of the world, should be the adoption of right ideals of education. The German people have been educated in that which is wrong, and the result is the greatest of evils and suffering brought on the world, including themselves. So deeply rooted this education has become, that while at the beginning of the war, it was common to separate the war lords from the people, and blame the war lords only, it appears now that the German people and their Government are one.

EDITORIAL NOTES. Spectre of famine in Austria gone! What, starved to death? Lenine sighs for victory or death. Let's hope he gets his wish for the latter.

Inspector J. W. McCallum had no less than 42 reports on various matters before the recent meeting of the finance committee. They covered a wide range of investigations into various requests for grants, remission of war tax, etc. Every report was startlingly complete. They left no questions to be asked. This is one city official who faces a most difficult and arduous duty. His reward for his efforts is for the most part abuse, rarely ever praise. Daily his work has been aided, until Mayor Somerville rose in protest against piling more work upon this already burdened official.

ESTHER'S CAREER. By Paul Fay. "Miss Moore, you have a wonderful voice. You can easily win a career with it." J. Edward Rollins, instructor in vocal music, in a wide-awake way, rarely showed.

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NO DEMAND FOR RAILROAD TIES. HAVING MADE careful inquiry into the facts which gave rise to the statement that the C. P. R. was burning old ties along the right of way, Superintendent Williams finds that not a single tie taken from the track this year was turned.

IN A letter to The Advertiser from Mr. Williams' office, the following statement is made: "We have not burned a single tie taken from the track this year, but we have burned charred pieces of ties, bark removed from ties, brush and other rubbish collected along

YESTERDAY. What makes the king unhappy? His lands are broad and fair. His children stand about him. With waving golden hair. And yet he sits lamenting.

TODAY. What makes the king so happy? Not lands so broad and fair. Nor wines, nor gold nor treasure. Nor court of beauties rare. He stands and cries "I'm happy!"

TOMORROW. What makes the king so gloomy? Why sits he wistful there? His lands are wide and wealthy. His children young and dear. But his mind is ever weary. With the wonder of it all—Sighs he, "I'd give my kingdom. Could I rend tomorrow's wall?"

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CHAPMAN'S August Summer Clearing Sales BEGINNING THIS MONTH Will End the Reductions In Prices All Summer Goods to be cleared and Opening of Fall Supplies. Ladies' Ready-to-Wear, Wash Suits, Ladies' and Misses' PANAMA HATS 90c, Silks and Dress Goods, Girls' Middie Dresses, Ladies' Bathing Suits, Ladies' Over-Size Dresses, Ladies' Silk Gloves, Ladies' Gloss-o Silk Hose, Corsets, Imperical Wax Paper, Beecham's Pills, Robert's Cough Syrup.

But then the poor sink might get glooming about the future.

All Summer Apparel Goes Out With August, So Prices Are Radically Reduced

Not a garment included but is worth a freshening up and keeping till next season—to say nothing of the weeks of wear and comfort through the warm days still in store for us.

Balance of Silk Sweaters Regular \$13.50 for...\$10.95 Regular \$20.00 for...\$13.95 Regular \$25.00 for...\$16.95

SEE WINDOW FOR SPECIAL BARGAINS SILK CREPE WAISTS, maize and flesh, reg. \$4.69, for \$3.95 WHITE SKIRTS, regular \$1.69, for \$1.29 SMART LINEN SUITS, regular \$15.50, for \$9.95

BRICK & DUNDAS, LIMITED

188 DUNDAS STREET.

JIMMY COON STORIES

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

Well, bright and early in the morning Little William and his cousin Fred trudged along over the Pasture and Meadows to reach Murmuring Brook for their first fishing trip for Trout.



He Peeked Out of That Hole in the Bank and Grinned From Ear to Ear at Jimmy Coon.

The Farm Women's Movement

Is there room in this full and interesting page for an almost 'New woman' and her sisters? Mr. Editor—the and her sisters, which being interpreted means the United Farm Women of Ontario?

And indeed it is high time we formed ourselves into a union and reformed folk by word and deed. For the average farm woman is like the men of the class, and is in need of getting out of the groove—not to call it a rut, or ditch, or quagmire—into which she has fallen, and find herself. But she is becoming wide awake.

She attended a farmers' convention at Toronto one lovely June day. The executive gave her and her sisters a seat on the platform of that great hall during that great meeting, and she saw before her a sea of faces.

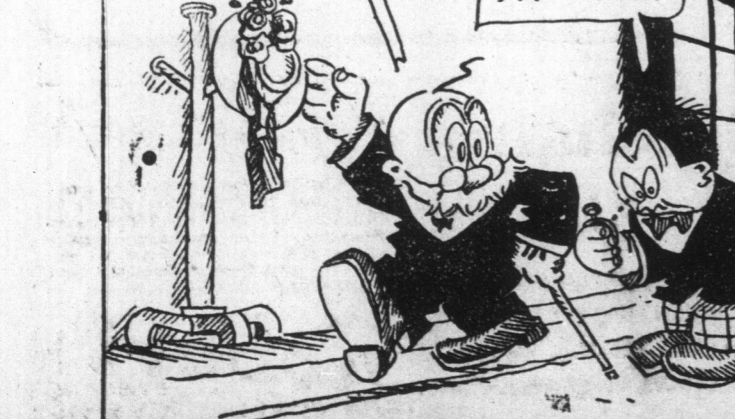
A week or so later she met to confer with that bright little woman to whom much of the success of the Saskatchewan farm women's organization is due, with this result: U.F.W.O. is inaugurated, and invites—no, urges—every farm woman of Ontario to join its ranks.

SWAT SWING SLACKERS

If you see any gardeners like this in this town, report them to the garden committee.

POLLY AND HER PAIS.—It Made An Attractive Sky-Piece For Pa, Too.

GREAT GUYS! NINE YES AND YOURS FORTY FIVE, YASAY? DUE AT THE HOUR. DENTIST'S AT TEA.



Page of Interest to Women Readers SURGICAL SUPPLIES IN GREAT DEMAND

Fan Needed in Sterilizing Room.

At the rear of the Helena Costume Company, the Red Cross Society has a sterilizing room, which has been equipped about a year ago. The boiler in this room, which is a large one, has a pressure of fifteen pounds. The temperature required for sterilizing is 250 degrees, and with the heat of the room, it is almost unbearable. The work of sterilizing is done by four graduate nurses who give their services four days a week.

SOCIAL AND PERSONAL

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

Officers Elected by Acclamation—Mrs. C. B. Edwards New President.

The annual meeting of the North End Red Cross Auxiliary took place yesterday afternoon when an unusually large number assembled to hear the report read by the year's work. The lower hall of New St. James' Church is the busiest place imaginable every Thursday afternoon, when a great number of the workers is only equalled by the energy with which they work.

CYNTHIA GREY'S MAIL BOX

Wants Full Particulars. Dear Miss Grey, I am trying to find out about the St. John Ambulance Unit and what qualifications one has to have to join.

ADVERTISER PATTERNS

The wings and tall feathers and I feel sure you will have no more trouble than to have someone help you cut the chicks and hold them while you dust the powder on.

OUTWITS AUTHORITIES

British General's Wife Joins Husband Despite Submarine Regulations. How a British general's wife outwitted the authorities and joined her husband in a year's work, despite the strictest regulations, is told in a dispatch from London.

WE'VE HEARD ENOUGH OF THE MAN WITH THE HOE

Following are the conveners of the various committees, also elected by acclamation: Wool, Miss Tylter; measuring, Mrs. Lashbrook; cutting (garments), Mrs. Smith; cutting (surgical), Mrs. Loughrey; stores, Mrs. Greene; surgical, Miss Woolley; machine (sewing), Mrs. Lovell; machine (knitting), Mrs. Lawson; press correspondent, Mrs. Rose; representative to military hospital, Miss Gandy.

For Summer Cottage Sanitation. It's splendid!

COTTON SALE

The following items from American trade journals make interesting reading: 'With cotton, which used ordinarily to sell at 10 and 13 cents a pound, now ruling at 30 to 35 cents, one is compelled to sit up and take notice. It is rapidly becoming a luxury, and with gingham retailing at \$1.00 a yard it seems to be breaking into the silk class.'

COTTON PRICES FIXED

'War board regulates quotations on certain kinds of grey goods that is unfinished, or in the condition in which the fabric comes off the looms. Prices have been reduced by the war industries board, but the effect on prices of finished cottons is minimized by the continually growing cost of finishing, transportation, etc., and the extremely short supply of grey goods now available for civilian purposes.'

- ENGLISH LONGCLOTH and heavier Cottons, 36-inch width... 20c yard
NAINSOOKS, LONSDALE CAMBRICS and heavy Cottons, 36-inch width... 25c yd.
FINE NAINSOOKS and MADAPOLLAMS, 36-inch width... 35c yard
40 and 42-inch QUEEN'S CLOTH, BRIDAL CLOTH, NAINSOOKS and MADAPOLLAMS; specially for gowns and underwear... 35c and 40c yard
BATISTES and MULL, for fine lingerie... 40c and 50c yard
40, 42 and 44 inch PLAIN HEMMED PILLOW CASES... 25c each
40, 42 and 44 inch HEMSTITCHED PILLOW CASES... 70c pair
40, 42, 44 and 46 inch extra heavy quality CIRCULAR PILLOW COTTON, suitable for embroidering and adding crochet lace... 50c yard

CANADA FOOD BOARD Food control is a new science in our Anglo-Saxon civilization. Must we learn the folly of unchecked national eating in wartime as we learned the unfairness of voluntary enlistment? We have conscription; we can as loyally have conservation, too.

Gray's Limited Agents for the Ladies' Home Journal Patterns. 140 DUNDAS STREET, PHONES 115, 116.

When You Want Flowers, Think of WEST FLORAL COMPANY Phone 2187, 249 Dundas Street.

Dear Miss Grey—I am a constant reader of your Mail-Box, and I never enjoy anything in the paper as well as your column. Some days so few letters are printed that I am afraid it will tell me how to catch weasels, skunks, woodchucks and hawks? Will woodchucks catch chickens?

Dear Miss Grey—Just one question, please. Could you supply me the address to which I might write or that at which I might personally apply concerning V. A. D. work, and just what do the letters stand for? Also, what are the age limits? Hoping this will be answered very soon and thanking you in advance, I remain, very truly, AN ANXIOUS V. A. D. WORKER.

LEAMINGTON.—The Daughters of the Empire will hold Remembrance Day at Kitchener Place on Saturday. Rev. H. W. Collins of Windsor will speak on the war and there will be selections by Mr. Harry Dakin.

LEAMINGTON.—The girls of the Khaki Club packed 50 comfort boxes to be sent overseas at Kitchener Place last evening. They were an enthusiastic crowd as they sorted the socks to fit some particular foot, and talked of their work. This shipment of boxes is valued at \$6 each, and besides the customary tobacco, cigarettes, maple sugar, etc., each box contains three pairs of hand-knit socks.

ALVINGTON.—Several methods of increasing the finances of the Red Cross Society have been put forth by the members of the society here, but the one deserving the most praise from the community is their effort in pulling the flag. A double patriotic duty is being done. Several of the flag wavers are near the village, and on certain evenings all ladies who were able went to the fields. The first evening netted \$10, and a total of \$25 has been made so far. This effort of the Red Cross women should surely create a response in a parcel. I fancy they are hard to date of application.

DAILY BIBLE QUESTION CLUB. ONE GOLDEN TEXT SUGGESTION (By Rev. T. S. Linscott, D.D.) Growing stronger. (May be used with temperance applications.) Luke 11, 42: 2: 3 Peter. QUESTIONS FOR TODAY. 14. Verse 48.—What did Jesus mean by his answer, 'What is not the Father's business, and why, in blaming her son?' 15. Verses 49-51.—What did Jesus mean by his answer, 'What is not the Father's business, and why, in blaming her son?' 16. Verse 52.—Does God grow in an sense, why, or why not? Golden Text.—The path of the righteous is as the dawning light, which shineth more and more unto the perfect day.—Prov., 4:18. 'WE MAY ENJOY MIDDAY LIGHT'—The ideal man never ceases to grow. He is not an unrealistic attainment that is not something for which we always strive. It never ceases to grow. It is to do his will, and this is reasonable will, or our duty according to our own nature. God does not expect as much of the man with one talent as of him who has five talents. Every Christian, therefore, may live in the full light and consciousness that, by the grace of God, he is doing his duty, and enjoying his privileges as he comes up to them. The path of the righteous is as the dawning light that shineth more and more unto the perfect day.' Most people do not believe this, but it is as true as God Himself. Let us aim to believe God, and walk in the sunshine.

CHICAGO WINS FIRST GAME OF SERIES

Phillies and Cards Split Twin Bill — Dodgers Shut Out Reds.

NEW YORK, Aug. 1.—Chicago increased its lead over New York here today, winning the first game of the series with the Giants by a score of 5 to 0.

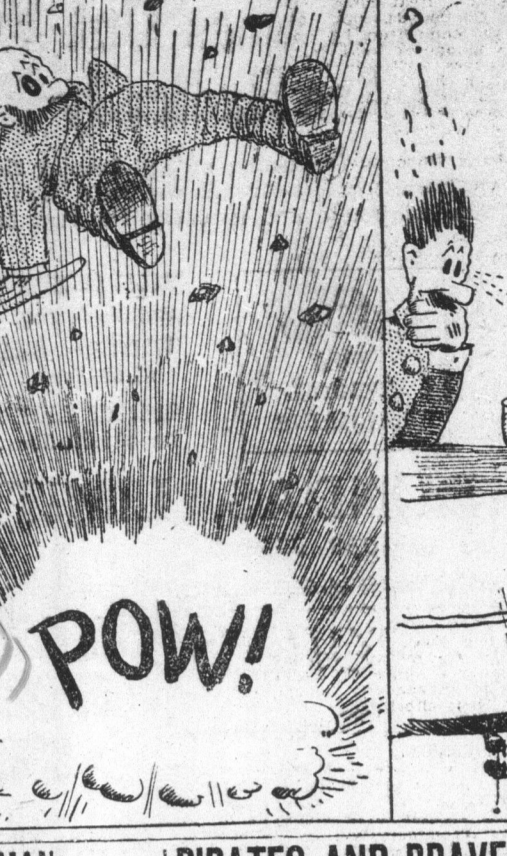
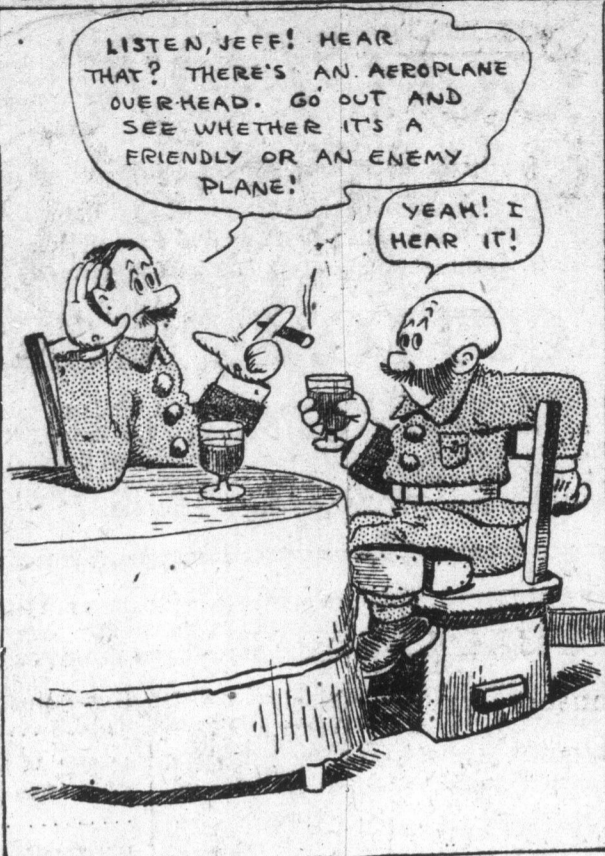
DODGERS BLANK REDS

BROOKLYN, Aug. 1.—Jack Coombs received brilliant support from the Brooklyn players today and shut out Cincinnati in the first game of the series by a score of 4 to 0.

CARDS DIVIDE TWIN BILL

PHILADELPHIA, Aug. 1.—Jacob Blanked St. Louis in the first game of today's double-bill and Philadelphia won 7 to 0, but the visitors won the second contest, 2 to 1, in the tenth inning.

MUTT AND JEFF—And Jeff Was Right.



INDIANS LOSE TO ATHLETICS SCORE 4 TO 0

Tigers Lose to Yankees—White Sox Win Another.

CLEVELAND, Aug. 1.—Philadelphia won its first game of the year in Cleveland, 4 to 0, having lost eight games prior to today.

WHITE SOX WIN 2 TO 1

CHICAGO, Aug. 1.—McMullin's home run, which drove Risberg in ahead of him, gave the White Sox a 2 to 1 victory over Washington today.

YANKEES SHUT OUT TIGERS

DETROIT, Aug. 1.—The Tigers could get only two hits off Caldwell today, and New York took the final game of the series, 7 to 0.

RED SOX DEFEAT BROWNS

ST. LOUIS, Aug. 1.—Severoid's wild throw past first base in the eighth inning permitted Cochrane to score from that base with the run that gave Cleveland a 2 to 1 win over St. Louis today.

ALL FAVORITES LOST AT LAKE ERIE CIRCUIT

ERIE, Aug. 1.—All favorites lost in the final day of the Lake Erie trotting circuit races here today.

LEAFS WIN FIRST GAME FROM BEARS

TORONTO, Aug. 1.—Toronto defeated Newark, 7 to 1, in the first game of the series today.

BINGOES WIN ANOTHER

SYRACUSE, Aug. 1.—Binghamton put up a superior brand of ball here today and swamped the Stars by a score of 9 to 2.

SKETEERS LOSE AGAIN

BUFFALO, Aug. 1.—In an uninteresting game Buffalo won from Jersey City by 7 to 4.

ORIOLES WIN LONG GAME

ROCHESTER, Aug. 1.—Baltimore defeated Rochester today, 6 to 5, in thirteen innings.



Another Advertiser Flying Man. Cadet Jack C. Kennedy, on the right, was formerly sporting editor of The London Advertiser...

BAXTER LOU WINS \$1,200 PURSE AT THE GRAND CIRCUIT TRACK

COLUMBUS, Aug. 1.—C. A. Valentine won two of the four races on the grand circuit card this afternoon, one being the \$1,200 purse race.

GALT RINK LOSES SEMI-FINALS FOR FRONTIER TROPHY

BUFFALO, Aug. 1.—Two final trophy competitions, both of which were won by Toronto rinks, were played today in the international bowling tournament.

PIRATES AND BRAVES PLAY TWENTY-ONE INNING BALL GAME

Pittsburg and Boston Teams Go 20 Innings Without Scoring.

BOSTON, Aug. 1.—A world's record for big league baseball of twenty innings without a run being scored by either team was made today by Pittsburg and Boston.

FRONTIER TROPHY

Finals. Rushmore, 8 Galt, 18 Meek, 10 Galt, 10 Buffalo, 10 Oliver, 10 Hawk, 9 Galt.

BASEBALL AT A GLANCE

Table with columns: National League, American League, International League, listing teams and scores.

SHIRTS. THIRTEEN HUNDRED DOLLARS' WORTH OF THE MOST BEAUTIFUL SHIRTS EVER CAST AN EYE UPON. SELAK MEN'S FURNISHER.

"There Is No Camouflage About This Aeroplane Shoe Sale!" IT'S GENUINE! We don't mark the price down on only a few lines and make a big noise about it...

The Peoples Shoe Store. 131 DUNDAS STREET. 12 MARKET SQUARE. A FEW OF OUR BARGAINS FOR MEN FOLK. Men's Muleskin Harvest Shoes. Men's Good Strong Work Shoes.

MANSFIELD WINS THE 2:10 TROT AT ARTHUR TRACK. ARTHUR, Aug. 1.—For years Arthur has been the racing center of Wellington and its adjacent counties...



ROAMER AN EASY WINNER IN BIG SARATOGA EVENT

Clipped 21.5 Seconds From Track Record Established Four Years Ago.

Saratoga, N. Y., Aug. 2.—Andrew Miller's Roamer ran to immortal fame here yesterday before the largest crowd that yet has attended a mid-week opening at the Saratoga racetrack.

It was the third time the gelding won the famous stake, and the second time he hung up a new record in the event.

MRS. ANDERSON ALWAYS DREADED TO SEE NIGHT COME

Had Awful Nervous Spells and Couldn't Sleep—Praises Tanlac.

"It took only four bottles of Tanlac to put me on my feet again, and I never had any medicine to do me so much good," said Mrs. Sarah Anderson, whose husband is employed as freight clerk by the Canadian Pacific Railway, and who lives at 24 Peter street, Toronto, the other day.

only horse that has won it more than once. Roamer won easily. In winning yesterday, Roamer did everything a great horse could do. He carried 120 pounds, met worthy opposition and came from behind in record time.

To describe the race needs only a few words. Fairy Wand, with only 98 pounds up, sped to the front as soon as Stars Cassidy sent the six contestants away to a perfect start.

Second race, the Shillelagh steeplechase handicap, 3-year-olds and up, about 2 miles.—The Brook, 153 (Crawford), 9 to 10, 1 to 3 and out, won; Blat, 134 (Anderson), 13 to 7 to 10, out; second; xBelle of Bryn Mawr, 154 (Dush), 15 to 5, 7 to 10 and out, third.

Fourth race, the Saratoga handicap, value \$7,000, 3-year-olds and upward, mile and quarter.—Roamer, 128 (Robinson), 15 to 5, 7 to 5, 1 to 2, won; xCora, 133 (Lyke), 13 to 4, 4 to 5, 1 to 3, second; Bondage, 105 (Ennor), 5 to 1, 3 to 5, 7 to 10, third; Time, 2:04 3/5.

PASTORS SHOULD NOT SPECULATE

New York, Aug. 1.—The suit brought by the Rev. Dr. Newell Dwight Hillis, pastor of Plymouth Church of Brooklyn, against Frank L. Ferguson, former president of the Plymouth trustees, was decided in the clergyman's favor today.

PORTUGUESE SHIP IS SUNK BY SUBMARINE

WASHINGTON, Aug. 1.—The Portuguese bark Porto was sunk by a German submarine 500 miles off the Atlantic coast July 27.

MANUFACTURERS ARE TAKING ADVANTAGES OUT OF PROPORTION

Railway War Board Shows Price Increases. FROM 32 TO 200 PER CENT

IDEA OF COMPARISON SEEMS TO BE TO JUSTIFY RAILWAY RATES.

MONTEREAL, Aug. 1.—The Canadian Railway War Board announces that a detailed study has been undertaken which will show not merely the increase in the cost of railway haul in the manufacture of necessities of life, but will go into the actual cost of labor and raw material in the articles, with a view to proving that while railway rates have increased probably 30 per cent since the war began, while railway cost of operation has increased by a larger percentage, manufacturers have actually increased their rate of profit out of all proportion to the actual increase in their cost of production.

YOUR SICK CHILD IS CONSTIPATED! LOOK AT TONGUE

Hurry, Mother! Remove poisons from little stomach, liver, bowels.

Give 'California Syrup of Figs' if cross, bilious or feverish.

ENTERTAINMENTS DRAW LARGE CROWDS

INGERSOLL, Aug. 1.—Large audiences are daily attending the Chautauque entertainments which are being given here under the auspices of the missionary circle of the King's Daughters.

GIRL BERRY-PICKERS STRIKE BELOW HAMILTON

HAMILTON, Aug. 1.—Two hundred girl berry-pickers went on strike this morning throughout the Niagara peninsula, declaring that they could not make \$1.50 a day, and that they would not work for less.

VALUABLE PAPER STOCK BURNED

NEW YORK, Aug. 1.—Nearly \$250,000 worth of paper stock was destroyed by fire today at the plant of George W. Millard & Co., paper and twine manufacturers, in Lafayette street.

CAPT. R. H. CROFTON TO COMMAND SQUADRON

TORONTO, Aug. 1.—Among the appointments in the royal air force announced today is that of Captain R. H. Crofton, son of Hume Crofton, M.P., London, Ont., to the position of commanding officer of squadron 33 at Leaside camp.

CARPENTERS ON STRIKE FOR \$6.50 PER 8-HOUR DAY IN VANCOUVER CITY

VANCOUVER, Aug. 1.—About 400 carpenters went on strike here today, the new scale asked having been refused by the contractors. They are asking \$6.50 for eight hours as against \$5.50. The contractors offered \$6.

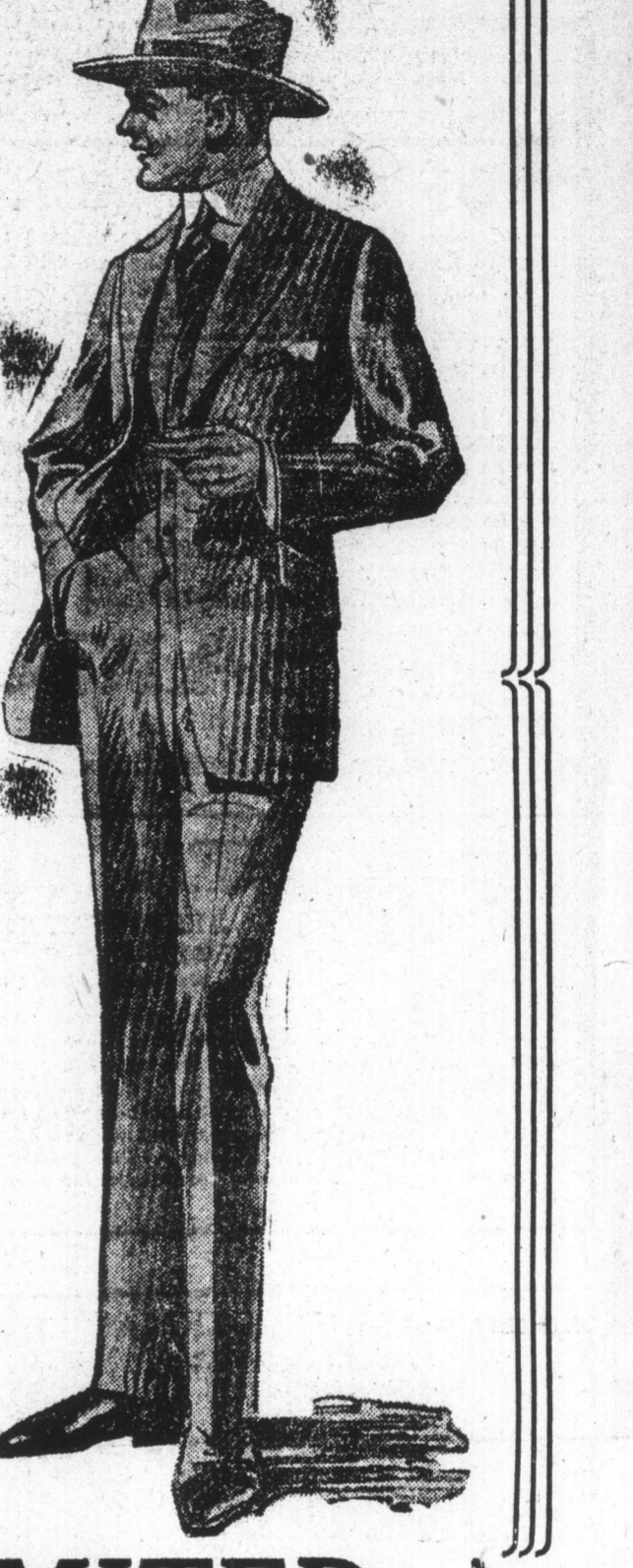
MEATLESS WEEKS IN GERMANY

AMSTERDAM, Aug. 1.—The hour ration in Germany will again be raised to 200 grammes on August 15, according to a dispatch from Berlin. The first meatless week will also begin August 15. As a substitute seven pounds of potatoes will be supplied.

DOWLER'S PRE-INVENTORY DRIVE \$18.65 OF MEN'S SUITS

The all-wool materials in this grand assortment embrace neat, fancy weaves, mostly greys, browns and greens—young men's belted and men's standard styles. We are positive that the future for some years will never equal at \$35.00 such solid English and \$18.65 Suit Scotch suitings as we will put on sale Saturday at

- Boys' \$15 Hand-Tailored BELTED SUITS
Men's \$3.50 Worsted Trousers \$2.89
Men's \$4.00 Worsted Trousers \$3.19
Men's \$6.00 Worsted Trousers \$4.38
Boys' Strong Bloomers
Men's 40c Lisle Hose
Men's 75c Pure Silk Hose



- Men's English Cream Cashmere Hose
Men's \$1.75 Porous-Knit Combinations
Men's Khaki Work Shirts
Men's \$2.50 Soft Cuff Shirts
\$1.25 and \$1.50 Collar-Attached Outing Shirts

R. H. & J. DOWLER, LIMITED

FOUR STORES: London—St. Thomas—Windsor—Sarnia.

NUXATED IRON advertisement with image of a bottle and text describing its benefits for strength and health.

Advertisement for corn relief featuring an illustration of a foot and text: 'Here's Freedom from Corns! Lift Corns Out! Doesn't Hurt!'

Advertisement for 'California Syrup of Figs' for children's constipation.

Advertisement for 'California Syrup of Figs' for adults, mentioning 'Give California Syrup of Figs if cross, bilious or feverish.'

Advertisement for 'California Syrup of Figs' for children, mentioning 'Hurry, Mother! Remove poisons from little stomach, liver, bowels.'

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Large advertisement for 'The Peoples August Furniture Sale' featuring an illustration of a chair and text: 'The Peoples August Furniture Sale BRIGHTEN YOUR LIVING-ROOMS AND MAKE HOME MORE COSY. \$12.95'



SALE GOODS SOLD FOR CASH ONLY. NO SALE GOODS SENT ON APPROVAL. TELEPHONE ORDERS DELIVERED C. O. D.

ASHPLANT'S

TO OUR OUT-OF-TOWN FRIENDS—MAIL ORDERS WILL RECEIVE PERSONAL AND PROMPT ATTENTION F. W. J. ASHPLANT, SATISFACTION GUARANTEED. NO SUBSTITUTING.

# Midsummer Clearance

## "A SHOE SALE WITHOUT FRILLS"

This year we have eliminated "fancy" sale names, sensational cuts and "fussy talk" by getting down to straight, reasonable talk for a sensible, old-fashioned clearance sale. This always eagerly awaited event will attract much more than usual attention this year, because of the high cost of living and the need for economizing in every direction.

The scheduled occurrence of this twice yearly event, in spite of market conditions, is a signal tribute to our merchandising resources and iron-clad clearance policy. Though shoes have greatly advanced in cost and are going higher, we begin to-day our usual reduction sale of our most desirable lines.

Identically the Same Prices At Our East End Branch, 648 Dundas St.



### Kid and Patent Pumps At \$1.98

These two are among our choicest offerings. All sizes in each line. Both desirable styles: No. 1—A Chrome Patent Cuban-Heeled Pump, all white lined, medium pointed toe; new goods; all sizes—\$1.98. No. 2—A Genuine Dongola Kid Colonial Pump with Sport heel, beaded buckle, on a pointed shape—\$1.98.

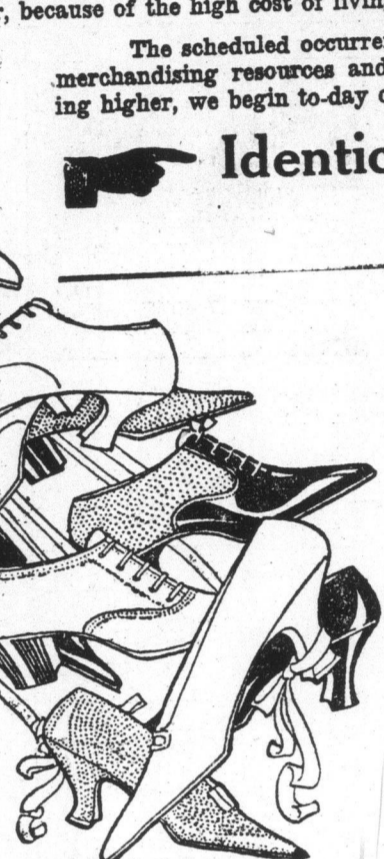
The Shoe Sale You've Been Waiting For Now In Full Swing

### Brown and Gray Kid Oxfords \$2.98

Two of the season's newest productions, daintily shaped Colored Oxfords, which may be worn well into the fall.

Brown Kid Oxfords, plain pointed toes. Louis leather heels. Regular \$5.00 values—\$2.98. Same style, in medium shade of gray kid; all sizes—\$2.98.

Black Dongola Kid Oxfords, plain pointed shape, with Louis leather heels; all sizes—\$2.98.



Patent Roman Sandals, Louis or low heels, 5-strap patterns. Regular \$5.00 values.

\$2.98

### On the \$1.48 Table

White Canvas Sport Boots, trimmed in colors and with rubber soles, heels, etc. Regular \$2.50 values.

Linen Shade and White Canvas Pumps, with rubber soles.

Patent Leather Mary Jane Slippers, round toes; sizes 2½, 3, 3½.

White Buck Oxfords, sport style, a few sizes of \$4.00 values.

White Canvas Two-Strap Slippers, turned soles, white canvas-covered heels; sizes up to 4½.

Black Kid One-Strap Slippers, Cuban heels.

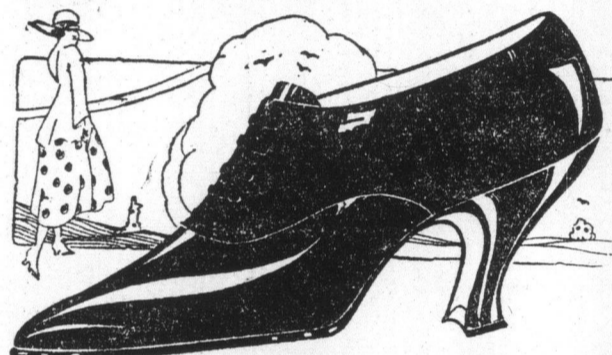
### ON THE 98c TABLE

We have spread about one hundred and fifty pairs of Ladies' Boots, Oxfords and Pumps, in sizes 3 and 4 only. The regular prices of this lot range from \$3.00 to \$5.00 per pair.

There are Sample Patent Pumps and Colonials, Tan and Brown Oxfords, White Canvas Boots and Oxfords, and a variety of sample pair lots.

### Bathroom Slippers, 13c a Pair

Japanese Bath Slippers, all sizes, in blue, pink, mauve—13c a pair, or 2 pairs for 25c.



### Hosts Of New Patent Oxfords On Sale

Women's Oxfords, so smart, so dainty that they hate the indignity of being offered at sale prices. Several case lots of these most desirable shoes have just reached us. Away late in delivery, still they must be sold. We've put the price-cutting knife deep into these.

Genuine Patent Colt Oxfords, just like the cut in appearance, Goodyear Welt construction. Regular \$6.00 values ..... \$3.98

High-Grade Vici Kid Oxfords, style as above, Goodyear Welt construction. Regular \$6.00 values ..... \$3.98

Chrome Patent Colt Oxfords, same style, Mackay sewn soles. Special clearance price of ..... \$2.98

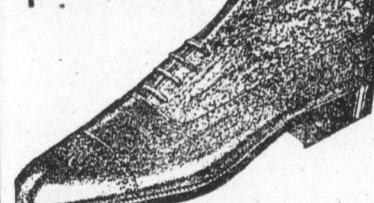
Chrome Patent Oxfords, with 1-inch sport heel, Mackay sewn soles. Special clearance price ..... \$2.98

Extra special price on our new Brown Patent Leather Oxfords, sport style, inch heel, all sizes ..... \$2.48

### A Turned Sole Kid Pump, \$2.48

Extra fine soft kid uppers, medium shape, medium heels, small ornament; all sizes. Regular \$3.50, on sale ..... \$2.48

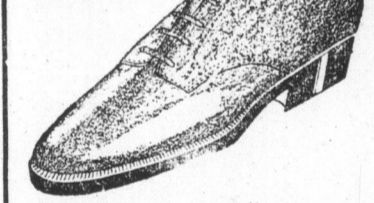
### Men's Mahogany and Brown Calf Boots at \$4.98



150 pairs of \$7.00 and \$8.00 values, to clear at ..... \$4.98

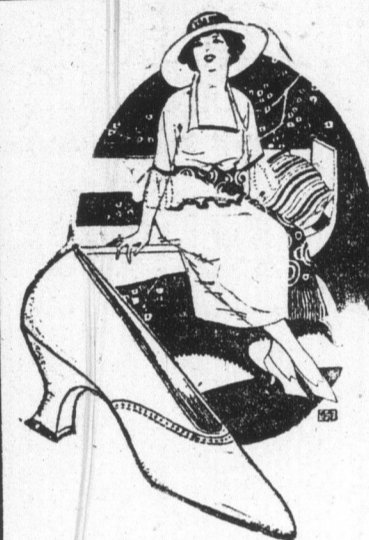
The most desirable shades and shapes; every pair Goodyear welted.

### New Military Boots \$4.98



A clearance price on our Men's Tan Calf Military Boot; every pair Goodyear welted. These are of light weight and a welcome relief from the regular service boot. No boxing to hurt the toes; no nails in the soles.

\$4.98



### White Canvas Pumps, 98c, \$1.28, \$1.48

We've put clearance prices on our White Canvas Pumps that will insure their going. Every pair clean, with smart white heels.

### White Canvas Oxfords - \$1.98

Of the much-wanted Oxford styles we have some 50 pairs to clear at ..... \$1.98

### Sport Styles at \$1.48

Military Heel Pumps, with leather soles, with or without straps; nearly all sizes. To clear at ..... \$1.48



### Gray and White Kid Oxfords

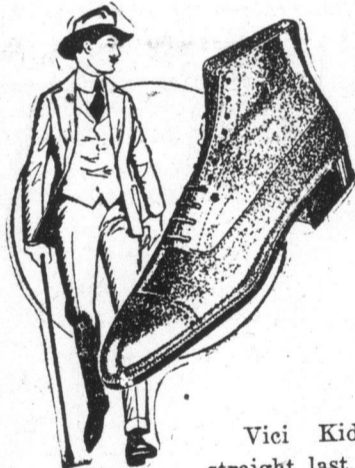
\$3.98

FOR THE GRAYS.

\$4.48

FOR THE WHITES.

We have all sizes in stock. These two numbers have just reached us. Part of a very special purchase of the season's best sellers. Naturally they are clean and smart looking, with some of their freshness lost from repeated trying on. The gray is a pearl shade. Both are made on plain pointed shapes with Louis heels ..... \$3.98, \$4.48



### A Rare Shoe Treat For Men At the Midsummer Clearance Sale

Velour Kip Lace, English last, Mackey sewn soles, light weight. Regular \$4.00 values ..... \$2.98

Velour Calf Lace, English last, Goodyear welt soles. Regular \$6.00 value ..... \$3.98

Vici Kid Bluchers, Goodyear welt, straight last. Regular \$6.00 values—\$3.98.

Dongola Kid Bluchers and Lace, straight last, Mackey sewn soles. Regular \$5.00 and \$4.00 values—\$3.48 and \$2.98.

Gunmetal Calf Button Boots, Goodyear welts, hi toes. Regular \$5.00 values—\$2.98.

Patent Colt Lace or Blucher patterns, English or hi toes, Goodyear welted. Regular \$6.00 value—\$3.98.

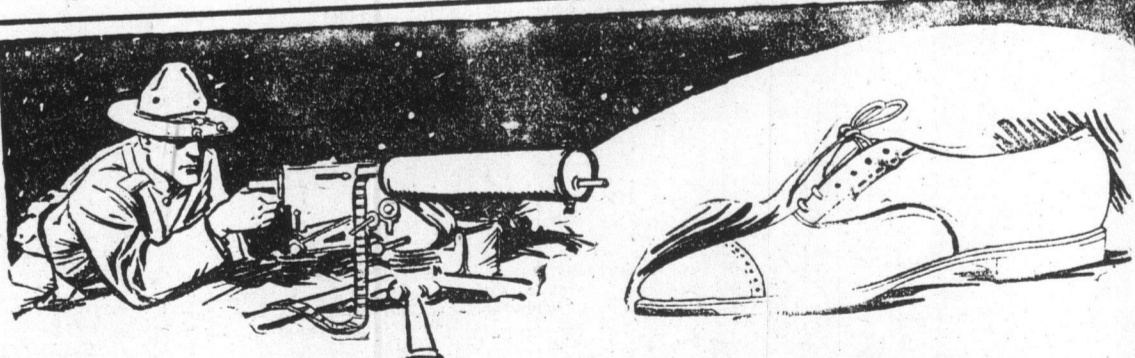
### Best White Boot Offering Of the Entire Summer

## \$2.48 Pair

An offering that will literally "drive to the tall timbers" every remaining pair of Women's White Boots now on our shelves. \$4.00, \$3.50, \$3.00 values comprise this lot. They are all clean, fresh numbers, up-to-date in shape, heel and finish. We have all sizes and a goodly number to choose from.

### Reign Skin Boots \$4.98 Goodyear Welted

These are beautiful goods; \$7.00 values, which arrived too late for profitable selling. Made on widths B, C, D, they will fit the particular woman and prove a good investment for 1919.



### Men's Black, Brown Patent Oxfords At About 1-2 Price

Any pair of Men's Regular \$4.00 Black or Mahogany Calf Oxfords for ..... \$2.48

At \$1.98 we are clearing some 50 pairs of broken lines, comprising Tan and Black Oxfords, in both lace and button styles. A number of these are broad toe shapes.

At \$2.98, clearing broken sizes in Regal, Emerson and other American makes. Fancy high-grade styles among these.

Havana Brown Calf Goodyear Welted Oxfords, Neolin soles, English last. Regular \$6.00 ..... \$3.98

White Canvas Oxfords, with leather or rubber soles. Clearing at ..... \$1.68

### CHILDREN GET A SHARE OF CLEARANCE PRICES

Barefoot Sandals, White Canvas Slippers, Roman Sandals, Button Boots, Black Patent, Brown and Black Slippers, all at clearing prices.

White Canvas Slippers, Boots and Roman Sandals, in all sizes from 3 to 7½ ..... 68c

Black Kid Ankle Straps, sizes 3 to 7 ..... 68c

Patent Ankle Straps, sizes 3 to 7½ ..... 68c, 88c, 98c

White Kid Barefoot Sandals, high grade ..... \$1.18, \$1.38, \$1.68

Patent Roman Sandals, five straps ..... \$1.18, \$1.38, \$1.68

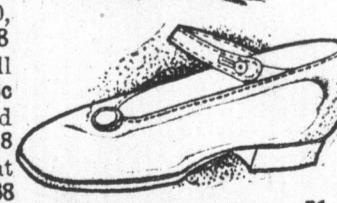
Patent Ankle Straps, sizes 8 to 10, 11 to 2 ..... \$1.28, \$1.48

Chocolate Kid Strap Slippers, all sizes, 5 to 10 ..... 98c

White Canvas Roman Sandals and Button Boots, sizes 8 to 10½ ..... \$1.18

Vici Kid Strap Slippers and Patent Roman Sandals, sizes 11 to 2 ..... \$1.68

White Canvas Lace Boots, leather soles, sizes 11 to 2 ..... \$1.48



### 5 Lines Specially Priced For Boys

Lot 1—Any pair of our Boys' Kid, Calf or Patent Oxfords for ..... \$1.48

Lot 2—Patent Leather Bluchers and Button Boots ..... \$1.98

Lot 3—Gunmetal Calf Button Boots, all solid leather ..... \$1.98

Lot 4—Velour Calf Bluchers, extension soles, block toes ..... \$2.48

Lot 5—Mahogany Calf Bluchers, extension soles ..... \$2.98

# Ashplant's

THE GOOD SHOE STORE

### Trunks, Suit Cases and Club Bags on Sale

Children's Brown Fiber School Cases ..... 29c  
24 and 26-inch Brown Fiber Suit Cases ..... \$1.48  
With Straps ..... \$1.98  
Straw Matting Lunch Bags, with clasps ..... 29c and 39c  
Imitation Matting Suit Cases, 26-inch length ..... 98c  
Extra Deep Brown Fiber Cases, pressed steel clasps, locks and bolts, sole leather corners, with and without straps ..... \$2.48 and \$2.98  
A clearance discount of 25 per cent. on all Trunks and Club Bags.





