

PARLIAMENT TO TAKE ACTION OVER COLD STORAGE INQUIRY

Weather Forecast:

Fair and Warmer

53rd YEAR. No. 22822

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

THE LONDON, ONTARIO, ADVERTISER, FRIDAY EVENING, JULY 13, 1917. 128 COLUMNS

PRICE, TWO CENTS.

KORNILOFF STRIKING AT GREAT HUN RAILWAY CENTRE

KORNILOFF'S COSSACKS MENAGE STRONG LINK IN FEE'S LINE; MOVING ON RAILWAY CENTRE

Styrj Railway, Junction of Austrians, A Lemberg Artery, Now Objective of Conquering Russians.

Petrograd, July 13.—In the course of the battles in Eastern Galicia on Wednesday, says the official statement issued today by the war office, the Russians captured 10 officers and 850 rank and file, chiefly Germans. They also took five heavy guns and ten machine guns.

Petrograd, July 13.—Now that Halicz is in Russian possession, the eyes of General Korniloff's Cossack cavalry are turned toward the railway centre of Styrj, a town of 30,000 inhabitants, a junction of the line from Lemberg to Lawoczn, and of a branch line to Chodorow. Military writers, describing the defensive, say its maximum of strength is on the east and northeast, but weaker on the south. There is widespread expectation of an important counter-attack on the northern front.

NO COMPULSION FOR FOOD ECONOMY IN THE BRITISH ISLES; NATION EATS LESS

Lloyd George Shows Great Reduction in Consumption of Bread.

London, July 13.—(Via Reuters' Ottawa Agency.)—Premier Lloyd George has written to the chairman of the National Food Savings Committee, thanking him for the committee's efforts and paying tribute to its success in effecting national food economy. Mr. Lloyd George adds that he has "every hope that the people of Great Britain will be able to claim that they accomplished of their own free will what the people of other countries could only achieve by compulsion."

Eating Less Bread. What the committee has done may be illustrated by the figures relating to the reduction in the consumption of bread. Thus in the London district of London the consumption of bread dropped by 25 to 30 per cent in two months. In Western broad sales for the week ending the 12th of May amounted to 481,329 pounds, whereas in the week ending the 2nd of June they amounted to 380,404 pounds. Brighton is eating 20 per cent less bread and Reading 25 per cent.

Great Reduction. Portsmouth reports that 180,540 pounds less of bread were sold during the last week of May as compared with the last week of April, and a further reduction of 78,840 pounds was achieved in June. Cheltenham's consumption was between 20 and 30 per cent less than the average for March. Cirencester, Bridgewater, Westbury and many other places in the country show reductions varying from 20 to 35 per cent.

There are only some figures chosen at random from the statistics sent to the committee, but they show the thoroughness of the work it has done.

Patriotic organizations in every county are helping to win the \$1,000 cash prize which the winner of the grand prize will be given to donate to some patriotic organization.

Country candidates are in the lead, and are losing no time in covering their territory in search of new subscribers.

Each and every one is making the best of this special offer, as all know it will add materially to their count, and they might just as well gather in all their promised subscriptions now as later on, for by doing so as well as to the rush of subscriptions and counter-attacks in the past two days it will be impossible to do so next week.

To make the most of the "extra vote offer," all candidates outside of the city of London may work up to the last minute, then mail their returns to the contest department, which must bear the postmark of Saturday, July 14, and should not reach us later than Tuesday.

Miss Foxes, of Watford, whose name was omitted from the list of candidates published this week, is "right on the job" and working every hour of the day, and while some of her friends may have gathered the impression that she had dropped out of the race, they will be somewhat surprised when her standing is announced next week.

St. Thomas was well represented in the procession, the men and women of the various lodges being conspicuous in the band was one of the best in line.

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UNCLE SAM WILL TAKE VAST SUM FOR AIRPLANES

Aircraft Program Calls for An Expenditure of \$640,000,000.

Washington, July 13.—The Administration bill, providing for a great aircraft program at an initial cost of \$640,000,000, was ready today to be reported to the House, but its consideration there will not begin until tomorrow.

The House military committee yesterday voted unanimously to report the measure favorably after Secretary of War Baker and others appeared to urge immediate action.

Prospects are that the bill will pass the House by tomorrow night.

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KNIGHT THE FOOD BARONS! AND BENIGHT THE PEOPLE!

The knighted food barons of Canada have suddenly seen the ghost at the feast of war profits.

After delay of many months, the commissioner to investigate the high cost of living as affected by cold storages made known yesterday that two companies, Flavell's, Limited, and the Matthews-Blackwell Company, had profited to the extent of many millions on one item alone—Canadian bacon.

The Flavell Company made \$4,898,000 in 1916 on the bacon it sold, charging an average profit of 5.05 cents. The Matthews-Blackwell firm made a profit on bacon alone of \$1,513,000.

This information was not given to the public by the Government newspapers. For some reason or other neither the Mail and Empire nor the London Free Press prints anything about the most sensational revelation by which it is revealed that several cold storage firms made more money on bacon alone by five or six times than the city of London pays in taxes in a year. The food barons must be knighted and the people benighted, a perusal of the Government press would show.

While the country is suffering from the war, from the loss of men, knights, barons, etc., have been basking in the light of public favor through the positions they hold, and the average householder has been hard pressed to keep the dinner pail full and the larder replenished. The average London family has felt most of all the press of high prices for the necessities which, it is proved, are largely controlled by Canada's food barons.

The revelations of the tremendous profits coming to these firms are only the commencement of the matter. Other profits will be shown, indicating that the bacon profit secured by the Flavells and others is only a small part of the "rake off."

The whole system of securing war profits has been along the lines of favoritism. Millionaires have been made by the score because of the greed of "great" Canadians.

Every man of them who is concerned in the immense profits should resign from the public offices he holds. The Government should wrest their ill-gotten gains from them. Their titles should be handed back to the Government which chose them for selection as the patriots and aristocrats of the Dominion. The people of Canada, from coast to coast, will be enraged over the nauseous feast on the nation's misery.

PURVEYORS GET THE HONORS BUT CONSUMERS ARE PATRIOTS, DECLARES COLD STORAGE PROBER

Considered Highly Probable That Parliament Will Take Action on the Report of Commissioner O'Connor.

Ottawa, July 13.—It is considered highly probable that Parliament will take action on the report of Investigating Commissioner O'Connor, revealing enormous profits on the bacon business of the William Davies Company and Matthews-Blackwell, Limited. The document has not yet been issued by the minister of labor, and is consequently not officially before the House. In addition to the bacon transaction, the P. Burns Company of Western Canada is found to have made a profit of 10 cents per pound on 200,000 pounds of butter. A total of 108 companies was investigated, but the others came out with a clean sheet.

Honors to Purveyors. Mr. O'Connor observes in his report that the big companies work on patriotic lines. "If there has been any patriot it has been the consumer," he says. "Hitherto the consumers have gone to the purveyors, while the purveyor has seen himself well and sufficiently paid."

Referring to the Burns profit on butter the commissioner says the firm "had an opportunity of sharing a good thing with the public and missed it."

ONLY RAIDS IN WEST. London, July 13.—Military operations in Northern France and Belgium last night were confined to raids. The British official statement issued today says: "We raided the enemy's trench last night south of Hulluch and southeast of Ypres. We captured a few prisoners. Hostile raiding parties were successfully repulsed southeast of Gavrelle, in the neighborhood of the Ypres-Comines Canal and east of Nieuport."

BRAZILIAN FLEET WILL PATROL BRAZILIAN COAST. Rio de Janeiro, Brazil, July 13.—An agreement has been reached whereby the Brazilian fleet will assume the responsibility for patrolling the entire Brazilian coastline from the Guiana border to the southern boundary of Brazil.

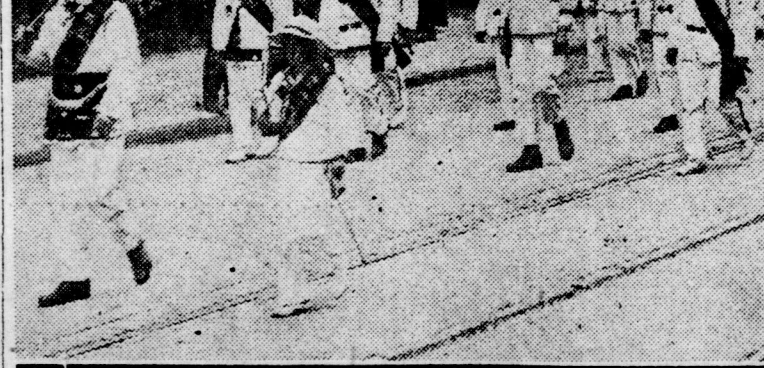
Foreign Minister Picanha conferred with the marine minister today in regard to putting this program into immediate effect.

Announcement was made in Washington on June 30 that the Brazilian navy had begun to co-operate with the American warships in South American waters in hunting for German sea raiders and submarines.

FRANCE'S DAY PROCESSION. On Saturday, July 14th, a procession in honor of France's Day will leave Victoria Park at 10 a.m., and pass through the city. Automobiles are to enter the park at Wellington street and Dufferin avenue, line up on right side of west driveway, with leading car at Central avenue and Richmond street. The procession will then pass over the following routes:

South on Richmond to Dundas; West on Dundas to Ridout; South on Ridout to King; East on King to Richmond; North on Richmond to Dundas; East on Dundas to Ontario; North on Ontario to Queen's; West on Queen's to English; South on English to Dundas; West on Dundas to Wellington; North on Wellington to the Park.

STRIKING SCENE AT THE BIG ORANGE CELEBRATION



St. Thomas was well represented in the procession, the men and women of the various lodges being conspicuous in the band was one of the best in line.

FINLAND BREAKS WITH RUSSIANS; TO RULE ITSELF

Diet at Helsingfors Has Declared Itself for Independence.

PETROGRAD IS AMAZED

Press Holds There Can Be No Severance Until Assembly Meets.

Petrograd, July 13.—The Finnish Diet on Thursday passed the second reading of a bill virtually establishing Finnish independence. The introduction of the bill has created a serious crisis here, and N. C. Tchaidze, president of the Council of Workmen and Soldiers' Delegates, has gone to Helsingfors to settle differences.

An indication of the seriousness of the situation was a late sitting of the Petrograd cabinet and a decision of Premier Lvoff to summon back to the capital the ministers who are now with the army. According to the Birch-Evija M. Lovoff's Socialist colleagues declare in principle in sympathy with Finland's move. The Birch-Evija and other ministers belonging to the cabinet refuse, however, to allow Finland to determine her relations with Russia, insisting she must wait until the meeting of the constituent assembly.

Sharp Press Comment. The comment of the newspapers in Petrograd is sharp. The Reich declares it is impossible for Russia to tolerate Finland's move. The Birch-Evija hints at armed interference, saying Russia is now about to make a last attempt toward a peaceful settlement.

According to the present program, Helsingfors will tomorrow put the bill passed Thursday into force "by simple declaration," meaning without Russia's sanction. This is the first formal declaration of Russia's suzerainty rights.

The law, which was engineered by the Socialists, proclaims that Russia has lost all authority in Finland except in the domain of diplomacy and in the army and navy, whereas, however, Russia's rights are undefined. All other prerogatives of the grand dukes of Finland which the provisional government claims passed automatically to it belong to Finland.

Since the grand duke's right to put into execution the law, convolve and appoint the executive.

The governor-general is not mentioned in the law, and as no functions are left him, he is practically superseded. Telegrams from Helsingfors declare that after the promulgation of the law the Diet will appoint its own Senate.

STREET CARS OF TORONTO ARE ALL RUNNING AGAIN, MEN GETTING SIX CENTS

Toronto, July 13.—The Toronto street cars are running again. The plan was that the men would assemble at the car barns at 12 o'clock, and by 12:15 the cars would be at all parts of the city by 1 o'clock.

The performance was a little better than that, however, as the first cars on the Queen street route arrived at the city hall at 11:30, and by 12:15 cars on all the principal routes had appeared in the centre of the city.

The striking employees are back to work for the railway company—not for the Ontario board of street car management. The men will be considered by the board as having been discharged from the company.

In a statement to an evening paper today, Manager Fleming said the company would accept the award of the conciliation board. The men will not bind themselves.

The men are getting six cents an hour, increase.

MISS MOFFATT DEAD. Centrally, July 13.—Miss Mary Moffatt died at the home of her brother early this morning after a long illness. Deceased was in the 74th year of her age.

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Switch for Beattie Bros. The London railway commission would say that it would put down a switch into Beattie Bros' factory in Chelsea Green on the usual terms. This was agreed to. A letter was also received from Beattie Bros.

Continued on Page Three.

SPLENDID SHOWING MADE BY LONDON PUPILS AT ENTRANCE, 88 PER CENT ARE PROMOTED

Merlyn O'Donnell of St. Mary's School Leads Public and Separate Schools—Eva Renwick Wins Robb Medal for Public Schools.

Miss Irene Renwick, 221 princess avenue, a pupil of Principal W. J. Snellgrove's, Lorne Avenue School, won the Robb medal in the entrance examinations, the results of which were announced today. This is the second year in succession that this honor has gone to this school. The Robb medal is given for highest standing in the public schools.

The London schools did remarkably well, passing a total of 475 out of 535 candidates who wrote. This is practically 88 per cent, a remarkable average. Of these successful candidates, 2 were given certificates owing to illness, and 25 were given certificates who went to the farm to assist in harvesting work. So far as the latter are concerned, all of them stood remarkably high in the reports of the principals on their year's work, and had they written the examination they would undoubtedly have taken a high mark.

The honor of leading the city in the examinations again falls to a separate school pupil, Miss Merlyn O'Donnell, daughter of Hugh O'Donnell, 533 King street, a student at St. Mary's Separate School. She was not qualified for competition for the Robb medal, but does receive the medal for the highest standing in the separate schools. Fred Coles, son of Fred W. Coles, 474 Colborne street, stood second in the separate school examinations, and will be given a medal also.

The Separate school medals were won as follows: J. Murphy medal for highest standing in Separate schools, Merlyn O'Donnell, St. Mary's School; Judge Dromgole medal for second

NEW AND LOUD CALL FOR BONE DRY LAND DURING WARTIME

London Royal Templars Hold
a Unique Meeting.

STRONG MOTION PASSED

Superintendent of Propaga-
tion Makes Strong Appeal
for Abolition.

At a largely-attended meeting of the Royal Templars last night in the Dover Block a new call was sent out for "bone-dry" prohibition. Thomas S. Morris, superintendent of propagation for the order, was a distinguished visitor, and delivered the chief address of the evening.

Quoting Lloyd George's famous utterance, "We are fighting Germany, Austria and drink, and as far as I can see the greatest of the three is drink," Mr. Morris said: "The war has brought to the attention of the world the hindering, crippling, and evil influence of the drink traffic upon our national life."

Billon and a Half.
"During the first twenty months of war Great Britain spent \$1,000,000,000 on alcoholic drinks, yet this, the Empire's greatest foe, is not only tolerated in the old land, especially, it is in every way protected, not to say idolized. Was there ever such madness since the creation of man?" he asked. "The British food controller's statement is not too rosy, yet the Government permits the trade to destroy thousands of tons of feeding stuffs, particularly sugar, which now sells for 25 cents a pound, when one is fortunate enough to be able to buy it, every year."

"It costs the nation a large sum of money to make a recruit, and yet certain privileged persons are allowed to sell a liquor that makes him absolutely unfit. Was there ever a more appalling instance of want of courage and decision in the government of a great people? While people were prepared to make sacrifices in order that grain might be sent to England, they did not strenuously object to its being turned into booze when it got there."

Pass a Resolution.

After reading some statistics culled from a British paper, T. H. Yule showed how indubitably drink hinders the army, diminishes the efficiency of soldiers, and destroys the good supplies, and moved the following resolution, which, being seconded by A. P. Yeo, was unanimously adopted:

"Resolved, that this meeting of Royal Templars of the city of London, Ontario, Canada, urge upon His Majesty's Government the urgent necessity of the prohibition of the manufacture and the sale of alcoholic liquors during the war, and for a period covering the demobilization of his Majesty's forces."

Ero. W. Giles was asked to forward the foregoing to the British premier, and copies to the local press. Messrs. Wade, Slim and Dunn were appointed a committee to negotiate with grand lodge for a new tent at the forthcoming Western Fair.

Prior to singing the National Anthem it was announced that in September an effort will be made to re-sensitize the sleeping power commission in South London. Mr. Morris promising to be in the city again at that time.

CATARRHAL DEAFNESS MAY BE OVERCOME

A Simple, Safe and Reliable Way That
Calls for No Ugly Trumpets, Phones
or Other Instruments.

To be deaf is very annoying and embarrassing. People who are deaf are generally mighty sensitive on this subject. And yet many deaf folks carry around instruments that are actually harmful to their hearing. Therefore people who are hard of hearing, who suffer from head noises, or who are actually deaf from catarrhal trouble, will be glad to know of a simple recipe that can be easily made up at home for a few cents, that is really quite efficient in relieving the disagreeable deafness and head noises caused by catarrh.

From any drug store get one ounce of Parmit (double strength) about 75c worth. Take this home and put it into a simple syrup made of 1/4 pint of hot water and four ounces of ordinary granulated sugar. Take a tablespoonful four times a day.

This treatment should be taken action reduce the inflammation in the middle ear that catarrhal condition would be likely to cause and with the inflammation gone the distressing head noises, headaches, cloudy thinking and that dull feeling in the ears should gradually disappear. Anyone who suffers from catarrh, catarrhal deafness or head noises should give Parmit a trial. It is pleasant to take and is quite inexpensive.

NOMINATION BLANK

GOOD FOR 5,000 VOTES

Nominate Yourself or a Friend.

PRIZE CONTEST DEPARTMENT OF
THE ADVERTISER

Dundas Street, London.

Gentlemen—I hereby nominate as a candidate in your
Automobile Prize Contest:

Name

Address

Nominate

NO

OR

NO

OR

NO

OR

NO

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NO

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NO

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NO

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NO

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NO

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NO

OR



Scene From "The Girl Who Did Not Care,"—Ivan.

At the Patricia Monday, Tuesday and Wednesday.

Photoplay News

PATRICIA. Henry R. Walthall in "The Saint's Adventure," a five-act Essanay photoplay, a Mutual Weekly, a Strand County, and a high-class scenic novelty entitled, "A Vaudeville Luncheon, Three Courses," comprises in all a bill at the Patricia the last half of this week that is bound to please the most exacting patron.

In "The Saint's Adventure," Henry R. Walthall, "the Mansfield of the screen," displays his wonderful ability and versatility as an actor. He appears in four separate and distinct roles, namely, a schoolboy, the young rector of an ultra-fashionable church, a woodsman, and then a denizen of the slums district of a big city. The costumes, or make-up, of these four roles, of course, are easy to perfect. However, the personality which Mr. Walthall has thrown into each characterization—the vivacity of the youth, the sanctimony of the parson, the rugged nature of the woodsman and the crushed and beaten attitude of the poverty-stricken man—ably demonstrates the marvelous talent which has made him the foremost emotional actor in motion pictures.

The story of this feature presents a scathing arraignment of misused charity. It reveals a problem prevalent throughout the country—that of neglected poverty. The congregation of an ultra-fashionable church is willing to rebuild its dilapidated tenement buildings in the slums, for which it is exacting exorbitant rentals from the poor. Mr. Walthall in the photoplay seeks to remedy this evil.

Best Vaudeville Act Ever Seen at

The Patricia. Patricia. The vaudeville act is undoubtedly the best ever seen at the Patricia Theatre. Edward Keough and Helen Nelson, in a scenic novelty, entitled, "A Vaudeville Luncheon in Three Courses," have an act that is worthy of the headline place on any vaudeville bill. In a character impersonation of Shylock in the "Scene from the Merchant of Venice," Mr. Keough takes a difficult role, which he portrays to perfection. The other parts of the act introduce singing and dancing, the whole comprising a sketch that won rounds of applause.

MAJESTIC.

"The Pinch Hitter," a Triangle production, conceded to be the greatest baseball story ever screened, attracted hundreds to the Majestic Theatre on Wednesday and Thursday. Lovers of a picture that for the time made them forget as if they were out in the grandstand watching a real game instead of a photoplay production.

The principal role is taken by Chas. Ray, who takes the character of Joel Parker.

One of the men gets hurt, and Ray, a country bumpkin, is to the despair of his team, called into service. Ray begins with two strikes. This kills all hope in the breasts of his cohorts, and it is with the wildest amazement and enthusiasm that they see him hammer a homer over the fence, bringing in another man ahead of him and winning the game.

Miss Ethel Clayton in the "Bondage of Fear" is the special extra attraction.

"In the 'Bondage of Fear' is told the thrilling story of the fight for happiness made by Vesta Windley-Kandolph. She only wins happiness after she is married and then she is forced to fight a terrible fight to keep this happiness. How she fights and how she wins out makes a splendid photoplay.

Roy Griffin, the silver-toned tenor, continues to grow in favor, his singing having won him a place, in the hearts of Majestic patrons that will always remain.

Visitors to the Majestic Thursday marveled at the great orchestra, one man from a Huron County town remarking that it was the best orchestra he had ever heard.

WOUNDED IN ARM.

Pte. Alfred Wistow (403021) has received a gunshot wound in the left arm and was admitted to No. 18 General Hospital at Camlens on June 30, according to an official report received by Mrs. William Wistow, 439 Quebec street, this city. Pte. Wistow left here with the 24th Battalion, and has been in the trenches continuously for almost a year. He was employed at the Empire Brass Works previous to his enlistment.

MOTOR SPEEDERS PRESENT ALIBIS TO MAGISTRATE

Doctor Pleads Urgency But
Brought No Witnesses.

TIN LIZZIE ON RAMPAGE

Owner Says Old Girl Simply
Ran Away Through Extra
Shot of Gas.

The putting into effect of the new plan of compelling all persons summoned to appear in court the day specified resulted in three motorists and five bicyclists coming before the magistrate today.

Dr. Edward J. Spence, 545 King street, pleaded not guilty to exceeding the speed limit of fifteen miles an hour on Sunday last. After hearing the evidence of Patrolman Tomlin, who stated that he had held a stop-watch on the doctor's car while it traveled from Waterloo street to Colborne street, a fine of \$5 and costs was imposed.

The distance covered was 800 feet in 17 seconds, according to the patrolman, which was equivalent to 36 miles an hour.

Pleads Doctor's Necessity.

Dr. Spence pleaded strongly, and stated that in responding to urgent professional calls he exceeded fifteen miles an hour every day.

"There are times when a patient's life may depend on seconds, and I think some allowance should be made in the case of medical practitioners, who drive faster than the law allows," he said. "If you have brought any evidence here to show that you were responding to an urgent call, I certainly would have taken that fact into earnest consideration, but no such evidence has been adduced," said the magistrate, as he imposed the fine.

William Capsey admitted that he had followed another car, and in so doing had traveled between Colborne and Waterloo streets at the rate of 34 miles an hour. He deposited \$5 and costs into the open and willing palm of Police Court Clerk Moulton.

W. J. Martin, the last to be called, admitted that he owned a Ford of the vintage of 1912.

Discovery Worth Money.

"I never knew before that the old tin can would travel over fifteen miles an hour, and I am willing to pay \$5 and costs for the information," he said.

"Tell us how it happened," asked the magistrate, interested in Martin's frankness.

"Well, you see, I take her out (meaning car), on Sunday afternoons, as I don't have much chance during the week," he explained. "As I came about Waterloo street going east I was afraid she was going to stop dead, the way the engine was thumping, so I threw in an extra shot of juice, and I guess the old girl must have run away with me. If I ever touched fifteen miles an hour, at any rate, I was too busy to bother about the speed, so I guess I might as well settle."

The figures of the patrolman showed that Martin's car had cavorted over the pavement at nearly 25 miles an hour.

Contained Several Bottles.

Incapable J. E. Keenleyside and Birrell gave evidence to the effect that they had gone to the depot Saturday evening but had seen Mrs. Morkin, a woman who had entered the train, come out with another. When the suit cases were opened at the police station they were found to contain one dozen bottles of Walker's Impalpable, all sealed.

Mrs. Morkin, in her defence, testified she had ordered the liquor sent to her home in Hespeville and had brought it home to be used for medicinal purposes, as she was subject to heart disease.

J. B. McKillop, for the prosecution,

argued that the defendant had related an unreasonable story.

E. W. Scatchard, represented the defendant and put up a plea for dismissal.

The magistrate ordered that the liquor be returned to the owner.

NO TALK OF STRIKE

SAYS VICE-PRESIDENT
OF STREET RY. UNION

G. L. Bristol Declares That

Local Men Have No
Grievances.

G. L. Bristol, vice-president of the London street railwaymen's union, stated to The Advertiser last night that there was no talk of a strike in this city. The report, he said, that a meeting would be held Saturday night to discuss the situation was untrue.

The men in London, said Mr. Bristol, have no grievances. They are satisfied with the cloth provided for the uniforms. While it is not what was expected, it is good value for the money. The company is providing stools for the cars, and lavatories are to be installed as soon as possible along the routes. It had been stated that these were points upon which the men and company could not agree. Mr. Bristol asserts that they have all been adjusted.

statement was made to The Advertiser

yesterday by a street car conductor that a meeting was to be held Saturday night to discuss grievances. This Mr. Bristol says is incorrect.

CONTRACTS FOR REPAIRS

TO CITY SCHOOLS LET

The works department of the board of education has awarded contracts for repairs to the schools of the city, and work will be commenced at once. George Winder will do the painting in districts and Lewis Jones in district 2, and D. Pletier in district 3.

Scott Murray will do the repair work on Victoria, Empress Avenue and St. George's schools. The Dennis Wire and Iron Works will build a fence at Lorne Avenue School. Superintendent John Clemons will construct new lavatories at Pottersburg, costing \$300.

The domestic science department of the Lord Roberts School was given to Mrs. Ware for July 17, 18 and 19 for an exhibition of the best methods of canning fruit.

New seats will be ordered for three rooms to be opened after the holidays.



THE WEATHER

MOSTLY FAIR AND WARM.



Clearing Millinery and Silk Suits Saturday

Many at Half, Some Much Less



At Candy Counter

100 pounds Fresh Jelly
Cubes, a delicious and
wholesome candy. Satur-
day 20c pound



Wash Basins
Frypans
1 1/2-Quart Preserving Kettles
Bread Pans
1 1/2-Quart Saucepans
2-Quart English Pudding Pots

2-Quart Dairy Pans
2 1/2-Quart Pudding Pans
Pie Plates and Dippers
Batter Bowls, and many other pieces.
All to clear at 11c each
BASEMENT.

Silverware

Special line of Children's Mugs, dainty burnished silver, gold lined, with word "Baby" on front. Special 50c
Handsome Polished Silver Mug, perfectly plain, with gold lining, two pretty styles. Prices \$1.00 and \$1.50 each
Two dozen only Glass Marmalade Jars, with the grape-cut spray and bright silver top. Special 69c each
Silver Salt and Peppers, plain burnished finish. Special 50c pair

Soap

Genuine Castile Cakes Soap, Crest brand, large square cakes. 5c each
Lullaby Soap, beautiful quality cold cream soap. 4 cakes for 25c
Large Round Bath Tablets in rose, violet, heliotrope, lilac and moss rose. Special 3 for 25c

July Sale Sheetting

English Bleached Sheetting, 72 inches wide 50c yard
Single Bed Sheetting, 62 inches wide, bleached 30c yard

Remnant Sale

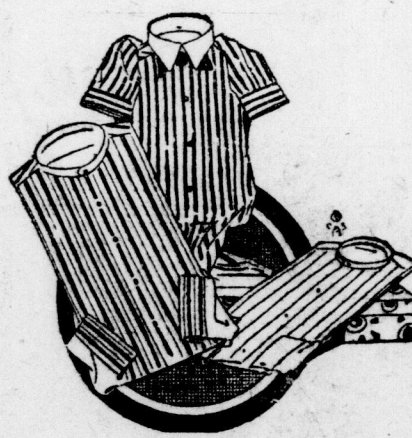
White Flannelette Remnants, good lengths, 27 and 35 inches wide. Marked at low prices to clear.

Saturday in the Men's Section

Here is an opportunity for men to procure a hot weather Suit for half or less than half the original price. The cool, backward weather during June and July so far is responsible for this. When the weather doesn't move these stocks, the price must, and Saturday we start in for a clean-up. Just the sort of Suits one likes to wear during that brief period when one has nothing especial to do. Excellent Suits for golf, motor or hot days in the office.

Sale of Men's Summer Suits, \$6.95

A special table of Men's Two-Piece Summer Suits, in palm beach, homespun and stripe flannels, a clearance of broken lines all from regular stock. Some of these suits are worth three times the price asked, and all are below the half-price mark. A remarkable event, but these odd lines must go Saturday. Sizes range from 33 to 44. All are well tailored and up to the mark in every way. Saturday sale price \$6.95



Men's Outing Trousers, \$1.98

We have grouped a number of Men's Outing Trousers in palm beach, striped flannels and mohair worsteds to clear out Saturday. A pair of these odd pants will come very handy. They are offered at a very big reduction. You will be surprised. The season's greatest values are here on Saturday. Sizes 30 to 41 inch waist, except size 36. Clearing price Saturday \$1.98

Men's Shirts, 69c Each

15 dozen Men's Shirts in neat stripe patterns, some have laundered cuffs and some soft French cuffs. There is also a quantity of these with soft separate collars to match. All grouped for quick selling Saturday; a July clearance; sizes range from 14 to 17 1/2. Price 69c each

AFTERNOON TEA SPECIALS.

Head Lettuce with Mayonnaise
Dressing, Home-Made Bread and Butter, Cup of Tea or Coffee 35c
Cantaloup, and Ice Cream 25c



Boys' Wash Suits, \$1.29

About 100 Boys' Wash Suits to be cleared out Saturday at the very low price of \$1.29. Most of these are worth more than twice the price asked for them on Saturday. They are all from regular selling stock, made up in the short coat style, straight knickers; the colors are white, tan, blue and white stripe, palm beach line, and a few Oliver Twist styles; sizes for boys ages 2 1/2 to 7 years. Price, per suit \$1.29

AFTERNOON TEA SPECIALS.

Strawberries with Cream 15c
Bacon and Egg. Toast. Cup of Tea or Coffee 25c



Sample Baskets

ONE-THIRD TO ONE-HALF OFF.

A great variety, maker's samples, only one of each; fancy Fruit, Flower, Sandwich and Waste Paper Baskets; also many others. On sale Saturday morning at one-third and one-half off.

FOURTH FLOOR.

Summer Underwear

Ribbed Cotton Vests, low neck, narrow shoulder strap, sleeveless; sizes 34 and 36. Price 2 for 25c

Ribbed Cotton Drawers, umbrella style, lace trimmed, closed or open; sizes 34 and 36. Price 25c

Outsize 35c

Child's White Dimity Combinations, low neck, sleeveless, loose-knee drawers, buttoned across back, with buttons for bloomers or skirts, also suspender straps; suitable for boys or girls; sizes 4 to 7. Price 65c

SECOND FLOOR.

Motor Caps and Scarfs

Smart Motor Caps with the stiff or rolling peak, in silk poplin, messaline and natural Shantung. Price \$1.00 and \$1.50 each

Motor Scarfs, plain nixon with hemstitched hem, 2 1/4 yards long, in Paddy green, rose, Copenhagen, tan, grey or brown. Price \$1.50 each

Middy Ties, three-cornered, in fine twilled silk with hemstitched hem, in Paddy green, navy, red, also black. Price 50c

Handsome Silk Crepe de Chine Windsor Ties, in smart new shades, rose, peach, Paddy green, Copenhagen, maize, etc. 50c each

Children's Plain Silk Windsor Ties, black and white check, plain red, navy, Paddy green, black, white, etc. 25c each

Real Scotch Tartan Silk Plaid Ties 50c each



UNVERIFIED REPORT SAYS 12,000 TROOPS FROM U. S. WILL COME TO TRAIN IN CITY

Military Headquarters Has No Knowledge of Matter.

CITY HAS ACCOMMODATION

Similar Rumors Have Been Circulated About Other Canadian Camps.

"That troops from the United States to the number of 12,000 are to come here in the near future and are to be quartered at Carling Heights and the adjoining camp grounds was the story in circulation today. It could not be verified at military headquarters.

According to the rumor, the men were to be brought here from across the border, and temporary accommodation was to be provided for them during the summer months, until they were sufficiently advanced in training to go overseas, or until the facilities for handling men in their own country had been increased sufficiently to handle all the men in training.

A number of Canadian non-commissioned officers and men were also to be utilized as instructors, so the rumor has it.

"There is nothing in it, so far as I know," said Lieut.-Col. Brown, assistant adjutant-general, when the rumor was first reported.

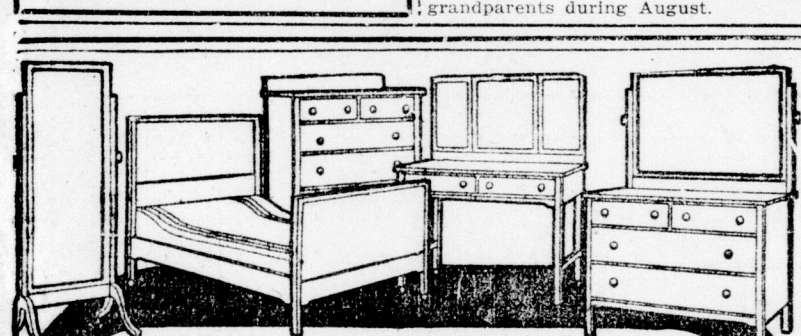
"We would likely be notified if anything of that kind was taking place. Could that many men be accommodated here? We were asked, and he replied: "Yes, more than that many Canadians were handled here last summer."

Similar rumors were in circulation some time ago to the effect that men from the United States were to be quartered at Niagara and Burfield camps, but nothing further was heard of the matter.

PLEASANT TO TAKE
SURE TO CURE
SAFE TO TAKE
WELLWORTH
(ABSOLUTELY GUARANTEED)

**Headache
Wafers**
are the best cure for headaches and all facial and neuralgic pains. Buy a box today.
Regular 35c. 24c

Cairncross'
The Chemists
216 Dundas St. Phone 880.
CUT PRICES EVERY DAY.



**Look! Here's Your Chance
To Furnish That Spare Room**

Only once in a great while are we able to offer such a bargain as this—

**Royal Oak Bedroom
Suite on Sale Saturday**
In beautiful design, consisting of bed, dresser, washstand, mattress, spring, or we will sell in parts as follows:

Dresser
3 drawers, British beveled plate glass mirror, royal oak.
\$9.85

Washstand
Royal oak.
\$4.65

Mattress
Good, serviceable, tick combination mattress. Splendid value.
\$3.75

**Strong, Double
Woven Wire Spring**
Steel supports in center.
\$3.65

Sturdy Iron Bed
Brass trimmings, strong and well made.
\$3.45

**Buy a Hoosier Kitchen Cabinet
At Big Reduction on Saturday**

A large shipment of Hoosiers is now due. A few exquisite, solid cabinets at reduced prices on sale for Saturday and Monday to make room for the new stock.

**Saturday Only
10% Off All
Veranda
Furniture**

Take advantage of this opportunity to furnish your porch, veranda or summer home. Some big bargains await you.

Trathorns
129 Dundas St. - Market Sq.
London - Ont.

Continued From Page One

PENNY WISE

received relative to the footbridge. This will be attended to as soon as the plans are approved.

Smallman & Ingram tendered on the fire department at \$1.45 and \$1.85 each. The matter was referred to Fire Chief Aitken.

The question of establishing a boiler and drying apparatus at the Central fire station was referred to Building Inspector Piper and the fire chief to arrange. The cost will be about \$92.

It was decided to refer the recommendation of City Clerk Baker that the utilities commission be charged at the rate of \$287 per annum for heating the hydro shop, formerly used by the commission for five years, to Commissioners Moore and Shaw to work out with the commission.

To Discuss Bylaw.

The board decided to recommend that meetings be held in the schools in the various portions of the city during the week of July 23, to discuss the matter of a civic code department, and the Alex Rubber Company's bonus bylaw.

Commissioner of Industries Gordon will report on the details of the bylaw.

The report of Auditors Dale and Scroton for the month was received. It showed that the work in all departments was well up with the exception of the London and Port Stanley, and that the month's work had been completed.

The controllers spoke in highly complimentary terms of the work of the city, which was done, Mayor Stevenson declared that the work was far ahead of other years.

Fire Chief Aitken recommended that the purchase of an electrical fire truck, a gas machine will be ordered, tenders being called for.

Heating Convalescent Hospital.

The committee of Capt. J. E. Smallman, that the Convalescent Hospital at Victoria Hospital, was not supplied with heat, was dealt with. It was reported that the additional equipment necessary to supply would cost about \$737. The matter will be taken up with the hospital trust at the earliest possible date.

If the city agreed to contribute to this when the hospital was established the equipment will be installed at once.

The board of control will ask the council for power to take such steps as were necessary to carry out the term loans amounting to \$775,000, due in September. Some others have been received.

The sum of \$2,000 was recommended to the City Engineer and Power for the work of supervising the construction of the storm sewer system, on the presentation of a report on the progress of the work and the amount due to the firm when the work is completed, to City Clerk Baker and City Engineer Brazier.

The question of selling the steam fire engine and purchasing a new one was brought up by Fire Chief Aitken, who recommended that this be done. The underwriters will be asked their opinion on the matter.

PERSONAL MENTION

Mrs. Hugh Brodie and her granddaughter, Miss Isabel Brodie-Peel of Detroit are visiting in the city, the guests of Mrs. Andrew Greenlee.

Dr. and Mrs. Sileo have as their guests, the deacons, Mr. and Mrs. McCauley Murphy, from Montreal; Miss Georgina Alexandra, granddaughter; Masters John Herbert and Horace, little Florence Elizabeth and Baby David Ross, who will remain with their grandparents during August.

CITY BREVITIES

PICNIC AT "THE PINES"—The Belling Mothers' Club have arranged to hold a picnic at "The Pines," the grounds of George Lee, on August 5.

ENROLL NEW MEMBERS.—The West London Girl Guides held their weekly meeting on Thursday evening for the re-election of officers. Several new members were enrolled.

DONATE TOBACCO.—The United Cigar Company has forwarded a generous supply of tobacco to the daughters of the Empire, which has been left for customers for the soldiers in the trenches.

MCLARY PICNIC SATURDAY.—The annual picnic of the Mclary Manufacturing Company will be held at Port Stanley on Saturday, July 14. A good game of baseball is expected to be played between the foundry and shops.

GET FLAGS AT CROWN HALL.—All captains of teams for the French Red Cross flag day in London, are requested to remind the members of their teams to get the boxes containing flags from Crown Hall any time on Friday afternoon after 2 o'clock.

OFFER FINE PRIZES.—A number of women's organizations of the city are taking a keen interest in the big picnic to be held at Springbank next week for returned soldiers, war widows and the families of those killed.

Prizes have been donated by the societies or their members in the name of the organization in each case.

FOR FRANCE'S DAY.—A number went out from the city last evening to attend the lawn social given for the benefit of the French Red Cross.

Thornhill, the event proving a most successful one. Several other places were held during the evening.

For the same object, in a number of cases substituting the entertainment for a flag day on Saturday.

TO PROVIDE FUNDS.—The Overseas Chapter, I. O. O. F., has decided to work during the summer months to provide funds for the French Red Cross and other social events to provide funds for the French Red Cross.

and their donation of ice cream and cake which is provided weekly for the military hospital at Wolsey Barracks.

DECIDE GROUND RENTAL.—The value of the ground rent of several stores on the north side of Dundas street, between Wellington and Clarence streets is being decided at a court house by a board of arbitration, consisting of Judge Macdonald, Judge Barron, Stratford, and T. H. Purdon, K.C.

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ARMY OF TAGGERS WILL MARCH UNDER FRENCH TRI-COLOR

Girls Throng Hall Today to Secure Badges.

52 CAPTAINS OF TEAMS

Hundreds Will Appeal to Citizens of London to Aid Allies.

The flags of France will be set fluttering all over London tomorrow, July 14, which is "France's Day."

London will be "on feet" in company with her great ally. It won't cost blood to set the tri-colors about here as it does in the reconquered towns of France.

Just money is all that will be necessary, the nickels, the dimes, the quarters, the coins of the realm and paper money to flow into the ovens as the taggers make the plea: "Buy a flag to help the sick and wounded French soldiers and French prisoners of war."

Buy a flag, a little for the sick and wounded French soldiers and French prisoners of war."

Preparations have been completed to make France's Day in London tomorrow the most brilliant success of any day in the history of the city.

Every Citizen to Know.

Lady Beck and Mrs. Niven, command-in-chief of the company, with their efficient staff of assistants, have brought organization to a high state of perfection.

Advertising methods which have proved most effective in former campaigns for patriotic objects have been brought into service.

In addition to the usual display of the flag, several new ideas. The aim is to reach every man, woman and child in London aware of the fact that France has called for help.

That the British empire, that it has reached London and Western Ontario through the efforts of the French Red Cross.

Unity will be afforded on France's Day, Saturday, July 14, to contribute something to the welfare of the French.

The lives of the fighting men of France who are sick, wounded and prisoners of war.

"Help those who are helping you." Is the heart-searching appeal made on banners which are displayed conspicuously in all parts of the city.

Artists have come to the assistance of the French Red Cross, and have made striking posters in blue and red lettering. These were placed in French and store windows and other conspicuous places.

Days ago by Mrs. Donnell, advertising sub-committee, and they arranged to have the French Red Cross.

They tell of paper being used instead of proper dressings for wounds of French soldiers, as they have been in the streets of London.

These were placed in French and store windows and other conspicuous places.

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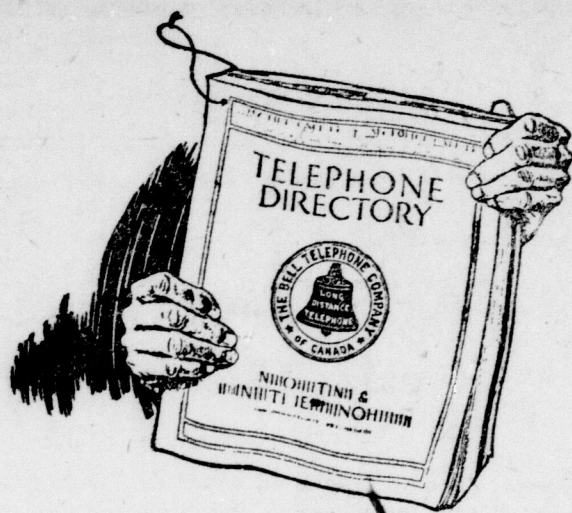
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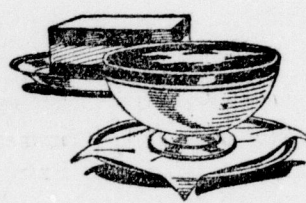
**Goes to Press
July 20th**

Please report changes required to our
Local Office, to-day.

The Bell Telephone Co. of Canada



July 6, 10, 13, 18



**A Creamy Custard
with Peaches or Pears**
BENSON'S makes those
rich, creamy Custards and
Blanc Mange that every-
one enjoys with fresh fruit.

**BENSON'S
CORN STARCH**

For more than half a century, BENSON'S Corn
Starch has been the standby in Canadian homes.
Insist on having it.

WRITE FOR FREE COOK BOOK.

THE CANADA STARCH CO., LIMITED, MONTREAL.

LT. JOE WALTERS DIED LEADING HIS MEN IN SUCCESSFUL ATTACK

Major McCrimmon of 18th
Battalion Tells of Fierce
Fight.

Additional details of the engagement in which Lieut. Joe Walters, a member of The Advertiser staff, met his death, were obtained from Major K. H. McCrimmon, S. O. of the 18th Battalion, who was in the city yesterday on the way to his home in Kincardine.

Speaking of the fighting that led up to the engagement in which Lieut. Walters was killed, he said: "The Germans had put on an exceedingly heavy counter-attack to take a strong position at Fresnoy, one of the villages on the eastern slope of Vimy Ridge, and part of the attack fell on the 18th Battalion, which was heavily bombarded, but the main attack fell on the 19th, 20th and 21st Battalions (in which Lieut. Walters was a subaltern) who were in reserve at the time. The counter-attack was made on the 19th, and it was in that attack that, judging by the description given me by his father, I think Lieut. Walters was killed."

Attack Successful.
"The counter-attack was successful, and the trenches they had occupied, but the 20th lost quite a number of men, among them Walters, who died bravely leading his men. He had a fine reputation as a soldier throughout the 4th Canadian Infantry Brigade," added Major McCrimmon.

Major McCrimmon left here as a lieutenant with the 18th Battalion, and received his captaincy and majority in France. He was very reticent when asked regarding the small bit of ribbon that indicates that the wearer has received the D. S. O. "I just carried on," he evasively answered. For some months Major McCrimmon was extra-regimentally employed as divisional salvage officer, during which time he was mentioned in dispatches for his successful work in that capacity. He threw up his divisional appointment to get back to his battalion, however, and at Vimy Ridge his work won for him the D. S. O.

Horse Killed.
Regarding the mishap which caused him to come back to Canada with his arm in a sling, he said that his horse had become terrified, as a result of being left standing for some time in a locality that was being shelled, and when additional shells fell near by after he had mounted the horse, the animal ran away, and, reaching a cross-stone road, fell, with the result that he was now suffering from a compound fracture of the left arm.

**BIG FIELD DAY
AT QUEEN'S PARK
NEXT WEDNESDAY**

The recently formed athletic association of the Military Y.M.C.A. will hold its first field day next Wednesday afternoon at Queen's Park. The officers of the association are: President, Col. L. W. Shannon, D.O.C., M.D., No.

1, vice-presidents, Lieut.-Col. H. W. Smith, G.S.O., and Lieut.-Col. W. T. Brown, A.A.O.; chairman of general committee, Major C. O. Fairbanks; secretary of association, J. E. Neill; "Y" secretary, chairman representing headquarters, Lieut.-Col. T. G. Delamare.

The Cyclists, First Hussars, C.A.S.C., Special Service Company, Engineers, A.M.C., Central Training Depot, 7th Regiment Details, District Training School, Ambulance Corps, Veterinary Staff and the Postal Corps all have representatives on the general committee, so that the interest in the association is widespread in the garrison.

The program is an extensive one and comprises more than fifty events. The platform and track events will, in many cases, be run simultaneously so that there will be no dull moments. Only two of the events are open to all, the one-mile and the five-mile flat race. All the other events will be confined to the men in khaki. A full program will be published in tomorrow's papers. In addition to the foot races there will be broad and high jumps, pole vaulting, shot-putting, tug-of-war, and many novelty races.

On the platform will be boxing and wrestling matches, and with the material available there should be some very fast bouts. One of the most interesting features of the day will be the horse races for officers and men, and there are also several events for the hurdlers. The grand climax of the day will be an exhibition of the use of high explosives now used at the front. This will give the public some idea of the power of the modern trench-mortars and the use of the gas shells. The band of the 1st Hussars will provide a splendid program of music during the afternoon, and the canteen of the Special Service Company will serve refreshments, liquid and otherwise, so that the comfort of the public is assured.

No pains are being spared to make this one of the biggest days of the kind the city has seen, and it is hoped that the attendance will justify the elaborate preparations that are being made. The entire proceeds will go to the Military Y.M.C.A. to provide the soldier boys with means of recreation and to provide comforts for those at the front.

VOICE OF THE PEOPLE

THEORIES OF EVOLUTION.

To the Editor of The Advertiser:

A correspondent, "Reader," in The Advertiser of July 11, says: "If Rev. Mr. holds the theory of evolution, he cannot, etc." I desire to point out that there are two theories of evolution, and not a theory only. These are differentiated according to the world view upon which they are based.

1. The materialistic evolutionist believes that matter is the one ultimate thing in the universe, is uncreated and indestructible. What we call spirit is a product or function of matter, which has in itself the potentiality to produce all evolutionary changes. The existence of God, immortality and possibly of free will is denied. This is evolution in its simplest and most unqualified form.

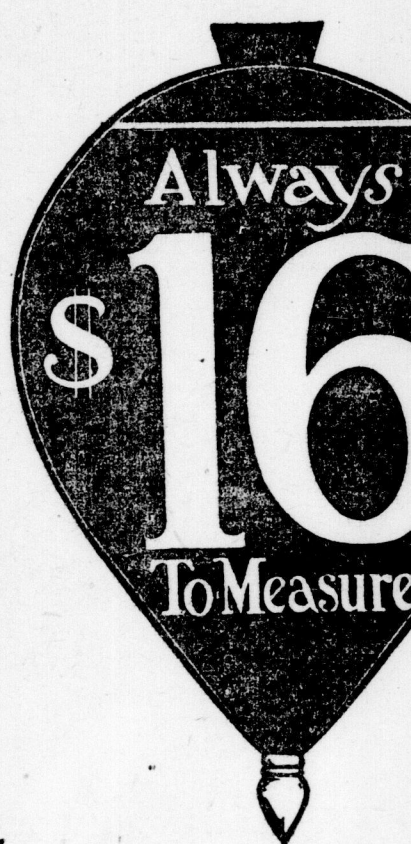
2. The theistic evolutionist holds a belief in a creator, who has created substance other than himself, both spiritual and material. Evolution of this type may be either (a) undirected, or (b) directed. (a) Undirected theistic evolution teaches that God created as a primal act the matter of the universe

250
Employees
in our
Great
Central
Tailoring
Establish-
ment.

**This Garment
Is Guaranteed
to Fit You
Perfectly**

If you are not
pleased with it
in every respect
we ask you not
to accept it, not
to pay one penny

Thousands
of
Square Feet
of Sun-
Saturated
Tailor
Shops



Your Satisfaction Insurance Policy!

Our guarantee card with every Tip Top suit means that there cannot be the slightest hazard or uncertainty for you in any Tip Top transaction. It means when you buy Tip Top clothes you are buying what you want, you get your conception of what you ought to get in good tailored to order suits. If you get anything else, this card gives you the full privilege of rejecting it. Please read the wording on this little card. If you are not pleased in every respect we ask you to not accept the clothes—not to pay one penny, and the guarantee holds good in every case.

RETAIL DEPARTMENT OPENS 8:30 A.M., CLOSES 10 P.M.
SATURDAY 11 P.M.

MAIL ORDERS—If you are not convenient to one of our stores, write to Head Office, 256-258 Richmond Street West, Toronto, for our patented self-measurement form, style book and samples of cloth. We guarantee perfect satisfaction by mail.

THE LARGEST EXCLUSIVE \$16 TAILORS IN CANADA

TIP TOP TAILORS

A CHAIN OF STORES FROM COAST TO COAST

205 Dundas St., London

Every Garment Made to Measure

Keeping Political "Pull" Out of Draft Exemptions

Political influences in the working of the draft exemption boards in the United States is a peril various journals foresee with alarm, and in their support they have no less an authority than the president himself, who sounded a note of caution on this point in his proclamation announcing the rules and regulations governing the selection of men for service in the national war-army.

In a Washington dispatch to the Socialist New York Call, the charge is made that both Republicans and Democrats were wrangling for places on the exemption boards "in order that one party or the other may have an opportunity to punish their political foes by sending the sons to the trenches."

In THE LITERARY DIGEST for this week, July 14 number, the general rules governing the selection of men for the national war-army are given, and the note of warning that boards shall not be derelict in their duty, is heard from various sources

Among other articles of supreme importance in this number of the Digest are:

How Russia Has "Come Back"

The Smashingly Effective Stroke of Russia's Young Minister of War, Alexander Kerensky, Who, Like Napoleon at Lodi, Personally Led His Army to Victory.

America's First Victory Over
Germany
East St. Louis Race Riots
Giving the Railroads Half a Loaf
Why Tino Had To Go
Germany's Aims in Russia
Laying Telephone Cables Under Fire
A Motor-Car Grocery Store
Ireland Clutching the Torch of Prose
The Civil War in China

State Purchase Instead of Prohibition in England
Spain's Rebellious Army
Hudson Maxim's Plans for Torpedo-Proof Ships
Plans for Rebuilding Europe's Ruined Cities
War's Effect on English Art
The "Battle Hymn" for the Allies
Injustice to Conscientious Objectors

Many Striking Illustrations.

An Accurate Barometer of Financial Movement

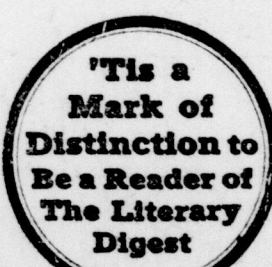
Readers of THE LITERARY DIGEST will naturally be interested in knowing what are the movements that are going on in the financial world; how the industrial forces of the country are being marshaled and developed; what the great manufacturing enterprises are accomplishing; how the railroads and steamship lines are prospering; the condition of the crops, of banking, of real estate, and in fact of the whole vast fabric of related business undertakings that go to make up the wealth of the nation. For their

benefit, and as a guide to the conservative investor, THE DIGEST publishes each week a resume of the statements of the leading financial publications of the country on these heads, presenting the results of this consensus of authorities without fear or favor for the use of the public. This department will keep you in accurate touch with financial and investment news at the cost of only a few minutes' reading. Prove its worth for yourself today.

July 14th Number on Sale Today—All News-dealers—10 Cents

NEWS-DEALERS

may now obtain copies of The Literary Digest from our local agent in their town, or where there is no agent, direct from the publishers.



**The
Literary Digest**

FUNK & WAGNALLS COMPANY (Publishers of the Famous NEW Standard Dictionary), NEW YORK

and that all subsequent changes have sprung from the potentiality placed in matter when so created. Since creation there has been no need for divine agency to intervene. This is Deism (Unitarianism) of the pluralistic type in modern dress.

(b) Directed theistic evolution states that God not only created the matter of the universe, but that he causes and supervises every step in the evolutionary process. Spirit is not necessarily evolved through matter, but may be added at any requisite stage of advancement. This is the theory held by Christian evolutionists and differs only in name from successive creations.

2. The theory of the spiritual monist asserts that there is only one thing in the world, i.e. God, or as "Reader" puts it, "the universality of God," "we becoming Christs." In this case, any changes which occur in the universe are but transformations in the Deity. The essence or substance of the Deity remains unchanged. This is the doctrine of Monistic Unitarians, New Thought people and others.

Just how spiritualism, which is a pronounced spiritual pluralism, can be harmonized with a spiritual monism in which everything existing is God, perhaps your correspondent, "Reader," may tell us. How one consciousness, though divine but composed of a countless multitude of others, can retain its own conscious entity, is a problem which philosophy has not so far solved.

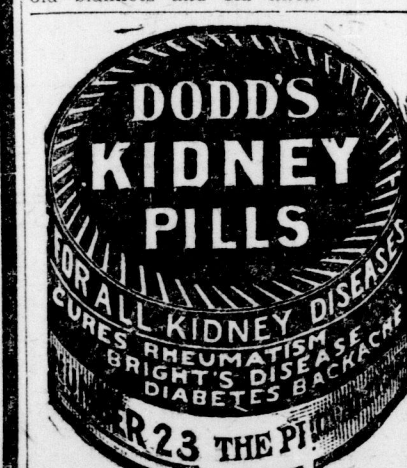
G. B. SAGE.

London, July 12.

CRAIG'S FLAG DAY.

MISSA CRAIG, July 12—"Flag Day" will be held here on Saturday, July 14 for "France's day," and the town will be asked for a generous response, as all should help in this great cause.

A shipment of the following was sent to Toronto for the month of June by the Women's Institute and the Nairn ladies: 216 pairs socks, 4 scarfs, 2 wools cheesecloth, 20 pyjamas, 10 mattresses covers, 4 pillows, 1 piece new gauze, 3 old blankets and old linen.



SALE of SUITS Skirts and Middies

The rainy season has left many of our best Silk, Serge and Poplin Suits, Wash Skirts and Middy Blouses on our hands. They won't be for long, however, at the prices we are offering them during this clearance sale.

SILK SUITS, worth \$17.50 to \$32.50. On sale at \$16.50, \$19.75 and \$22.50

These are in black, navy, grey and green.

SERGE AND POPLIN SUITS—In blue, black, green and old rose, worth up to \$30.00. For.... \$12.50 to \$18.95

WASH SKIRTS, in white and fancy stripes, all the latest sport effects..... 98c and up

MIDDIES All the season's smart effects. Just the thing for summer wear..... 89c to \$1.49

London Ready-To-Wear

256 DUNDAS STREET.

London Advertiser

Member Audit Bureau of Circulation.

MORNING EDITION.
City, 10c per week.
Outside City, 15c per week.
By Mail, \$3.00 per year.

NOON EDITION.
City, 10c per week.
Outside City, 15c per week.
By Mail, \$3.00 per year.

EVENING EDITION.
City, 10c per week.
Outside City, 15c per week.
By Mail, \$3.00 per year.

3670 TELEPHONE NUMBERS.
Private Branch Exchange.
From 10:00 p.m. to 9:00 a.m.,
and holidays, call 3670, Business Department.
3671, Editors; 3672, Reporters;
3673, News Room.
ADVERTISER JOB PRINTING CO.
PHONE 247.

Toronto Representative—F. W. Thompson, 57, Main Building.
S. Representatives—New York: Charles H. Eddy Company, Fifth Avenue Building; Chicago: Charles H. Eddy Company, People's Gas Building; Boston: Charles H. Eddy Company, Old South Building.

THE LONDON ADVERTISER COMPANY, LIMITED.
London, Ont., Friday, July 13.

THE LAW OF NECESSITY.

ON THE VERY day that a Canadian Government official announced that food profiteers had been given a free hand in this country, after three years of war, President Wilson issued a statement warning wage operators, manufacturers and shipping interests in the United States that the Government intended during the progress of their production during the war, that these prices would be the same everywhere, and the same to the public as to the Government.

The president felt no doubt as to his meaning. "Prices," he said, "mean the efficiency or inefficiency of the nation. They mean victory or defeat. They mean that America will win her place once for all among the foremost free nations of the world, or that she shall sink to defeat and become a second-rate power alike in thought or action."

He had this to say regarding the ship-owners who had raised freight rates: "They are doing everything that high freight charges can do to make the war a failure, to make it impossible."

Canada's directed considerable criticism at the president because he was not hasty in entering the war; they must now give him full credit for the energetic manner in which he is taking hold of the problems involved. His warning as to prices is an appeal to patriotism, but is also a notice that the Government intends to dominate the situation from the beginning in the interest of the war. In Canada profits have advanced in nearly every line without so much as a protest from the Government, but at this late date Canadians are rapidly learning the difference between efficiency and inefficiency in administration. They are also learning that investigating commissions are not necessary to secure justice. The Government has power to regulate prices in Canada—prices which sell the difference between victory and defeat. The law of supply and demand has no place in national affairs in war time. If the Government has authority to say what the men of the country must do, it has authority to say what prices shall be paid for commodities of all kinds. It can regulate the cost of production and the cost of output. It can regulate the supply and cost of raw material, the supply and cost of labor, of food and of every other necessity. When Government representatives talk about the law of supply and demand, the people should tell them that the law of necessity is the only one that will be observed hereafter as long as the war lasts.

A DRASTIC MEASURE.

FOR THE FIRST time in the history of Canada since confederation the press and people of the country have been ordered by law to suppress adverse opinions in regard to a public issue. It is to be presumed that Mr. Bourassa will be the target of this law, because it is apparent that the Ottawa Government now is forced to apply the same law to the French-Canadian editor with whom it played in close harmony for many years as has already been applied to at least one editor who writes in the English language.

Smith of the South Express was placed in jail and his paper suppressed, while every day the Nationalist editors of Quebec were printing edition and anti-proletarian articles which served to influence the readers against Canadian participation in the war. This was one of the most monstrous injustices practiced by the Borden Government, and that it was wrong to suppress Smith, but that it was wrong to make a law of him and his of the Nationalists.

Ontario newspapers generally will desire to support the law, and to carry on as they have been doing. It has been true of them since they began that they have, as a rule, observed a self-imposed restraint in the publication of articles that would injure the military interests of the country. Thousands of news items have been kept from the press, and many persons have been directed to take their complaints to the proper authorities rather than to appeal to public opinion first.

The bill, brought down by Hon. Arthur Meighen, will probably be the subject of long debate in the House of Commons. It will prove to be the most drastic measure that has been enacted in the British Empire or the United States, and it will silence complaints of any nature whatsoever regarding the censorship measure. Its application in Quebec will be watched with interest.

IRISH LOYALTY.

THE death of a man like Major William Redmond on the battle field should do more for the future of Ireland than Sinn Féin riots or election victories and the hate songs of New York emigrants. Many thousands of Irish men have suffered in the war for their loyalty to the British Empire, but none of such eminence as the brother of the Nationalist leader, himself also an orator, statesman and writer of mark. The blood of William Redmond flows in action speaks to the whole world of better Ireland's worth and faith.

There have been in the past sus-

picious questionings of Nationalist Ireland's loyalty. At the present time also, it is clear that Sinn Féin is winning ground. But what did the critics expect Ireland to do? To Castile Rule and to English domination? Here in Canada that sort of thing was never known, and any approach to it passed away in the 1840's, we should have been about as loyal as Ireland to a boss overseas. But the Irish people have been and are intensely loyal, even fanatically loyal, to what they perceive to be worthy of their affection and reverence. They are loyal to their religion, whether Roman Catholic or Protestant. They love Ireland and its shamrock, its poetry, history and traditions. The substantial classes are loyal to the British Empire, as this war has shown. Not given home rule as yet, merely promised it, they have what Lord Kitchener called "a magnificent loyalty" to the call to arms.

Loyal to England one can hardly expect the Irish population to be, but loyal to the British Empire, yes, more indeed than might have been expected. What is the British Empire? It means to Ireland, once she has received the justice of home rule, free government, free religion, free education, humane ideals, peaceful and kindly co-operation, gentle manners, equal rights of men and women, civility and light. By these things Ireland will stand to the death. For them men like William Redmond and Professor Kettle died in France. Though there is at present showing of irritation among the Irish masses and among some of the feverish intellectuals, there can be no doubt of what Ireland normally thinks of the contrast between the British and German empires. Only Carson made up to the Kaiser.

There have been a few out and out disloyals, as there are in every country. Casedment was pleged, his judgment was overclouded by passion. Frank Harris is a shallow-hearted scoundrel, who having done all in his power years ago, as editor of the Saturday Review, to inflame England against Germany, came out on the opening of the war in 1914 as an advocate of the enemy he had assailed. But such are exceptions. Ireland as a whole, of whichever religion, detests the foe that tears babies to pieces, desecrates the shrines of faith, insults and outrages humanity. There can be no question of the loyalty of Ireland to the essentials of which the fabric of the British Empire is made.

IN OUR PARKS.

RAIN may fall each day and the winds blow cool, but none of these can stop some Londoners visiting the city parks and reveling in the beauty of trees and flowers in the summer months. On every street, every which goes Springbank are persons who are not going to picnic or to "take in" the attractions in the amusement inclosures, but who are taking the ride to inhale the perfume of the rose buds and admire the beauty of the blossoms; to wander in the woods and listen to the birds and to enjoy the wonderful views of the surrounding country from the higher lands of the park.

Is there a resident of the city who has fallen to climb to the little summer houses which stand out on the hills south of the pump house at Springbank? If there is he has missed some of the finest landscape views to be obtained anywhere. To the west, over sloping lands rich with foliage and to the east all the windings of the river and its banks to the city.

Visitors are, perhaps, more appreciative of the wonders of the park than are residents; the latter have achieved some of that familiarity which breeds contempt or neglect. The full glory of the grounds, the freedom for grown-ups or children, and the facilities for real recreation appeal strongly to those who come from other cities, for there are few which have public parks like Springbank.

The love of nature is inherent in children. Watch them as they accompany their parents along the walks of the park. While many of the older people see only the general effect the youngsters are poking their noses into the flowers, examining the petals at close range, becoming enthusiastic over a leaf or a wild flower half hidden in its bed of moss. The little ones stand to listen to the meadow lark or the blackbird. They sense the beauty in everything, if only the parents could and would forget the everyday affairs, the business and household cares, and become children for a few hours weekly in the park, life would be better worth living.

EDITORIAL NOTES.

So far Canada's new food controller has not gone on record as to whether he prefers a baronetcy or knighthood. There is precedent in the food control business for at least a knighthood.

London's street railway men are not thinking of striking. Toronto's trouble is its own. In the meantime if any Toronto people want a car ride London begs to inform them that the latch string is out.

Wouldn't wonder if that street railway strike was brought about deliberately by ultra-patriotic Toronto. It gives all the people a chance to practice for route marches, and think of the number of men it releases for other services!

The Winnipeg Free Press suggests that P. F. Pardoe, M. P. of West Lambton, be leader of the Liberal party in place of Sir Wilfrid Laurier, which shows that when the Free Press wants a new leader it knows how to choose a good man.

While the cost of living commissioner says the cold storage companies have been keeping too much beef and bacon from the public, Food Controller Hanna says the people are consuming too much of these commodities. This is interesting, but it does not settle the question as to whether the storage companies have been over-generous in allowing the people to eat so much or whether the people have been inconsiderate in not conserving more food for the storage men. The commissioner and controller should compare notes.

The Advertiser's Daily Short Story

(Copyright, 1917, by the McClure Newspaper Syndicate.)
DISCOVERING RUTH.
By Olive Grey.

Ruth gave a last loving little pat to the bowl of sweet peas spreading their fragrance through the cool shaded, living-room, and smoothed the snowy cloth of the tea table charmingly arranged for three. She sighed with satisfaction when she thought of the pantry shelves and ice-box groaning with good things she and Mrs. Woodward liked in the old days at home.

For Bob was coming back. Not to stay, but to take a month's rest in the pure, fresh air of the country where he was raised. "Ruth," cried Mrs. Woodward over the banisters, "you'd better get dressed. The house looks all right now, and you've only fifteen minutes till train time."

"Yes, auntie, I'm coming. I've just been wondering."

"Wondering what, dear?"

"Wondering if Bob has changed any—if he'll notice that things are—oh, I told you I couldn't say it. You see, when people go away from a place and get rich and are used to all sorts of things, and then they come back to the old things and the old people may not seem so attractive."

Mrs. Woodward had been having the same misgivings for some time about the young man she had raised from a babyhood. But she answered bravely: "Nonsense, Ruth! The house, with all the new paper, looks prettier than ever, and the new white furniture in the spare room hasn't its equal in all New York."

Ruth sighed and started upstairs. "I think you're right, auntie. I'm foolish about old things. I'll hurry now and put on something decent."

But Ruth's real misgiving she had not told. She picked up a photograph of her playmate from the bureau when the door was closed, and gazed at it. She thought of the earnest eyes that looked back at her.

"I don't care about the house, Bob, if you aren't real of us. But after all the nice people you must know I'm afraid you'll find them all dull. And I'll hurt me so if—"

"I'm silly, my dear Bob. And if I moon around here any longer, you'll catch me in this old blue gingham."

She brushed back her thick, wavy hair into a roll at her neck, where Bob used to like it, and hurried into a dainty white dress, and was just clasping the needles that sewed pearls that he had sent her for Christmas, when there was the sound of a car, hurrying past. "Hello, people, auntie, Ruthie! Hello, I say! Where are you?"

And in an instant everybody's eyes were turned to the windows. It was Bob, the boy who had been away for years, and he had changed, except to become better looking than ever, and his clothes somehow had a different look than of old.

Bob held her off at arm's length and looked her over and then turned her slowly around. "Ruthie, you're a stunner! That dress just suits you, and there isn't a girl in New York who wouldn't give her right arm for that complexion of yours. And that hair! Ruthie, you're a beauty! Isn't she, auntie?"

And catching his aunt by the waist he spun her round several times, just as he had of old.

Ruth was radiantly happy. Not Bob hadn't changed at all.

She was a wonderful affair, where everybody talked at once, and said everything that anybody knew, and which caused the cat and then went to the kitchen and opened all the cupboard doors to see what else they had in the house to eat.

It was then, while Bob was picking up crumbs that had fallen around the chocolate cake, that he said, "Ruthie, so very nonchalantly that Ruth picked up her ears at once: 'Do you know the Owens who had rented the old Stephenson place on the hill for the summer?'"

"No," said Mrs. Woodward. "They're not our kind, Bobbie. They're society folks and we're not. I understand it's very say there—house parties all the time and everything. The girl's pretty, they say. Do you know her name, Bobbie? They're from New York."

Yes, Mrs. Owens's client of mine. I've been to the house several times, and they're all nice people. Katharine is pretty. She rides well."

"Do you know her very well?" asked Ruth innocently, putting away the tea things and appearing to be interested in some spoon.

Oh, yes. We ride together sometimes. It's a great deal of fun. I get by the way, auntie, I'm having my horse sent out tomorrow. There's room in the barn, isn't there? I brought my riding things along. I thought this air and these wonderful roads a pity to be wasted, now that I have them. Oh, what a pity, Ruth! I'm afraid I'm crowding you here, and I'd better get out before you break anything else."

Before many days had passed it was clear to the girl and the woman in the house that Bob had more than a desire for rest had brought Bob home. He had been riding with Katharine most of the time. When he was in the house, too, there was something which in spite of his jollity, seemed to have risen like a barrier between them. Daily Ruth felt how nearly right she had been in her misgivings. Business and association with people had done it. She felt bitterly how inadequate she was to amuse him; how far short she fell of being a proper companion. Girl of high breeding and unusual attainments like Katharine Owen were, of course, the kind that nature appealed to him now.

One day Bob came in from a ride while Ruth was gathering eggs in the barn. She had on a blue gingham dress and her cheeks were the delicate pink of Ophelia roses. To her intense amazement Bob came right up to her and kissed her deliberately on the mouth.

"Bobbie, you mustn't do that again!"

"Why not? I couldn't help it."

"You—you care for another girl and it isn't right?"

Bob flicked thoughtfully at his riding boot with a whip for a moment before he answered.

"Listen, Ruth. I won't kiss you again until you say I may. But as for caring for anyone else, I've found out since I came here that I don't. I thought I had, but I've found out differently. You think I'm just sort of a cousin, but you know I've fallen in love with you? But I don't think I know it quite, until this minute when you look at me over your shoulder as I came in. I feel as though I've just sort of discovered you all at once. I wish you'd say you liked me a little, Ruthie."

"I love you, Bobbie," whispered Ruth.

WHAT'S DOING IN ENGLAND

Personal Sidelight of the Old Country as Reflected in Bolled-Down Paragraphs.

The British Government has now control of 4,432 munition plants. A number of British doctors have joined the Serbian Red Cross Society at Saloniki.

It has been decided to abolish night work and Sunday labor in the Liverpool bakeries.

More women are urgently needed as clerks with the Women's Army Auxiliary Corps in France.

Lord Astor, one of the new viscounts, has taken the title of Viscount Astor of Hever Castle.

The publication of the New Orleans bulletin has been suspended in order to Dr. Shipley, master of Christ's College, has been elected vice-chancellor of Cambridge University.

Dr. Lipinski, laureate of the Academy of Medicine at Paris, is giving a series of lectures in London.

The borough council of Deptford has kept to take care of the town. Lady Astor and Dr. Sophia Jevons has been elected arbitrators of the Hearts of Oak Benefit Society.

A fire at the Alhambra Theatre, Leicester Square, London, destroyed a wardrobe room and its contents.

A fire on the premises of D. & G. du Cros, at Worple Way, Acton, did damage to the extent of \$20,000.

The number of paupers in London now numbers 75,768, a reduction of 22,900 from the total before the war.

Seventeen men who were arrested in

a round-up at Westminster have been handed over to a military escort. Frederick Carmack was fined \$25 at the Norfolk assizes for offering \$1 to an officer to postpone his calling-up notice.

Mrs. Cropper, a farmer's wife, was fined \$10 at Ormston for selling potatoes at a price over the legal maximum. The body has been recovered of Sidney Owens, the third victim of the boating accident on the River Lea at Tottenham.

Pte. Arthur Hogg of Peterboro has been reported killed in action, and on the same day his wife gave birth to a son.

The British Women's Patriotic Association of Argentina have sent gift of \$5,000 to the British Red Cross Society. Prime minister has been asked to appoint a committee to investigate the question of establishing a ministry of health.

The Birmingham watch committee have presented a silver cup and an address to A. R. Todder, chief of the fire brigade.

Frederick Fry, a naturalized German, was fined \$20 at Willesden for exposing for sale 76 leaves out of a standard weight.

By the overturning of his machine, an officer of the Royal Flying Corps received injuries from which he died at Northampton.

Second Lieut. Kirby, Machine Gun Corps, was committed for trial at Lambeth on a charge of bigamy, and no bail was allowed.

Miss Pugh, Leitch, a famous golfer, was married recently at St. George's Church, Hanover Square, to Major Turnbull, M.C., A.S.

At a meeting of the East London Fund for Jewish Relief, the Bishop of London predicted another siege of Jerusalem within a few months.

The death occurred recently of T. McKenny Hughes, who was for 43 years professor of geology at Cambridge University.

Lieut. H. Clarke, R. F. C., and Second Lieut. Mechanic Frazar last, their lives through an airplane accident at Wokingham.

The British Red Cross Society have received their third contribution of \$5,000 from Messrs. Arthur Guinness & Son Dublin.

Joseph Sullivan, an old showman, who appeared before Queen Victoria at Balmoral 70 years ago, is dead at his home in Gloucester.

The Canadian soldiers played a baseball match at Lord's cricket grounds on June 9 in aid of the Canadian Red Cross fund.

A service has been held in Temple Church, London, in memory of 200 old boys of the city of London school who have fallen in the war.

On Sunday June 10, sermons on behalf of the Local Preachers' Mutual Aid Association were preached from 550 London Wesleyan pulpits.

The Springboks Club, provided by Sir Lionel and Lady Phillips, Richmond, for South African people, was formally opened by Princess Christian.

Louis Prechner is on trial at the Marylebone police court, charged with making corrupt gifts to officials of the royal army clothing department.

Mrs. Jellicoe, wife of the rector of Chichester, Sussex, a relative of Admiral Jellicoe, has taken a course of pills, to help his wife while he is in the army.

On the approach of hostile aircraft, the inmates of Essex towns were warned by three short blasts of a siren whistle, followed by continuous blasts. Eight thousand articles and 470,000 money were given to Princess Henry of Battenberg on a birthday gift by the workers of Queen Mary's Needlework Guild.

The Southwark guardians are supporting a claim of one of the inmates of their Newington Institution to property valued at about \$12,000, now in jeopardy.

Cap. Hurks has stated that at the battle of Vimy the average height of the flying machines was 4,000 to 5,000 feet, while now they often went over 20,000 feet.

KANSAS CAPTAIN SAFE.

HAFIZAN, N. The steamer Kansas, which was reported sunk yesterday, was commanded by Captain Forsyth of Windsor, N.S. This morning Mrs. Forsyth received a cable that her husband is safe at Nantes.

A hard cough

that tears you every time it comes, yet persists in coming usually disappears under the healing power of Robert's Syrup of Cod Liver Oil & Tar. The mucous effect of the oil having been removed, the extractive principles remain to build up your strength. Combined with tar this makes a wonderfully powerful corrective for the irritation set up by Coughs, Colds, Bronchitis, etc.

Robert's Syrup of Cod Liver Oil & Tar

35¢ Abottle. Patterson Says He Suffered 20 Years

Life-Long Resident of Toronto Now Indorses Tanlac.

NOTHING ELSE HELPED HIM Had to Give Up One Job on Account of His Run-down Condition.

"I suffered with stomach trouble for twenty years," said Luke Patterson, a well-known actor, living at 185 Sunnyside street, Toronto, and a lifelong resident of that city, "and tried nearly every medicine I heard of, but this Tanlac has done me more real good than anything I ever tried. Nearly everything I ate disagreed with me, and would cause gas to form in my stomach, and I would feel as though I was nearly suffocated. I had terrible pains around my heart, and had such awful smothering spells at times that I would die. My sleep was poor, and I would get up of mornings with a bad taste in my mouth, feeling tired and fagged out, and often, when I awoke, I would have headaches. My health was badly run-down, and I had to give up one job on account of my condition. I got mighty discouraged, for I could do nothing and anything to help me."

"After hearing so much about Tanlac I decided to buy a bottle and see if it wouldn't help me. And I want to tell you that my improvement has been simply wonderful. I can now eat and enjoy things I didn't dare touch before, and my food agrees with me and does me good. I am not bothered with the gas on my stomach, smothering spells, nervousness, and pains about my heart like I used to sleep good, and have more life and energy. Somehow Tanlac acts different from any other medicine I ever took, and I don't believe there ever was a better medicine made for troubles like I had. I am recommending it to all my friends."

Indication, from which Mr. Patterson suffered, is not only one of the most distressing, but one of the most prevalent of all present-day diseases. It is also one of the most difficult to treat, and has baffled the medical profession for years, some of the most skillful specialists being unable to cope with it successfully.

Tanlac, the remarkable medicine that has proven of such benefit to those suffering from this trouble, contains certain medicinal properties, which, being purely vegetable, are rapidly taken up by the system, thereby stimulating the appetite and aiding digestion by assisting the stomach in converting the food into nourishing elements that build up tissue and nerve force.

Tanlac is sold in London by the Standard Drug Company, Limited, under the personal direction of the special Tanlac representative—Advt.



Canada's Greatest Suit Values at Our Two Busy Stores

UNQUESTIONABLY THE GREATEST VALUES WE HAVE EVER OFFERED. NEVER BEFORE HAVE WE PLACED OUR IMPORTED BLUE AND GREY SUITS IN THIS SALE. LAST SATURDAY SO MANY CUSTOMERS CAME HERE TO PURCHASE PLAIN SUITS AT OUR SALE PRICE THAT WE HAVE MARKED ALL LINES FAR BELOW TODAY'S MARKET PRICE.

- LOT 1.—BLUE SERGE, indigo dyed, color guaranteed for two years. Positively the greatest value in Canada at \$25. Sale price \$18.75
- LOT 2, BLUE.—OUR OWN "SPECIAL BLUE," 25 Suits only, made up from cloth from our tailoring department, imported by us over two years ago for our high-class tailoring trade. Made exactly in styles you would select were we making you a suit at \$30. Sale price \$24.75
- LOT 3.—YOUNG'S FAMOUS BLUE. A real serge, made up in standard and athletic models. By far the greatest serge in the trade today for the money. This suit is made up to give greatest possible wear for the least money. A household name in hundreds of London and Western Ontario homes. "Young's famous blue." Well worth \$23. Sale \$16.75
- A truly wonderful line of Grey Suits for all-year wear. Unusually striking at our sale price. Made up of all wool, fine twill cloth; linings the same as used in our tailoring department. This suit is sold by hundreds of merchants at \$25. Sale price \$18.75
- 22 Suits in this line, sizes 35 to 42. Ask to see them. There's an attractiveness in pattern and fabric that will interest you at a glance, coupled with the unusually moderate price. This makes a combination hard to resist. Regular \$24. Sale price \$17.95

MEN'S TWEED SUITS

27 Suits in this line, composing all odd suits in our stock up to \$20. These suits comprise all the season's fastest selling styles, in cloths that are hard to buy today at their regular price. Regular up to \$20. Sale price \$9.75

Semi-Ready, Fit-Reform and all our truly high-class hand-made suits are included in this sale. Smart, right up to the minute garments, running in price to \$30. Sale \$18.75

Dressy Suits for the Little Fellow

Mothers, here is an opportunity to make your dollar do double duty in the buying of boys' clothing. Smart styles, made up from strong serviceable materials. Just the suits that will cost you \$9 for fall. Buy them now. Sale price \$5

MEN'S ODD TROUSERS—A fair-sized wholesale stock of Men's Trousers to sell at our popular prices during the big sale. SPECIAL! SPECIAL! Five dozen Men's Worsted Trousers, 5 pockets, cuffs if desired. While the last, \$2.98. Regular \$4.

SHIRT SALE

10 dozen only of Men's Fine Shirts, custom made, large, roomy bodies, in fine black and white stripes, blue stripes, figured patterns. Worth 75c, for 55c

Clearance sale of our stock of Men's Fine Negligee Shirts, stiff cuffs, in Royal and Star makes, size 14 to 17. Worth \$1.00 and \$1.25, sale 75c

Lot 3—3 dozen only, Men's Silk Front Shirts, soft, double cuff, fancy percales, checks in latest patterns and colors, regular \$1.50 95c

SPORT SHIRTS. Men's and boys' in great variety of patterns and colors. Sizes 13 to 16½. Prices 75c to \$1.50

SILK SHIRTS. A great variety of Silk Shirts to choose from here, in the very newest patterns. Prices, \$3.75, \$4.00 and \$4.50.

UNDERWEAR SPECIALS. A few dozen Shirts and Drawers at less than mill prices. These garments are fine, light-weight, made to sell at 40c. Sale price 27c

TRU-KNIT COMBINATIONS. Fine two-thread Combinations, in plain white (line thread); recognized the best-fitting combination in the trade. A garment well worth \$1.50. Sale price 95c

RAILROAD MITTS, one finger, heavy sheepskin, asbestos tanned, black and white. Special, 5 pairs for 25c

Men's Cottonade Pants, in neat grey stripe, five pocket. Special \$1.25

Railroad Mitts, one finger, heavy sheepskin, asbestos tanned, black and white. Special, 5 pairs for 25c

WORK GOODS AT PRICES THAT APPEAL TO THE POCKETBOOK

15 dozen Blue and Grey Chambray Work Shirts, collar attached, heavy cloth, good, roomy size. Good value at 90c. Sale price 75c

Men's Cotton Work Socks, in blue and white, and brown and white. Special, 5 pairs for 25c

Men's Cottonade Pants, in neat grey stripe, five pocket. Special \$1.25

Railroad Mitts, one finger, heavy sheepskin, asbestos tanned, black and white. Special, 5 pairs for 25c

R. J. YOUNG & CO.

668 DUNDAS STREET EAST, NEAR ELIZABETH 142 AND 144 DUNDAS STREET

BUY Your Leather Goods at a Leather Store

We are an exclusive leather store, and so are in a position to fill your every need in the leather line. We carry a good range of Club Bags, Suitcases, Trunks, Ladies' and Gent's Purses, Men's Belts, Music Cases. In fact everything in leather.

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JAS. McCORMICK
PHONE 2038. 385 TALBOT STREET.

Free Railway Fare—

and expenses to Halifax, will be allowed to men who enlist to serve as Cooks in the Canadian Naval Patrol

THE PAY IS \$1.50 PER DAY plus free food and lodging, free kit, and \$20.00 additional, each month, separation allowance to dependents.

"An Army crawls on its belly" and a Ships crew also must be fed.

It's a profitable and patriotic service. Vacancies also for Stewards and Boys Stewards.

Apply: Commodore Aemilius Jarvis, Naval Recruiting Officer, Ontario Area, 103 Bay Street, TORONTO, or Dept. of the Naval Service, OTTAWA.



THREE CLASSES ARE PUT TOGETHER UNDER COMPULSION CHANGES

Classes 1, 2 and 3 Will Be Called Simultaneously.

THEN COME MARRIED MEN

Addition to Bill Makes It a Crime to Criticize the Government.

[Special to The Advertiser.]

OTTAWA, July 12.—There has been a readjustment of the classes of Canadians to be called for military service. The announcement was made by the solicitor-general just before the House rose at 11 in the morning. Classes one, two and three of the bill are thrown together and made one class. This includes all unmarried men and widowers without children between the ages of 20 and 24.

Classes four, five and six are made class two, and includes married men between the ages of 20 and 24. This means that unmarried men and widowers to the age of 24 will be called out together as the first class, and that married men to the age of 24 will be called for service next as the second class. The classes of older men remain with the original separation of years.

Modify Drastic Rule.
There was also modification of the provision imposing penalties for the publication of views calculated to interfere with conscription. The prime minister agreed that "maxims" should be prosecuted for offending by the publication of views. The original declaration of the act was that any person "shall" be prosecuted. Sir Robert Borden said that the enforcement of this provision would be in the same spirit as the censorship had been applied. The government had not taken action in the past and would not take action against publishers in the future unless the offence was flagrant.

Hon. Mr. Oliver said that the application of the press censorship had not inspired confidence. There had been favoritism shown. The government has suppressed a paper at St. Louis, Mo., while another at Montreal,

which had offended far more persistently and fearfully, had not been touched. When asked the name of the Montreal paper, he said that it was Le Devoir, published by Henri Bourassa, and the new provisions of the Government.

Consideration of the manner in which tribunals would be formed was first considered. The solicitor-general said that for the selection of local tribunals the board of selection would be formed of members of the House and Senate, and would consist of four from Ontario, four from Quebec and two from each of the other provinces. They might be either members of parliament or members of the Senate.

Sir Wilfrid Laurier said that as senators and members could only assemble conveniently when Parliament was in session, it might make this clause inoperative. Hon. Mr. Meighen said that he would endeavor to meet the point by a resolution or legislation authorizing members to sit when Parliament was not in session.

Sir Wilfrid thought the selection had best be left in the hands of provincial chief justices. Mr. Meighen said this would be considered, and the clause stands for the purpose.

Just for Judges.
The solicitor-general said that the Government had decided to accept the advice of Mr. Graham that there should be more than a money penalty for men who declined, without cause, to act on tribunals. He agreed that the original \$500 penalty might permit men to buy themselves off, so it had been decided that the penalty should be imprisonment for two years, without the option of a fine. The minimum imprisonment will be three months. This is regarded as both novel and drastic legislation, as it provides for the imprisonment of judges of the land who fail to respond to the duty designated for them under the bill.

A. K. Maclean thought that the clause declaring that marriages after June 17 would not be recognized by the act should be modified so that it should not affect those that had arranged before that date for marriage. That county court judges should be employed on local tribunals wherever possible was strongly urged by Sir Wilfrid, Messrs. Graham, Pettibone, Maclean and others. It was contended that they knew local conditions and were accustomed to arbitration.

An amendment was made to the application of the act which is designed to put the authorities and the person on equal footing before the appeal tribunal.

Religious Exemptions.
The clause allowing for exemption on the ground of religious faith was amended so that to determine exemption a person will have to show identification with the religious organization prior to July 26, 1916.

Emanuel Devlin asked if a man could avail himself of belief in the commandment, "Thou shalt not kill." Judge Doherty replied that exemption could be obtained only upon objection to war by the religious order to which the person belonged. L. A. Lapointe of Montreal said: "Presuming that an attempt will be made to put the bill into force, something that can never be done, it should be named an act to exempt men from military service, or an act for the conscription of liberty."

The proposal by Duncan Ross that appeals from county court judge tribunals should be to higher courts of the same province, was adopted. Judge Mackenzie held that courts should have the right to impose lighter fines than \$100 for general contraventions. The \$100 minimum was very severe.

Severe and Unreasonable.
"This clause is most drastic. It is draconian," said Sir Wilfrid. "I have never seen a more severe, unreasonable, and, at the same time, vague provision in any act. Penalties are all provided in the act for specific offences which are not even mentioned, let alone defined."

Mr. Meighen held that the clause was a proper one, but the minister of justice took the view that the penalties for these offences were too light. He proposed that the minimum penalty be reduced from \$100 to \$10. Mr. Lapointe was told that the clause would be amended to provide for the imprisonment of the act and the sitting of tribunals to prepare applications for exemption.

Follow English Practice.
A. K. Maclean wanted a definition of the exemption on account of "domestic position." In the British House of Commons, Walter Long had stated that this would exempt only the son of a widowed mother who had a brother in the army.

Mr. Meighen thought that the English practice would be followed in Canada.

Mr. Oliver said that the American law provided that each state must furnish its quota of men in proportion to the population of the state of the population of the country. He noted that there was no such provision in the Canadian act.

Col. Currie wanted to know if counsel

R. H. & J. Dowler, Limited.

London, St. Thomas and Windsor.

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8th ANNUAL SUMMER SALE

WHERE WAR PRICES DO NOT PREVAIL

Saturday morning we will inaugurate this greatest Men's and Boys' Wear Buying Opportunity we have yet launched. Right in the beginning of the real summer; right in the teeth of reported tremendously advancing prices, we still keep to the usual policy of compelling the complete demobilization of each season's stocks, to make room for our immense incoming merchandise. Values like we offer readily show their superiority. Hundreds of Handsome Suits, Men's, Young Men's, Students' and Boys'. Thousands of Trousers in durable British worsteds. Wagonloads of Fine Shirts, Underwear, Neckwear, Sweaters and Holiday Goods. Hats for every face. Work goods at actually lower than present wholesale factory prices; big, roomy garments, too. This is a great opportunity for out-of-town automobilists to take advantage of the big sale.

BIG SALE OF MEN'S SUITS \$15.75 Mister Man, You'd Better Knock Off Early Saturday

Wonderful savings. Almost a hundred of them, \$18.50, \$20.00, \$22.00, \$23.50 and some \$25.00 values. On sale at \$15.75.

Every shape from staidness. Young Men's belter backs and body-fitters. Lots of regulars, stouts and stubs. The big majority are greys and browns, the season's most fashionable shades. Dowler's Eighth Summer Sale.

SUMMER SHIRT SALE

Buying your summer supply will keep you in cigars all season.
588 Men's Negligee Shirts, soft and stiff cuffs, full size bodies. A great assortment of patterns; all sizes, 14 to 17. Regular \$1.00 and \$1.25. On sale at .79c.
Or two shirts for \$1.50.
White Golfing Shirts, with turned down collars. Dollar value. On sale .69c.
\$1.00 Sport Shirts .89c
\$2.00 Silk Front Shirts (beautiful silks), bodies to match, sizes 14 to 16½. On sale at .138
Three shirts for \$4.00
Outing Shirts, with turned down collars, assorted stripes and plain whites, \$1 values. On sale .75c
You'll find every kind of good shirts here for men of all sizes.

The Raphael-Mack Company's Clean Sweep Sale

Nothing is reserved! Every dollar's worth of merchandise in the store is drastically reduced for an Absolute Clean Sweep! Although the quantity of merchandise is very large, and the choice is still almost unlimited. DO NOT DELAY! Naturally every day reduces the stock, and it will pay you royally to come PROMPTLY for an EARLY SELECTION!

Silk Suits A Clean Sweep

All our beautiful Summer Suits of high-grade Taffeta Silks and Shantung, sacrificed at a mere fraction of value! Newest styles. Plain colors and figured effects.

Regular \$25.00	\$14.95
Regular \$30.00	\$18.75
Regular to \$45.00	\$22.90

Cloth Suits All Reduced!

Serges, Gabardines, Wool Poplins, Poirer Twills, Wool Jerseys, Burillas, Guniburils, etc. In black, navy, green, brown, sand, gold, and all the popular high shades.

Regular \$18.00	\$ 9.95
Regular \$25.00	\$14.85
Regular to \$45.00	\$19.90

Wash Suits, Wash Dresses, Middy Suits and Blouses All Reduced to HALF Regular Prices!

SKIRTS OF SMART WASH FABRICS

Complete and very attractive range of Bedford Cords, Repps, Linens and Cotton Gabardines, in plain white, solid colors and newest coin figures. Splendidly made in newest styles.

Regular \$1.00	\$ 5.85
Regular \$1.50	98c
Regular \$2.00	\$1.29
Regular \$3.00	\$1.95
Regular \$5.00	\$2.95
Regular \$8.00	\$4.95

DRESSES OF ALL-WOOL SERGES.

Splendidly tailored, in the smartest and newest styles. Chiefly navy and black.

Regular \$9.00	\$ 4.75
Regular \$12.50	\$ 7.85
Regular \$16.50	\$ 9.90
Regular to \$30.00	\$12.75

CLOTH COATS

In Tweeds, Velours, Country Club Cloth, Guniburl, Blanket Cloth, Serges, Gabardines and Chinchillas. The smartest and newest colorings and style effects are among this splendid range—all at Clean Sweep Reductions.

Regular \$10.00	\$ 5.85
Regular \$12.50	\$ 7.75
Regular \$16.50	\$ 9.90
Regular to \$25.00	\$12.75

SILK DRESSES

A beautiful assortment, including Raw Silks, Taffetas, Crepe de Chine, Charmeuse, Messalines, Georgette, etc. Every color of the season is included among them, and all the smartest and most wanted styles.

Regular \$12.50	\$ 7.85
Regular \$16.50	\$ 9.90
Regular \$22.50	\$12.75
Regular \$30.00	\$18.85

SKIRTS OF SILKS OR CLOTH

Serges, Gabardines and Wool Velours; Silk Taffetas, Satins, Fancy Silks and Silk Poplins. Plain colors, stripes, checks, tartans and coin spots, in smartest and newest styles.

Regular \$5.00	\$ 2.95
Regular \$6.50	\$ 3.95
Regular \$10.00	\$ 6.95
Regular \$15.00	\$ 8.95
Regular to \$25.00	\$13.75

CLEAN SWEEP OF RAINCOATS

Smart Tweed Coats, also Silks and Poplins, and Plain Paramattas. Best water-proofing and smart styles.

Regular \$8.00	\$ 4.75
Regular \$15.00	\$ 8.90
Regular to \$20.00	\$10.75

THE RAPHAEL-MACK CO.
236 Dundas Street
"The Store of Popular Prices"

Your Kind of Suits \$18.75

Regular \$25.00 and up to \$32.50
The best dressers—Here, young men, we'll give you an opportunity to treat yourselves to high-grade imported fabric, hand-tailored suits at an astonishingly big cash saving. Real English Cheviots and Serges, Scotch Tweeds, Spattered Irish Homespuns, Blue, Black and Grey Serges, in plain and fancy in models of the very smartest designs, and suits to satisfy the more particular conservative dressers.

"DIXIE" CLOTH SUITS.
Palm Beach Suits—Kool Cloth Suits. We have extra quality, too. 20th Century tailoring. \$7.95

RAW SILK SUITS HERE AT \$16.50.
Extra quality, too. 20th Century tailoring.

MEN'S ALPACA COATS.
Blacks, Greys, Stripes.

English Worsted Outing Trousers
White with black stripe; cream flannels. Very special. Palm Beach Trousers at \$2.48

Rush Special Suit Bargains, \$7.90
This means a quick cleanup of all broken lines of suits of \$10.00 and \$12.50 values, and many as high as \$14.50.

Eighteen Dozen Men's Combination Underwear
A manufacturer's overmakes. These are an assorted lot, not all sizes in any one line, but all sizes in the lot, and the prices range from \$1.00 to \$1.75. On sale, per suit .89c

Socks That Cost You Less
Puritan Socks, black, also tan; 20c quality. Sale, 15c
65c Silk and Wool Socks .50c
Holeproof Hose in Lisle and Silk. Absolutely guaranteed wear. A new pair for every pair not satisfactory.

Boys' Suits, Bloomers and Furnishings

Cost You Less At Dowler's.
Boys' Best 25c Stockings. All sizes .33c
Boys' Combinations. Worth 50c pair. Special .35c
Boys' Sport Blouses. 1,500 Boys' Bloomers to select from at this store.
Boys' 65c Rompers 49c
\$1.25 Tweed Bloomers. .96c
Khaki Bloomers .43c
Boys' Best Cotton Jerseys. All sizes .33c
Boys' Untearable Hose. Worth 50c pair. Special .35c
Boys' Blouses .35c
Cost you 50c elsewhere.
Kiddies' Summer Hats. Very special prices.
\$1.75 Worsted Finish Bloomers .119
\$1.00 Kentucky Worsted Bloomers .59c

Dowler Summer Sale NECKWEAR

Handsome choice 75c Neckwear, Palm Beach, Japanese Silk, large full size, Floral and Paisley patterns. Sale price .50c
Three for \$1.25

WASH NECKWEAR.
Very choice patterns and splendid values.

SOFT COLLARS.
A full range of all the up-to-the-last-gun style. Silk, Silk Stripe, Silk Knit and Cambric. Leather and Elastic Belts. Live Wire Armbands.

Summer Pyjamas

Men's Pyjamas, Blue, Tan and Grey; \$1.25 quality .89c
\$1.50 Colored Stripe .119
\$1.75 Pyjamas. Special .139
White and Cream, \$2.00 and \$2.25 Pyjamas. Sale \$1.69

A Big Clean-Up in Boys' Suits, \$6.97

Suits selected from the best makers in Canada; \$8.50 qualities and on up to \$12.00, for small boys and big boys; sizes 26 to 36. Patterns to suit all.

WAGON LOADS OF WORK SHIRTS AND OVERALLS.

Orders from Toronto and Toronto district have reached us during the past two weeks for work goods, overalls and shirts.
Peabody's \$2.00 Overalls. Special sale .150
Stiffell's Standard \$1.35 Overalls. Sale .100
Special bargains in Men's Work Shirts. .59c, 65c, 75c, 85c and 90c

Men's Panama Hats \$2.98

The standard \$4.50, \$5.00 and \$6.00 quality. Sizes 6½ to 7½ in up-to-the-minute shapes.

SALE MEN'S STRAW HATS AT HALF
\$2.50 Leghornettes, imported direct from Luton, England .125
Men's Sennett Sailor Hats, in fine braid. Special \$1
Men's Felt Hats. Bargains, \$2, \$2.50 and \$3, for 95c

Dowler's Sale of Men's Trousers

2,800 pairs that are at in most cases actually less than present-day manufacturers' cost of making. It's a good time to buy your year's supply—every pair absolutely guaranteed .239, \$2.98

SUMMER SPECIALS IN RAINCOATS.
.475, \$6.75, \$8.75, \$12.75

R.H. & J. DOWLER, LIMITED

DISTRICT CASUALTIES

KILLED IN ACTION

GODERICH.
Pte. Wm. Boswell.
Pte. W. G. De Long.
STRATFORD.
Pte. W. R. Corvett.

DIED OF WOUNDS

LISTOWEL.
Pte. Basil Jolly.
STRATFORD.
Pte. Ernest J. Harvey.

PRESUMED DEAD

LISTOWEL.
Pte. Harry Emery.

WOUNDED

LISTOWEL.
Pte. Maurice Hewitt.
Pte. Fred Seehaver.
Pte. Laughlin Oliver.
Pte. John Thoburnau.
ST. THOMAS.
Pte. R. H. Kitchenham.
EXETER.
Pte. Wilfrid Appleton.
CHATHAM.
Pte. Charles Luff.
Signaller S. A. Courtney.

PRISONER

LEAMINGTON.
Pte. Andrew Crozier (unofficial).

ILL

ELGIN.
Sapper W. A. Barron.

DAUGHTERS OF ILL

STRATFORD.
Pte. Walter Gibbard.

ROUGH ATTACK ORANGEMEN.

Hamilton, July 12.—When the Orange men, who had been in Toronto today,

RIDGETOWN MAN DIES FROM STINGS OF BEES

WINGHAM, July 12.—E. S. Everett, a cement contractor of this place, died Thursday evening as a result of being terribly stung by a swarm of bees he was endeavoring to drive away from his house. He was 50 years of age. He is survived by a widow and daughter. Mrs. David Fyeh, of Howard.

HAD CLOSE CALL

WINGHAM, July 12.—Mrs. Atchison, mother of Pte. Lorne Atchison, has received a letter from her third son, who was endeavoring to live earlier in the day. He was 50 years of age. He is survived by a widow and daughter. Mrs. David Fyeh, of Howard.

SHOCKED BY PIPE

Little Boy Grasped Conduit and Had To Be Pried Loose From It.

STILL IN HOSPITAL

INGERSOLL, July 12.—Oscar Christian Gerber, for some time in the shipping department of the John Moray Screw and Nut Company, Ltd., enlisted with the 22nd Overseas Company. Sgt.-Major Wright, who has been in the hospital for over a month, is looking after recruiting here.

WHY PEPsin, PANCREATIN, ETC., SO FREQUENTLY FAIL

An international specialist whose articles on stomach trouble have been printed in nearly every language, recently stated that to treat the average case of stomach trouble, indigestion, dyspepsia, etc., by doctoring the stomach, killing the pain with opiate, or by the use of artificial acids to digestion such as pepsin and pancreatin, was just as foolish and useless as to attempt to put out a fire by throwing water on the smoke, instead of justifying his claim, and facts seem to justify his claim. The nearly nine-tenths of all stomach trouble is due to acidity and food fermentation; and that the only way in which to secure permanent relief is to get rid of the cause, i. e., to neutralize the acid and stop the fermentation. For this purpose he strongly recommends the plan now generally adopted throughout Europe of taking a teaspoonful of ordinary liquid magnesia three or four times a day immediately after eating or when ever pain is felt. This immediately neutralizes the acid, stops the fermentation, and permits the stomach to do its work in a normal manner, and thus by removing the cause, enables nature to quickly restore the inflamed stomach to a perfectly healthy, natural condition. For the convenience of travelers it may be noted that most druggists are now able to supply liquid magnesia in 5-gain tablets, two or three of which will almost instantly relieve the most violent attacks of indigestion.—Adv.

THE BEST THING FOR DYSPEPSIA

FELL ON GLASS JAR.

Toronto, July 12.—While bottling fruit

THE HIGH COST OF LIVING MAY BE REDUCED BY FOLLOWING THE HOUSEKEEPERS' BUYING GUIDE

Why You Should Cook With GAS

It's so clean, convenient and efficient. The mere turning of a handle, the pressing of a button, and you have a hot fire that will cook, broil and bake better than any other cooking service. You have the pleasant assurance that every dish you prepare, from the simplest to the most elaborate, will be cooked to perfection. Install a **CABINET GAS RANGE** and remove the drudgery from your kitchen.

Ask the Woman Who Owns One.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

A HOT SUNDAY!

This is what the weatherman has promised us. No one wants to worry over Sunday dessert, especially when you can get someone else to do the planning for you. That's one of the best things we do—plan good things for other people. This week our "Week-End Special" is really an extra-special fine one.

Let us have your order on Friday or early Saturday. We deliver late Saturday evening. Cream packed to keep until Sunday.

Don't spend time "fussing" about what you will have for dessert. Just phone No. 4560 and your worries will be at an end.

Silverwoods, Limited

PRIVATE BRANCH EXCHANGE No. 4560.

Bang!!! Our Prices Down Again!!!

Take advantage of this and patronize us and secure Genuine Tip-Top Quality Meats at rock-bottom prices.

Genuine Bargains for Saturday Only

CHOICE HEIFER BEEF.

Prime Rib and Rump Roasts... 25c
Round Shoulder Roasts... 23c
Tender Chuck Roasts... 20c
Choice Selected Corned Beef... 23c
Choice Round Steak... 28c
Ham Roasts Fresh Pork... 30c

EXTRA SPECIAL.

20-Pound Pail Pure Lard... \$5.00
20-Pound Pail Shortening... \$4.50
Smoked Hams (mild)... 32c
Pickled Side Bacon... 30c

MILK-FED VEAL (Choice)

Fillet Roasts (any weight)... 30c
Shoulder Roasts Veal... 25c
Pickled Shoulders Pork... 27c
Smoked Hams (whole or half)... 30c
Pickled Picnic Hams... 27c
Loins Roasts Fresh Pork... 32c

Remember, by patronizing us you help us to keep the prices down. We have eight deliveries to all parts of the city.

FAULDS & DAWES

PHONE 5750.

SHOPS 10 AND 11 MARKET HOUSE.

PHONE 5750.

ONN'S THE OLD RELIABLE FISH DEPOT ONN'S

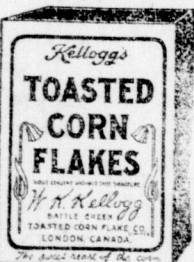
Phone 1296

FISH IS COOL DIET

Phone 1296

EAT MORE FISH. IT'S JUST AS GOOD AS MEAT. IT COSTS LESS.

WE RECOMMEND



KELLOGG'S TOASTED CORN FLAKES

is the most popular breakfast food used it is certainly pleasing to the manufacturer to know that a Canadian company produces a food unrivalled for delicacy of flavor, and at the same time satisfying and sustaining. Made from white corn, and by our secret process all the nutritious elements of the corn are preserved, while at the same time rendered pleasing to the taste. Be sure and get the Genuine-Original in the red, white and green package, and refuse all substitutes of the "just as good" variety.

ONLY MADE IN CANADA BY

The Battle Creek Toasted Corn Flake Co., Ltd.
HEAD OFFICE AND FACTORY: LONDON, ONT.

FRANK SMITH'S MONEY-SAVING PRICES:

Grand Mogul Tea, per lb. 48c	Redpath's Sugar, 20 lbs. \$1.50	Domestic Shortening, per carton 24c
Ridgway's Tea, per lb. 48c	Redpath's Sugar, 10 lbs. 90c	Peas, 2 cans for 25c
Lipton's Tea, per lb. 48c	Redpath's Sugar, 5 lbs. 47c	Seal Brand Coffee 40c
Red Rose Tea, per lb. 48c	Redpath's Sugar, 100 lbs. \$8.45	Jam, per 4-pound pail 50c
Dromedary Dates, 2 cartons for 25c	Domestic Sugar, 100 lbs. \$8.50	Campbell's Soup, per tin 16c
Seeded Raisins, 2 cartons for 25c	Rice, 3 lbs. for 25c	Crisco 43c
Jelly Powder 3 for 25c	Golden Yellow Sugar, 100 lbs. \$8.25	Medway Butter 38c

Market Square—"The Cash and Carry Store"—Phone 1730

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

The following letter from "A Victim of Tuesday's Market" is worth pondering by the consumers of the city who are in the habit of buying on the market. Readers would doubtless be interested in hearing from others who have had similar experiences.

To the Editor of Consumers' League:

Having read with interest from time to time your page in its attempt to keep within bounds the high cost of living, and also the efforts of the mothers' club of the city to do the same by devising different ways of buying, I thought I would drop you a few lines, asking you if there is not a city bylaw which prohibits hucksters or their agents from buying or even soliciting any articles of fruits, vegetables, etc., on the local market before a specified time each market day?

Why I ask this question is for the reason that if there is such a bylaw, it is only "winked" at here. London is noted as having the biggest "hold up" market in Western Ontario.

Having been asked to purchase some strawberries for preserving, I was coming through the market on Tuesday morning last between the hours of 8 and 9 o'clock, and thought I would make my purchase then as there seemed to be an abundance of the fruit displayed. I asked one lady who had two large baskets of berries what they were sold for. I was politely informed they were all sold. I then passed to the next wagon and received the same answer. Going on to the fourth, the gentleman informed me they were not sold, but in about two minutes a huckster approached, and I was then told they were all sold. I may say that I was not trying to beat this man down in price. In fact, I was offering more than he received for the whole load. Now, these are facts. I think it is high time that if that bylaw exists, that the market clerk see that it is enforced, and get someone that will.

As a suggestion to the Mothers' Clubs of the city, I would like to see them form an association which would bind them together to abstain from buying on the local market until the prices suit their purses. I may say this was successfully accomplished in Montreal, and also to the west of us, at Chatham, in about two weeks' trial.

In conclusion, would be pleased if you could see your way clear to publish the above bylaw for the enlightenment of the citizens who are "stung" right along by hucksters or their "runners." I remain,

A VICTIM OF TUESDAY'S MARKET.

WHAT BYLAW SAYS.

Bylaw No. 5512, Relating to the Public Market, Clause 5:

"No huckster, runner or wholesaler or person other than an established grocer or butcher of the city, who directly or indirectly purchases or acquires them for re-sale, shall purchase meat, fish, fruits, roots, vegetables, poultry, dairy products, eggs or other articles of food which are usually sold on the market, BEFORE THE HOUR OF ELEVEN O'CLOCK IN THE FORENOON."

COOKS DINNER WHILE HOUSEWIFE AT CHURCH.

"I liked what you said in your page some time ago about fireless cookers," said Antoinette the other evening as she was giving the editor of Our Consumers' League department a ride home in her car.

"Use one," queried the writer.

"I wouldn't be without it for the world—that is, if I could help it," replied Antoinette, who is a very honest person. Then she proceeded to enumerate in surprisingly logical order the advantages of "fireless" over other methods of cooking.

"In the first place," she said, "the great economy in fuel should be considered. It isn't difficult to appreciate the importance of this at the present time. In the next place, it is a real economy in buying, at least so far as meats are concerned. I will explain just what I mean about that to you in a minute. In the last place, a fireless cooker saves a tremendous amount of worry. I believe I have been singing praises of the fireless cooker in the wrong order, and will be obliged to start at the end and go backwards. So far as the worry is concerned, every woman who does her own housework knows anxiety at times in regard to whether the food that is cooking is going to be burnt when she is called away from the kitchen by visitors, to the telephone, or duties in some other part of the house. Advantage No. 1. The housewife can rest perfectly assured that the food will never burn and never spoil, meats, vegetables, cereals, pastry, bread or cakes or anything else likes to try in it.

"Yes, I am able to do all those things in mine.

"We all go to church Sunday morning, yet we always have a hot dinner on the table a few minutes after we get home, and usually a roast. I can devote my whole attention to the service without a single care lest the roast be getting charred or overdone, or the house burning up. It is all due to the fireless cooker. There are three compartments in mine, and while I usually roast the potatoes with the meat, as we like them that way, I could cook two vegetables and a dessert at the same time in addition to the meat.

"My cooker has radiators or soapstones. All that is necessary to do is to make these very hot on the gas, then place them in the cooker, and put in the food, which requires roasting, baking, boiling or stewing. It isn't necessary to heat the food before putting it in the cooker, though I can place it on top of the soapstone while they are heating. It takes twelve, fifteen or twenty minutes to thoroughly heat the soapstones, and that is all the length of time the gas is required.

SAVES FUEL.

"The use of gas, say fifteen minutes, will accomplish just as much in the way of cooking my roast as burning it two and a half hours would do, did I not own a fireless cooker.

"If the roast for the Sunday dinner is small, I pop it in just before leaving for church; if large, earlier. I have never found a fireless cooker that always cooked through perfectly, never in the least overdone, and what is more, juicy, tender and of fine flavor.

"CHEAPER CUTS" MADE TENDER.

"That is another point, the economy in buying meat that is possible through this method of cooking. You see, cooked in a fireless cooker, the meat retains all its flavor and juices, and suffers practically no deterioration in food value. I have used my cooker for six years, and I think I am safe in saying that the meat has always come out of it in most palatable condition, whether it is one of the less expensive cuts or not. I am sure that quite often if the same meat had been cooked under the usual methods, it would have been really tough. This is what I meant by the economy in buying meat being made possible without the family suffering. We have had rump roasts that were delicious, and I am sure even a chuck roast would be good if cooked in this way.

"The cooker is excellent for scallops. I can stay out till the last minute before the evening meal, and know that I am going to have a nice, hot dish to coax the appetites of my family. No woman need be accused of neglecting her family, so far as food is concerned, if she chooses to go out, provided she has a fireless cooker.

BAKES BREAD ALSO.

"I bake bread in mine, and it is splendid for bread rolls, and fruit cake. I have tried tea biscuits with good success, and I have a friend who makes her light cakes in the cooker and is enthusiastic over it.

"Everybody must realize the advantage of cooking cereals and rice in this way. There is no doubt about the thoroughness of the cooking process, and each grain stands out separate and perfect, as would be impossible if it were stirred.

A SALVATION LAST SUMMER.

"Another consideration is the heat which one is spared in hot weather. I really do not know what I should have done without my cooker last summer. I am sure that some days I would not have had the courage to prepare hot meals, yet we really did enjoy them, and were strengthened accordingly when they were served up from the cooker. We paid \$27.50 for ours, but it has paid for itself more than once, yes, I should say, many times, in fuel, comfort and perfectly cooked food.

"There are other cookers, I know, which will give good service, and which are much less expensive. There are smaller ones, and also cookers which are not equipped with the radiators. In that case, it is necessary to thoroughly heat the food to a high degree before placing it in the cooker to continue the process.

"Don't some people make fireless cookers for themselves? I think I have heard of it," said the practical Mrs. C., who had been listening intently.

Antoinette and the writer both knew of such home-made cookers, manufactured by packing cans or pails in excelsior in boxes. And assurance had been given in each case that these really proved quite satisfactory. One woman had sung the praises of her home-made "fireless" for making stews and cooking cereals. To be sure, it wouldn't bake.

SUCH FLAKY BROWN PIE CRUSTS!

Baking recalls another tribute of Antoinette to the cooker. She said, "And you should see the pies that can be baked in it. You know, it isn't always easy to get a nice, brown, crisp lower crust without scorching the pie. But the fireless cooker always does this."

WILL ANSWER QUESTIONS.

Antoinette is such an enthusiast over the fireless cooker that she announces she will be glad to answer any questions within her power in regard to it that are sent in through the editor of "Our Consumers' League." These should be addressed to the care of The Advertiser.

The editor would welcome other "fireless cooker" experiences, and is always glad to receive suggestions or information on any subject suitable for the department.

IN CANNING TIME.

The canning season is here at last, even if it is some weeks later than usual. As never before the appeal comes to the housewife to "can all she can," both of fruits and of vegetables. In order to conserve the food supply of the nation and make possible to a greater extent the helping out the Allies overseas. If never before in all the history of Canada it is important that not a box of berries should be allowed to go to waste, not a single quart of peas or beans or bunches of asparagus. "But I have never done it before!" is no excuse for shirking patriotic responsibility in the matter of conserving the food supply.

If a woman doesn't know how, it is her duty to find out, just as much as it was earlier in the war to learn to roll bandages or other features of Red Cross work in which she has become an expert.

The Women's Gardening Association has made arrangements for the teaching of the proper methods, through securing a demonstrator from the department of agriculture, Women's Institute section, who will be in the city next week for three days under the auspices of the association. But in the meantime there are strawberries to be put away, and here are a few suggestions obtained from "canning" experts:

Hello Central! Please Give Me 455 or 500 or 760

ANDERSONS BIG STORE



455
500
760

GENUINE EASYFIRST SHORTENING 24c lb.

LOOK! Yellow Pickle, 17c lb.

Orchard Farm Creamery Prints, 40c lb.

Sirloin Steak, lb. 30c
Porterhouse Steak, lb. 30c
Dairy Butter, lb. 37c
Jellied Tenderloin, lb. 40c
Smoked Rolls, lb. 28c
Stewing Veal, lb. 16c
Stewing Lamb, lb. 15c
3-lb. Pail Lard, 83c
5-lb. Pail Lard \$1.35
Picnic Hams 27c lb.

NO. 1 HEIFER CHUCK ROAST BEEF, 23c A LB.

We carry a full line of Cream Cheese at all times. Phone your orders early.

Do You Attend Our Saturday Night Sales?

Have you as yet been introduced to our Saturday Night Sales, where prices are cut and slashed, sometimes to 25c a pound on a single article? Every thing that is cut above 10c must be sold Saturday night. We strictly refuse to carry any cut meats over till Monday. Come down this week. It will pay you.

Our refrigerator system is open for your inspection. At any time we are only too pleased to show you through our wonderful cooling plant.

ANDERSONS QUALITY MEAT MARKET

STORES 1, 2, 3, 4, 5 MARKET HOUSE.

STORE OPENS SATURDAY MORNING 6 A.M.

PHONES 455, 500, 760.

STORE CLOSING 10:30 P.M.

DRINK HEALTH IN BUTTERMILK

Men and Women of London

Do you know that good fresh buttermilk, made from carefully selected and properly-handled cream, is an excellent stomachic that it has peculiarly active qualities, and besides being palatable, it is wonderfully nutritious. There are many who come and drink buttermilk fresh from our churnings at the creamery every day, and some have expressed themselves greatly benefited.

The wonder to us is that the doctors of our city do not prescribe the liberal drinking of fresh buttermilk. As a beverage it is pleasant to drink, and may also be used in many ways in cooking. It should be in every refrigerator and during the hot weather used extensively both in cooking and drinking.

Bring jug or pail and take a gallon home with you. Come to the creamery in the afternoon and get it fresh from the churn. You'll like it and come for it often, and will find it great value in food product for the money.

THE ONTARIO CREAMERIES, LIMITED

MAKERS OF MEADOW GOLD BRAND BUTTER.

WE CHURN EVERY DAY.

PHONE 782, OPPOSITE MARKET HALL.

129-131 KING STREET.

GROCERS CAN SECURE

Fancy dressed poultry any day in the week at market prices. Also eggs, choice creamery butter, shortening, etc. Phone orders filled with strictly fancy quality and delivered to any part of the city.

C. A. MANN & CO., 78 King St. Phone 1577

THRIFT

MONEY IS NEEDED—For the war—for the home emergencies—for the growing cost of living—for a business start—for a holiday—for old age—for all purposes. INCREASE YOUR SAVINGS—Hold down your spending—open a savings account at

THE BANK OF TORONTO

Head Office: Toronto, Canada.

ESTABLISHED 1855

CAPITAL \$5,000,000
RESERVED FUNDS \$6,439,332

FOUR OFFICES IN LONDON.

Corner King and Richmond Streets John Pringle, Manager
Corner Dundas and Adelaide Streets C. H. Wickett, Manager
Corner Richmond and John Streets T. C. Margrett, Manager
Corner Dundas and Talbot Streets J. C. McDonald, Manager

Women's Convention Called in Ontario To Prevent Waste

Will Meet in Toronto July 24—Hanna to Speak.

TORONTO, July 12.—The organization of resources committee has definitely fixed Tuesday, July 24, as the date of a province-wide convention of representative women, with regard to the prevention of food waste and the encouragement of thrift and economy. It will be held in Toronto.

Hon. W. J. Hanna, the Dominion food controller, has accepted an invitation to be present and address the convention, while it is expected that Sir Thomas White, the finance minister, will also speak.

ONTARIO FOLK URGED TO USE COAL SUBSTITUTES

TORONTO, July 12.—After Government consultation with the Dominion fuel controller, Hon. Dr. Pyne, acting prime minister, today issued a statement appealing to the province to utilize as far as possible other substitutes for coal, and to conserve the available supply.

BACKACHE, LUMBAGO AND RHEUMATIC TROUBLES

Dear Mr. Editor,—I wish to state that I suffered greatly from backache, lumbago and rheumatic troubles. I used "Anuric," the latest discovery of Doctor Pierce for backache and kidney troubles, and I can cheerfully recommend it to anyone suffering from any of these maladies.

Yours truly,
J. F. BARBER.

Note: It is now asserted with confidence that these painful effects due to uric acid in the system are entirely eradicated. A new remedy, called "Anuric," has been discovered by Dr. Pierce, and is the cause of a drainage outward of the uric acid with which it comes in contact within the body. It will ward off backache, headache, and the darting pains and aches of articular or muscular rheumatism—of those diseases which are caused by too much uric acid, such as gout, asthma, sciatica, etc. "Anuric" prolongs life because old people usually suffer from hardening and thickening of the walls of the arteries, due to the excess of uric acid in the blood and tissues.

Dr. Pierce, who is director and chief physician at the Invalids' Hotel and Surgical Institute, Buffalo, N. Y., has been testing this wonderful medicine for the relief of overworked and weakened kidneys. The relief obtained by sufferers has been so satisfactory that he determined to place "Anuric" with the principal druggists in town where people could get it ready-to-use medicine. "Anuric" is not harmful or poisonous, but aids nature in throwing off those poisons within the body which cause so much suffering, pain and misery. Scientists assert this remedy is 27 times more potent than lithia. Send 10 cents for large trial package.

"Anuric" is building up a reputation as good as Dr. Pierce's other well-known medicines which have been proved reliable during nearly fifty years, such as Doctor Pierce's Favorite Prescription for the ill or women, Doctor Pierce's Pleasant Pellets, the liver regulator, and Doctor Pierce's Golden Medical Discovery for red blood.

GIRLS! WOMEN! TAKE CASCARETS IF CONSTIPATED

They live your liver and bowels and clear your complexion.

Don't stay headachy, bilious, with breath bad and stomach sour.



Tonight sure! Take Cascarets and enjoy the nicest, gentlest liver and bowel cleansing you ever experienced. Cascarets will live your liver and clear your thirty feet of bowels without griping. You will wake up with a clear, bright, clean, stomach sweet, eyes bright, step elastic and complexion rosy—they're wonderful. Get a 10-cent box now at any drug store. Mothers can safely give a whole Cascaret to children any time when cross, feverish, bilious, tongue coated or constipated—they are harmless.

WOMEN! MOTHERS! DAUGHTERS!

You who tire easily, are pale, haggard, worn, nervous, or irritable, who are subject to fits of melancholy, the "blues," get your blood examined for iron deficiency.

Standard Drug Co., Ltd.

CRITICISM FORCES CHAMBERLAIN OUT OF INDIAN OFFICE

Lord Hardinge, Former Viceroy, Resigns From Office.

LATTER NOT ACCEPTED

Promise of Judicial Inquiry Into Mesopotamia Campaign Precipitates Crisis.

LONDON, July 12.—J. Austen Chamberlain, secretary for India, has resigned.

Lord Hardinge, the former viceroy of India, also presented his resignation as under-secretary for foreign affairs. His resignation, however, was not accepted.

Both Houses of Parliament commenced debate today on the report of the commission which so severely criticized the alleged mismanagement by the Indian Government and others of the first British expedition into Mesopotamia.

Sir F. E. Smith, the attorney-general, in opening the debate in the House of Commons, described the report as "simply a cemetery of reputations." No single person, he said, expected by the report that the commission had had the advantage of being represented by someone who might be that the conclusions in the report were well founded, but that had yet to be ascertained and proved.

Chamberlain Steps Out.
J. Austen Chamberlain, during the course of the debate, which largely concerned the question of what form the tribunal for further investigation should take, said that it was impossible for him to continue as head of the India office, when his conduct might be called into question before the proposed tribunal. Accordingly, he added, his resignation had been placed in the hands of Premier Lloyd George, and he only spoke from the Government bench because, owing to the King's absence from London, it had been impossible for him to ascertain the King's pleasure in the matter.

In the House of Lords, which also debated the Mesopotamia report, Baron Islington, parliamentary under-secretary of state for India, said that throughout the period of these Mesopotamia operations the secretary for India—Mr. Chamberlain—had suffered from lack of information on the position of affairs. It was not until the position had become desperate that Mr. Chamberlain had learned the truth, concluded Baron Islington.

Scathing Criticism.
Mr. Chamberlain was one of the group of civil and military officials on which fell the most scathing criticism from an official British source of military operations which has been made since the war began, contained in the report of the commission which investigated the ill-fated Mesopotamia expedition. The report found that the expedition was undertaken with insufficient forces and inadequate preparation, and that the failure of the first campaign, with the loss of the British force at Kut-el-Amara, was due to miscalculations and lack of foresight, which reflected discredit on all concerned. The India office in London was responsible for the policy pursued, although the report attached less blame to Mr. Chamberlain's part in the enterprise than to that of the others concerned.

PEOPLE ADVISED TO FILL COAL BINS AS SOON AS POSSIBLE

Fuel Controller Says Situation Is Serious—Expects Ample Supply.

OTTAWA, July 12.—C. A. Magrath, fuel controller, has returned from Washington, where he had been in conference with Francis S. Peabody, chairman of the coal production committee of the national defence board, in regard to coal supplies for Canada. He has secured the services of H. P. McCue of Pittsburgh, who will keep in close touch with the coal production committee at Washington, and generally supervise and expedite all coal exports to Canada.

As regards the situation generally, Mr. Magrath warns both domestic and industrial users that they should lose no opportunity to lay in their fuel supply at the earliest possible moment. An effort should also be made to conserve the strictest economy in the use of fuel, and to substitute wood and coke wherever possible.

Will Sit Out Extortions.
Commenting on the cost of fuel to the consumer, Mr. Magrath does not anticipate trouble with the coal agencies in Canada. He expressed confidence that those engaged in that business will do the right thing. "We are in the midst of a period when it is the clear duty of every man to play the game, to do his duty and be fair to his fellowmen," said Mr. Magrath. "In order, however, that there may be no misunderstanding as to my position as fuel controller, I wish to give the most positive notice that if there should be at any time evidence of extortion, I shall act in no uncertain manner."

OWEN SOUND ARTIST STRANGELY MISSING

TORONTO, July 12.—News was received today from Algonquin Park that Tom Thomson, one of the most talented of the younger Canadian painters, had been missing since Sunday, and was thought to have been drowned or the victim of foul play. Mr. Thomson was last seen at Canoe Lake at noon on Sunday, and at 3.30 in the afternoon his canoe was found adrift in the lake upside down. Mr. Thomson carried a light fishing rod, and this and his dunnage bag were missing.

Mr. Thomson came from Owen Sound. Part of his 42 years of life were spent in British Columbia.

GOVERNMENT SURVEYOR DROWNS IN KOOTENAY

Chas. W. Drysdale, of Ottawa, Is Lost From Raft.

INVERMORE, B. C., July 12.—While attempting to cross the Kootenay River near Cross River, in a raft yesterday, Charles W. Drysdale, of Ottawa and Montreal, chief of the geological survey, party, and his assistant, William J. Gray, a university student of Vancouver, were drowned by the raft upsetting. The bodies have not been recovered, having been swept away by high water. George M. Smith, of Seymour Arm, was also on the raft, but reached shore.

THE MICHIGAN SPECIAL—CONVENIENT NIGHT TRAIN FOR DETROIT
AND CHICAGO.
Particular attention is called to the convenient night train operated via the Canadian Pacific-Michigan Central Route to Detroit and Chicago. Leave Toronto 11:30 p.m., daily, arrive Detroit 7:30 a.m. and Chicago 8:00 p.m. Electric Lighted Standard Sleeper is operated to Detroit. Further particulars from any Canadian Pacific Ticket Agent, or W. B. Howard, District Passenger Agent, Toronto, Ont. Aug. 15-17

BATHING CAPS,
35c, 50c, 75c

IRISH PRINTED
NOVELTY
HANDKERCHIEFS,
2 FOR 25c.

Chapman's

CLEARING LINES
IN JEWELRY,
BEAUTY PINS,
ETC., HALF-PRICE.

BARRETTES,
SIDE AND BACK
COMBS,
7c EACH.

BIG "LUCKY EVENT" SALE

Summer Gloves

—Black or White Silk Gloves, double-tipped fingers, all sizes. Per pair 75c
—Heavy Quality Silk Gloves, in black, white, navy and palm beach shades, double-tipped fingers. Per pair \$1
—White or Black Cotton Lisle Gloves, all sizes. On sale at, per pair 39c

Boys' Summer Jerseys

—In sizes 26, 28, 30 and 32 only; white, grey or navy blue, trimmed with contrasting colors, fine quality cotton. On sale today and Saturday, each. 39c

Ladies' Neckwear

—Pique and Georgette Crepe Collars, in white, flesh and maize; Net and Lace Stock Collars in dainty patterns. On sale today and Saturday 37c, 50c, 75c
—SPORT HATBANDS AND SCARFS, in all the wanted colors, both in awning and Roman stripe effects. At 75c

Silk Sweater Coats

—Fashionable Pull-Over Silk Sweater Coats, with white collar, cuffs and sash; shades are coral, copen, canary and lime. On sale \$8.50 to \$12.50 today and Saturday

Patent Leather Belts

—To wear with a middie blouse, wide, large buckle. On sale today and Saturday, each 25c

White Petticoats

—Made of good-wearing cambric, with 18-inch flounce, two rows of insertion and edge of tereon lace. Also another style with embroidery and cluster tuck flounce, well made and finished; regular \$1.00 value. On sale today and Saturday 83c

Bathing Suits

—Made of gloria cloth, water-resisting, in bloomer and skirt style, military braid trim med, assorted colors \$1.98, \$3, \$3.50

Silk Skirts

—Ladies' Black Taffeta Silk Skirts, in the "Good Luck" Sale. Choice \$4.69
—Three only Black Paillette Silk Skirts for elderly ladies' in 26, 27 and 30 inch waistbands. Reduced to \$6.75

Sport Coats

—Clearing the balance of Ladies' and Misses' Sport Coats at special July sale prices \$5.75 to \$12.50 ranging from \$4.00
—Raincoats for women and misses, made of fawn Paramatta, well rubberized. At \$4.00

Only a Few Left

—Children's White Summer Dresses, beautifully made and trimmed with lace and embroidery. Come in sizes for girls of 6 to 14 years. These are worth up to \$2.50. On sale today and Saturday 98c

Friday and Saturday List of Special Interest To Thrifty Buyers!



Dress Goods : Silks

—2 PIECES MOHAIR SICILIAN, 54 inches wide, in steel grey and brown. Regular price, \$1.25. On sale, per yard 78c
—2 PIECES ALL-WOOL SERGE, 50 and 54 inches wide, in navy blue and black. A splendid quality for a good suit or skirt. Present value not less than \$2.00. On sale, per yard \$1.25
—2 PIECES SATIN STRIPED SILK—36 inches wide, in two very attractive shades—old rose or dark hunter's green. Specially adapted for a stylish dress. Regular \$2.50 value. On sale, per yard \$1.59
—SILK POPLINS, 36 inches wide, in a good range of best selling shades; also black. Regular price, \$1.75. On sale, per yard \$1.50

Sport Waists

—The new Sport Waists, in plain and vivid shades, coralette, Dutch blue and burnt orange, with Oriental spot collar. Special value \$1.69
—WHITE HABUTAI WAISTS, made with the new large circular collar, lace-trimmed. A very dressy Waist, in a heavy quality of silk; all sizes at \$2.50

Sport Skirts

—New York styles in Sport Skirts, vivid rose, paddy, purple and coral shades; smart block and stripe patterns, with sport pockets. WERE \$5.50, REDUCED TO \$4.25 WERE \$4.50, REDUCED TO \$3.50
—Other special bargains in Sport Skirts at \$1.95 and \$2.39

White Wash Skirts

—Fine White Gabardine Wash Skirts tailored style, with two pockets. On sale Saturday, only \$1.39

J. H. Chapman & Co.

239, 241, 243 Dundas Street

Children's Rompers

in neat check patterns, strongly made; regular 50c, for 39c

Summer Middies

—A very large collection of all the newest styles, coats and pull-overs, plain, white or colored sailor collars, also the new wide stripe and sport effects, splendid wearing material. On sale 98c to \$2.00

Hosiery

—Ladies' Silk-Ankle Hose, in shades of hello, copen, black, white, tan, green, navy and grey. These are "seconds" of good quality. Today and Saturday, per pair 35c
—Ladies' Black and White Cotton Hose, all sizes, old value. At, per pair 35c
—Black and White Lisle Hose, in very fine quality. Per pair 50c
—Ladies' Silk-Ankle Hose, "Radium" brand, a splendid wearing quality, in black or white. Per pair 75c
—Radium Silk-Ankle Hose, in grey, smoke, navy, champagne, black or white. A BETTER HOSE. Per pair \$1.00
WE SELL HOLEPROOF HOSE.
—In black, white, nigger, smoke, gunmetal, pink and navy. At, per pair \$1.50
Three pairs in a box at \$4.00.

Wash Goods

—150 yards Fancy Dolly Varden Voiles, very suitable for hot-weather dresses or waists, also children's dresses, small patterns, in shades of blue, pink, yellow and white grounds, all 27 inches wide. On sale Saturday at, yard 8 1/2c

Tabling : Quilts

—Table Damask, 70 inches wide, very special value. At, per yard 69c
—CROCHET QUILTS, 11-4 size, with fringe, extra heavy. On sale today and Saturday, each \$2.00
—Large assortment of the season's most fashionable Voiles and Marquisettes, 36 and 40 inches wide; regular 50c value. Your choice today and Saturday, per yard 29c
—Mill ends of White Summer Wash Goods, in check and stripe patterns, 27 and 36 inches wide, all good lengths. Per yard 12 1/2c

Special Corset Values

—Steel-Filled Corsets, reinforced front, with four hose supporters. On sale at 98c
LADIES' SUMMER KNIT VESTS.
With half sleeves or sleeveless. On sale today and Saturday 3 for 50c
—Five Dozen Corset Covers, lace trimmed. Today and Saturday 29c

Children's Hats

—Trimmed and Untrimmed Straw Hats for little girls, rolling and drooping brims, in blue, rose, white, tuscany, green, brown and black and white; were \$1.00. On sale at half price 50c

Special Vote Offer Closes Tomorrow Night at 8.30 o'Clock

50,000 EXTRA VOTES FOR EACH AND EVERY \$15.00 WORTH OF NEW SUBSCRIPTIONS SECURED BY TOMORROW NIGHT. Candidates, this is your opportunity to double and triple your vote. Lose no time in gathering in all your promised subscriptions, as you might just as well have them now when this extra 50,000 vote offer is on. Collect all the back subscriptions and renewals, for which you will receive 25,000 extra votes for every \$15.00 worth turned in by tomorrow night.

Grand Prize \$1,600

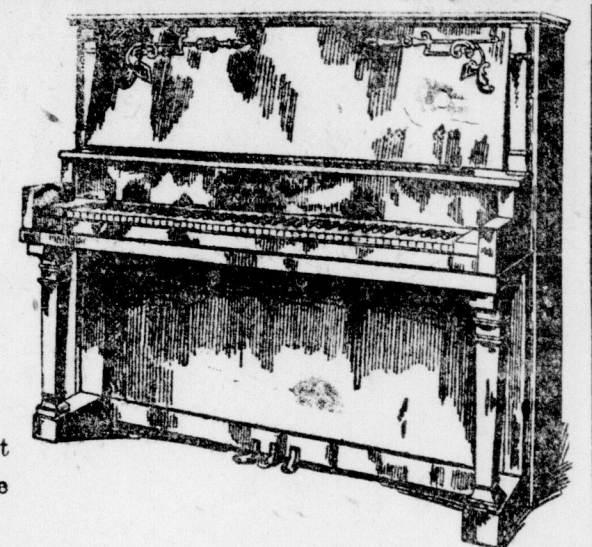


McLaughlin Special D-45-6 Cylinder—Now on exhibition at the McLaughlin Garage, Richmond Street, London. This costly touring car will be given to the candidate receiving the greatest number of votes, irrespective of districts. The winner of the Grand Prize will be given \$1,000, to be donated to some patriotic organization in his or her district.

**\$16,000
In
Prizes**

Second Prize In Each District

**A \$400
Mason & Risch
Piano**



These eight sweet-toned Mason & Risch Pianos cost The Advertiser \$3,200, and are now on exhibition at the Mason & Risch show rooms, Dundas Street, London.

\$2,000 In Cash

This money is for patriotic organizations only. The winner of the grand prize must donate the \$1,000 to some patriotic organization in his or her district. The other \$1,000 is divided equally among the eight districts, the winner of the first prize in each district being given \$125, which must be donated to some patriotic organization in his or her district, thus giving some one district two cash prizes for patriotic purposes.

News Dealers and Agents

Newsdealers and agents may take subscriptions to The Advertiser and give the votes to some one candidate.

In remitting money to the contest department be sure and give the candidate full value in votes.

Some of the Big Prizes

**NINE AUTOMOBILES
EIGHT \$400 PIANOS
EIGHT BEDROOM SET
EIGHT CABINETS OF SILVER
EIGHT HOOSIER CABINETS
\$2,000 IN CASH**

Many More Prizes to be Announced.

HOW LATE ENTRANTS MAY GET 134,000 VOTES OUTSIDE OF DISTRICT NO. 1

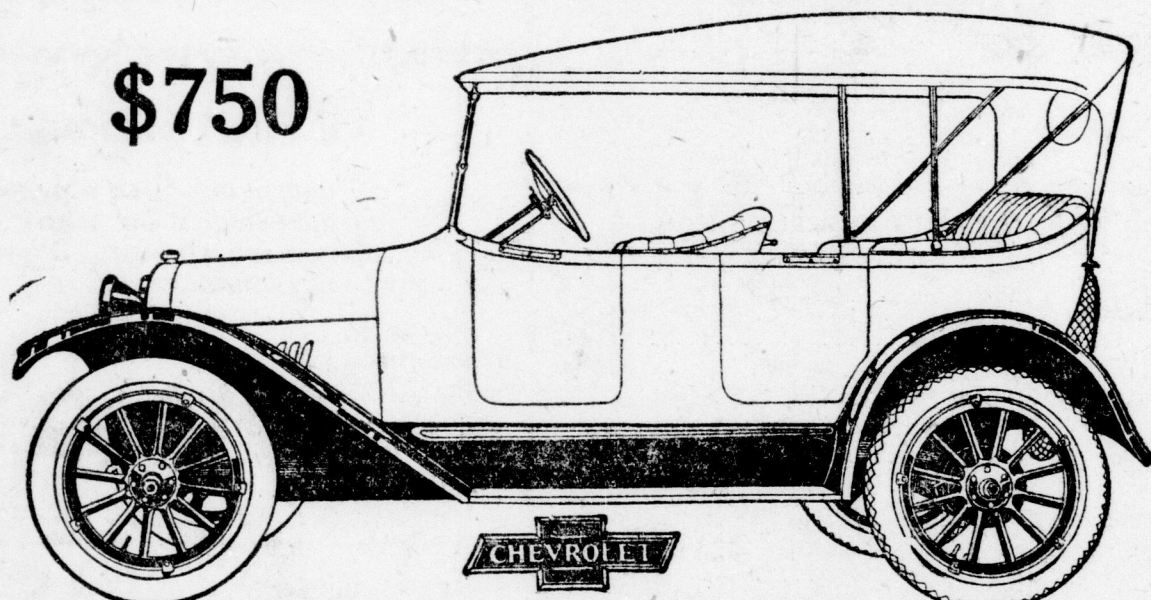
There is still time for late entrants to send in their nominations, or for those low in the list to make a start. As an example of how rapidly the votes count up under the 50,000 EXTRA VOTE OFFER, we give the following:

	Votes.
Two Six Months' New Daily Subscriptions by Mail at \$1.50 each	5,000
Four One Year New Daily Subscriptions by Mail at \$3.00	28,000
Bonus on Club of \$15.00 worth of New Subscriptions	50,000
Two Six Months Old Subscriptions by Mail at \$1.50 each	6,000
Four One Year Old Subscriptions by Mail at \$3.00 each	25,000
Bonus on Club of \$15.00 Worth of Old Subscriptions	5,000
Nomination Votes	15,000
Bonus on First New Yearly Subscription	15,000
Total	134,800

How is this for a day's work? Any real, live, hustling candidate should be able to get a club of \$15 in new subscriptions and a club of \$15 in old subscriptions daily. Give it a trial. You will be surprised to see how rapidly votes and subscriptions will count up if you go after them in earnest.

FIRST PRIZE IN EACH DISTRICT

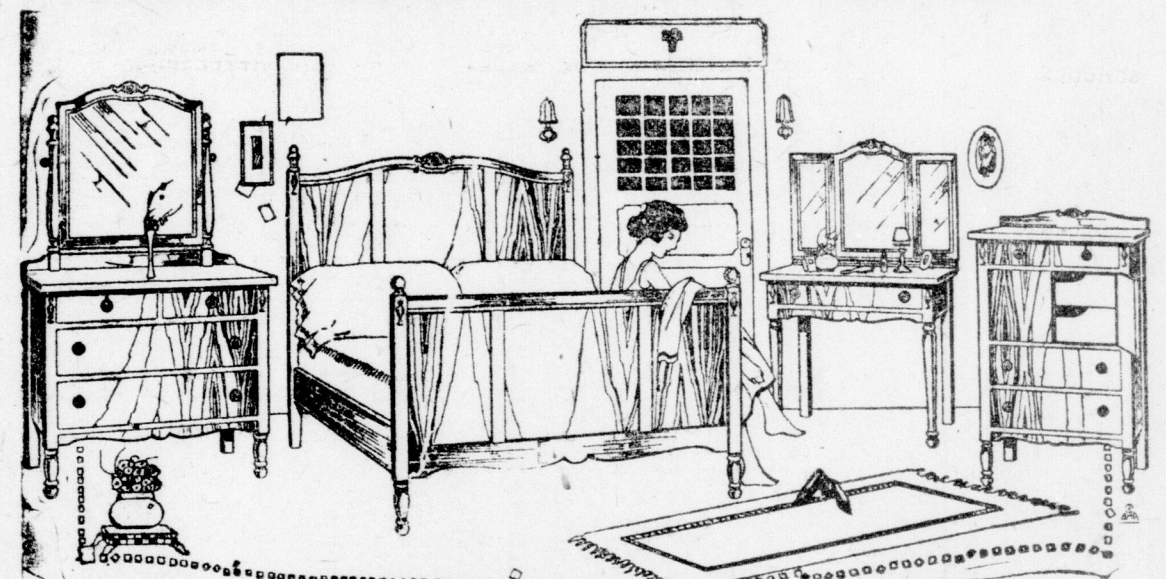
\$750



These eight automobiles cost The Advertiser \$6,000. They are the 1918 model, and are now on exhibition at the Ontario Garage, Dundas Street, London.

The Whole
of
Western
Ontario Is
Represented
In
This
Contest

THIRD PRIZE IN EACH DISTRICT



Eight of these Black Walnut Bedroom Sets cost the Advertiser \$1,200. They are now on exhibition at the Ontario Furniture Co.'s show rooms, Dundas Street, London.

HOW TO SECURE 50,000 VOTES

For every \$15.00 worth of back subscriptions or renewals, whether from one person or from separate subscriptions, a candidate turns in the regular schedule is 25,000 votes. In addition to this, there is the extra vote of 25,000, making a total of 50,000 votes for every \$15.00 worth of old subscriptions turned in by tomorrow night.

NOTICE

Owing to the large number of new subscriptions and coupons turned in up to yesterday, it will be impossible to publish a complete standing of the candidates before Tuesday of next week.

EIGHT HOOSIER CABINETS

Were purchased by the Contest Manager to be used as additional prizes in this contest. These cabinets are conceded to be the most beautiful kitchen cabinets so far produced. Its spotlessly-white surface seems always to radiate cleanliness. Of one thousand Hoosier Cabinets in use in London and vicinity this style is the gem of them all. These cabinets have been procured through the London agents, Messrs. Wm. Trafford Furniture Co., 129 Dundas Street.



The Famous Hinge Door
"Hoosier Beauty"

HOW TO SECURE 100,000 VOTES

For every \$15.00 worth of new subscriptions, whether from one person or from separate subscriptions, a candidate turns in the regular schedule is 50,000. In addition to this, there is the extra vote of 50,000, making a total of 100,000 votes for every \$15.00 worth of new subscriptions turned in by tomorrow night.

AUTO THIEVES LEFT CAR IN DITCH AND ESCAPED IN DARK

Hot Chase From Springbank
to Kilworth Late Last
Night.

An exciting chase of four auto thieves took place between Springbank and Kilworth last night. Shortly after 10 o'clock four young men walked up to a car belonging to W. Simmonds of Ingersoll, and cranking it, drove away. Mr. Simmonds happened along about two

minutes later, and jumping into the auto of Manny Charlton, a local taxi driver, started in pursuit. Passing through Byron, they caught sight of tail lights a long distance ahead, and followed. The chase continued at top speed until the foot of the Kilworth hill was reached. The four thieves apparently were not familiar with the roads of the district, and had no time to investigate, as they knew they were being pursued. In their haste they took the wrong turn, and sent their machine into a ditch four feet deep, where it came to a stand. The four hastily scrambled out, and when Mr. Charlton and Mr. Simmonds arrived a few seconds later, the thieves had climbed over a fence and made their escape in the darkness. Little damage was done to the car. This is the second time this season Mr. Charlton has run down auto thieves, the first being early in the spring, when, single-handed, he captured a trio of youths who had taken a car, and turned them over to the police. A Ford car belonging to J. W. Cook, an employee of E. Leonard & Sons, was taken from Springbank late last night.

I'M HELPING YOU!

By Fighting High Prices
Give Me Your Support

Don't just pop into any store because it is handy for you. SAVE WHERE YOU CAN, that's wartime economy. I'm content with a small profit, but I must have a big turnover, so if you appreciate my efforts, show it by patronizing the store that is fighting the high cost of living.

You Can't Get Away
From These Values

FEW WORDS ARE NECESSARY—You know this store, its methods, the high quality meat we handle, you know the general conditions today, so be here early tomorrow. Make your pennies count.

RUSH Specials

Stewing Veal,
15c lb.

Lake Herring,
10c lb.

Hamburg Steak,
fresh ground,
while it lasts,
18c lb.

Pickled
Spareribs,
10c lb.

CHUCK POT ROASTS,

18c lb.

BONELESS ROLLED
POT ROASTS,
25c lb.

FRESH PORK
TENDERLOINS,
58c lb.

DEEP SIRLOIN
ROAST BEEF,
30c lb.

WING ROASTS
BEEF,
30c lb.

BLADE ROASTS,
25c lb.

COOKED MEATS.

Ingersoll Baked Ham
flavor all its own.

Roast Ham, with
dressing, Ox and
Pork Tongues, New
England Ham, Try
it for your picnic
supplies.

Be Wise!
All meat goes on sale
from 3 to 10:30 p.m.
Saturday night at cut-
rate prices.

Wilsons

PHONES 1119-1120,
Richmond St. and Market
Square.

Peters Popular Week-End Features

CANDY DEPARTMENT.

The big feature this week—
PARISIAN SMACKS,
fruit, nuts and cream,
only 24c lb.

At Our New Tea and Coffee Department

PETERS COLONIAL BLEND TEA

Half-pound 30c, pound 60c.
The tea that meets with such
general approval at Tea
Room.

PETERS PURE FRESH- MADE PEANUT BUTTER

Package 15c
Come in and sample our free demonstration.

CAKE DEPARTMENT.

TUTTI-FRUTTI BAR

with fruit through and a
creamy fruit icing on top.
Each 20c

PETERS PLANTATION BLEND COFFEE,

a coffee that will delight the
palate of every coffee lover.
Per pound 50c

PETERS CREAMY SALAD DRESSING

Package 15c
A rich, smooth, fine-flavored dressing
(no oil in its composition).

PETERS - Shop 'Round the Corner

QUALITY STORE

HOT WEATHER DRINKS

Montserrat Lime Juice, bottle 50c
Olympia Lime Juice, per bottle 25c
Raspberry Vinegar, per bottle 30c
Grape Juice, per bottle 25c
Loganberry Juice, bottle 20c, 30c
Carrington's Ale, Labatt's Ale, per
dozen 90c
Pabst Beer, per dozen \$1.75

Peanut Butter, per pound 25c

FRESH FRUIT.

Strawberries, Cantaloupe, Water-
melon, Oranges, at the lowest
market price.

Buy your groceries at this store.
We can save you money.

HARRY RANAHAN

Phones 1024-3323, 515 Richmond St.

NEW FRUIT STORE OPENS

Mr. John Sharman, late of the March
& Hunter Seed Company, and proprietor
of the Hillcrest Fruit Farms, will open
a wholesale and retail fruit store, at
389 Talbot street, opposite the market,
on Saturday next, which will be known
as the Hillcrest Fruit Store. Mr. Shar-
man will have in association with him
his sons, who are at present serving the
King overseas.

The feature of the store will be
fresh fruit from the farms each day,
and the jams and canned goods of E. D.
Smith & Son of Winona will also be
handled exclusively by Mr. Sharman.
Phone orders will be promptly attended
to, and delivered to all parts of the city.
The number is 4665.

WHY ADVERTISE?

Why Do We Advertise
Our Shoes?

BECAUSE

We have a very excellent and varied stock of
all the popular up-to-date Shoes in all kinds of
leather and combinations, made by expert
workmen and conforming to every line and
last of present styles—Canadian and American.

BECAUSE

We have been in the shoe business—the busi-
ness of selecting and buying shoes for the
people of the city and surrounding country—
for many years, and believe we know what will
best serve and satisfy the shoe purchasers of
this community.

BECAUSE

We believe we are equipped for and do give ex-
cellent and expert service in fitting MEN,
WOMEN AND CHILDREN with shoes that Fit
Right, Wear Right and Are Right.

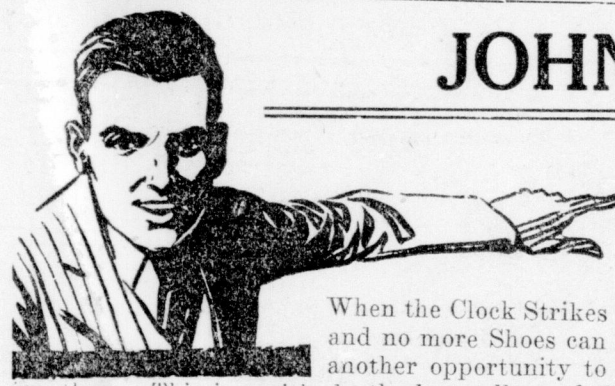
BECAUSE

We know these features rightly qualify the
characteristics of this business, and we want
every reader of this paper to know it.

BECAUSE

We believe publicity promotes business, and
we are always here ready to do business in
Boots, Shoes, Slippers, Trunks, Bags and all
Leather Goods.

Cook's Select Shoe Store

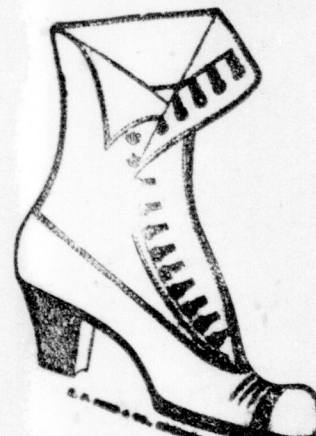


JOHNSTON & MURRAY

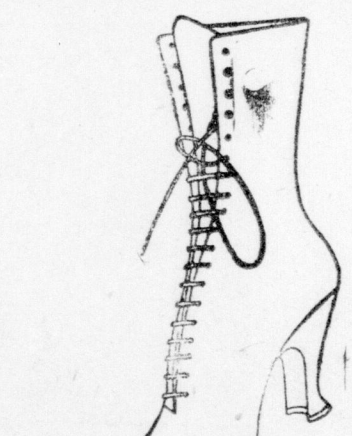
Warning!

When the Clock Strikes Ten on Saturday evening, our Great Shoe Sale will be a thing of the past, and no more shoes can be had at our Cut Price Rates. It will be many a day before you will have another opportunity to buy our Good Shoes at the fragments of prices at which we are now offering them. This is positively the last call we shall make for our Shoe Sale. Saturday Night when we close our doors, it will be all over and our Shoe Sale will be dead.

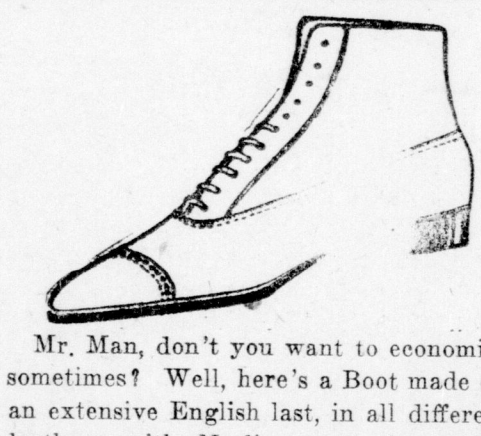
HEED OUR WARNING!—There are many good bargains left—plenty of them, and then again where can you make an investment that will pay such large and immediate returns? Read below—we are sure you'll see Shoes you can use and that you can save money by buying them now.



75 pairs of Women's Lace and Button
Shoes, American made,
in sizes 1 1/2 to 4, only, **\$1.89**



Ladies' Black Kid, Louis heel, **\$3.95**
long vamp



Mr. Man, don't you want to economize
sometimes? Well, here's a Boot made on
an extensive English last, in all different
leathers, with Neolin or leather soles.
Regular \$6.00. Anniversary price,
\$4.48



75 pairs of Men's Working Boots. Not
too heavy, yet solid all the way through;
a bargain at \$4.50, but we will sell the above
amount at the very special
price. Mail orders filled. **\$3.48**



The children must be looked after. If you
want good Boots for them, come and see
our prices, and we fit them as you would
like to have them fitted. Largest assort-
ment in London.
Prices **79c Up**



Patent and Kid Pumps. Values to \$6, for
\$2.18

JOHNSTON & MURRAY

LONDON ST. THOMAS

The Biggest Opportu-
nity of the Season.
We do not want to put
these lines back on our
shelves.

For Best Quality Groceries Buy From Rowat's

Satisfaction is guaranteed with
every article sold.

PORT STANLEY RESI- DENTS.

Arrange to have our representa-
tive call for your grocery orders.
You are sure to be pleased with
our prompt service. Mail orders
receive careful attention.

GURD'S GINGER ALE

A pleasing drink that satisfies. We
also have all leading brands of sum-
mer drinks.

FOR OUTING DAYS

on motor or picnic trips we have
many specialties to offer. Ask us.

PHONE ORDERS

receive the same care
and attention as
though you called per-
sonally.

T. A. ROWAT & CO.

250 Dundas St. Phones 3051-3052.

Cultivate your musical talent by lis-
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the songs of the World's greatest Ar-
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studying music, there is nothing you
can do that will develop their talent
quicker than to give them the daily
intimate association of the wonderful
New Edition in your home. W. Mc-
Phillips, 159 Dundas street, London.

Follow the Crowds

To the Giant Clothing House GIGANTIC REMODELING SALE!

IT'S A BARGAIN SCRAMBLE—RUSH, SHOVE,
EDGE YOUR WAY IN TOMORROW (SATURDAY).

The greatest feast of values ever known of high-class Clothing, Hats, Furnishings, etc.! This sale has proven to be a record-breaker. Thousands have bought goods at such remarkable price reductions that the good effect of this money-saving will be felt for a long time. But—we are not satisfied just to break records—we want to make a clean sweep of this stock. The army of carpenters and contractors has almost finished work on the building. We are going to give the people of London and district, during the next few days, some of the most wonderful bargains they ever heard of. Be here prompt at 8 o'clock. Make it the biggest pay day you ever had in all your life, as to-morrow will be gala day. A large force of extra salespeople have been engaged to accommodate the great crowds that are expected.

Sale Closes Tomorrow at 10:30 p.m.

FREE!! FREE!! FREE!!

MAN'S SUIT, VALUE \$15

Every customer making a purchase of \$1.00 or over today and tomorrow (Saturday) up to 4 o'clock in the afternoon will be presented with a numbered ticket; a drawing will take place at 4:30 o'clock on Saturday and the person in the store holding the lucky number drawn will be given a MAN'S SUIT VALUED AT \$15.00. Owner of ticket must be in store when drawing takes place, otherwise tickets will not be considered.

ABSOLUTELY FREE!—Make your purchase before 4 o'clock tomorrow and be on hand at the drawing at 4:30 o'clock.

Men's Suits

\$25.00 SUITS FOR 16.95

Every suit made up from
the finest imported fabrics;
\$25.00 value, **\$16.95**

\$22.50 SUITS FOR 14.95

Every suit guaranteed all
wool and fast colors; \$22.50
value, for **\$14.95**

\$20.00 SUITS FOR 12.45

Suits made up in the latest
styles from specially selected
fabrics; \$20.00 value, **\$12.45**

\$15.00 SUITS FOR 9.95

Made up from imported
fabrics, suitable for all kinds
of service; \$15.00 value **\$9.95**

Men's Raincoats

One lot of Men's Raincoats,
regular \$6.00 **\$3.45**
value, for

One lot of Men's Raincoats,
regular \$12.50, **\$7.45**
at

One lot of Men's Raincoats,
regular \$15.00 **\$9.95**
value, at

Panama Hats

Choice of any \$5.00, \$5.50
and \$6.00 **\$3.95**
Panama, at

Straw Hats

The Season's Latest Creation
in Straws.

Up to \$2.50
value, at **\$1.69**

Up to \$2.00
value, at **93c**

Soft and Stiff Hats

The newest shapes and shades.
A Hat for every head.

\$3.50 value, **\$2.19**
at

\$3.00 value, **\$1.85**
at

\$2.50 value, **\$1.35**
at

Overalls

Blue and white stripe stiff
cloth. Regular **98c**
\$1.25, Sale price

Kitchen's Overalls, plain,
black and blue and white
stripe. Sale **\$1.45**
price

Men's Bathing Suits

25 dozen Cotton and Woolen
Mixtures One-Piece Bathing
Suits, different colors, all
sizes, all wool. Up
to \$1.25 values, for **98c**

MEN'S FURNISHINGS

WORK SHIRTS

The best Work Shirts and
strongest made; **\$1.25**
\$1.50 value

\$1.25 value, **98c**
at

\$1.10 value, **79c**
at

MEN'S PANTS

Men's Cottonade Pants,
regular \$1.75
value, at **\$1.19**

Men's Pants, perfect fitting.
Regular \$3.00 value, sale
price **\$1.95**

Men's Pants, in worsteds
and stripes, suitable for dress
wear. Regular \$4.50 value,
sale price **\$2.45**

Men's Pants, in worsteds,
of fine quality; a snap. Regular
\$5.00, for **\$3.45**

The cream of our stock. Not
a pair worth less
than \$6.50, for **\$4.69**

SPORT SHIRTS

65 dozen Sport Shirts;
the latest from the manu-
facturer, \$1.50
value, plain white **98c**

\$1.50 value, **\$1.19**
fancy stripes

\$1.75 value plain and
fancy
stripes **\$1.35**

THE GIANT CLOTHING HOUSE

Look for Large Black and Yellow Sign and Name Before you enter.
120 DUNDAS STREET

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"SHELL 43," GREATEST OF WAR PICTURES, AT MAJESTIC THEATRE

H. B. Warner Featured in a
Wonderful Story.

INCE SUPER-PRODUCTION

This Great Film Will Be
Shown Today and
Saturday.

"Shell 43," a Thomas Ince super-
production, admitted to be one of the
most realistic war films ever shown,
will be presented today and Saturday
at the Majestic Theatre.
This wonderful production comes
direct from a New York run to Toronto,

thence here. Persons who saw the pic-
ture in Toronto claim it to eclipse any-
thing so far shown of its kind.
Henry B. Warner, that wonderful
actor of such force and power in pres-
entation, appears in the main role.
He is close to the German front, bear-
ing the credentials of an American war
correspondent. With documents he ob-
tains access to the innermost German
war councils.

The story deals with the spy system,
as it is believed to be employed now on
the battlefields of Europe; hence it was
imperative that in filming the play abso-
lute accuracy of detail be maintained
throughout. Among the most important
pieces of equipment shown in operation
during the play is the trench periscope.
This novel and highly valuable apparat-
us is first seen on the screen when the
action of the story moves into the
trenches and dugouts, where Warner,
as William Berner, is fulfilling his duty
as a spy. The instrument is shown in
use by an officer, and then is more
clearly explained by a view of the re-
sults of its use—i. e., the reflector
clearly mirrors the activities of the
troops in the territory surrounding the
trenches and dugouts. This unusual bit
of photography, it is said, was obtained
only after many hours of experimenta-
tion by cameramen Charles Kauffman.
Another interesting phase of modern

war methods is offered in the depiction
of the uses of the heliograph, by which
messages are transmitted by the rays
of the sun. This repeatedly is brought
into play in the many successive scenes
which show Warner at the window of
a chateau exchanging queries and re-
plies with an aero scout several miles
away.

To miss seeing "Shell 43" is to miss
the opportunity of a lifetime.

MURRAY
MINE Anthracite Coal
Egg, Stove and Chestnut, \$9.00 per ton
Pea Coal, \$8 per ton. Mixed Wood and
Edgings, per load, \$2.50.
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