



THE PRICE OF HOMAGE

ONCE when King Edward VII. paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twenty-four hours. The primary object of this was to lift the pall of smoke that hovers over that wonderful steel-producing city, and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. It was Sheffield's expression of respect.

BUT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers, with quivering valves, should ever be allowed to cool. This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

SOME business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months: By paying homage to tradition, custom, superstition, they have allowed Summer to become their "dull" season. You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you now lose in the Summer that must be regained in the Fall?

DON'T LET YOUR ADVERTISING FIRES DIE OUT THIS SUMMER.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

PUBLIC ENQUIRY WAS BRIEF

The Proceedings Were Ex-Parte—The Hon. Bob on the Stand About a Minute.

Montreal, July 10.—The long expected public inquiry into the charges against the Hon. Robert Rogers opened this morning and lasted exactly thirty-one and a half minutes.

The Hon. Mr. Rogers was questioned on a matter of detail affecting the sending of a telegram from North Bay in 1911, his examination lasting possibly one minute. Then counsel for Mr. Rogers announced that they would forego oral argument, contenting themselves with submitting a written statement of the case. This statement was turned over to the investigating commissioners.

When asked whether a copy of this statement would be available for the press, counsel for Mr. Rogers declared that there was but one copy extant. It had been the intention of counsel to have several made, but time did not permit.

Though both Mr. Justice Galt and the government of Manitoba had been duly notified of the holding of a public session of the commission, both decided to be unrepresented thereat.

So that, as counsel for Mr. Rogers pointed out, today's proceedings, such as they were, were of the nature of ex-parte proceedings.

SUMMARY OF THE WAR NEWS

Russians Continue Their Advance in Galicia, and Have Captured Many Prisoners and Guns.

Free Russia's armies have broken the Austro-German line in the Halicz and Stanislaw sector, one of the most important on the eastern front, and the Russian advance continues.

The Austro-German forces already have withdrawn beyond the Lomnica river, about ten miles west of Jezupol, which was occupied Sunday by the Russians.

The Russians have taken four more villages and increased their captures of prisoners more than 1,000. Seven more field guns and other material fell into Russian hands.

West of Stanislaw the Russians have penetrated the Teutonic lines to a depth of nearly seven miles and between Stanislaw and Halicz they have widened their wedge.

A Forced Evacuation.

It is possible the Teutons may make a stand west of the Lomnica, which, however, will hardly prevent the forced evacuation of Halicz, the strategic key to Lemberg, as the Russians are less than eight miles of Halicz on the three sides and only one avenue of retreat toward Lemberg is left open.

The evacuation of Halicz would make a retreat from the Brzezany-Zlochoff-Brody line by the Austro-Germans almost a necessity.

Meanwhile the Russian artillery is hammering the enemy lines south of Brzezany and north of the Pripet marshes, along the whole front near Riga, Dvinsk and Smorgon, and the fighting activity has increased.

Cavalry Pressing forward.

Petrograd, July 10.—General Korniloff's operations in Galicia along a front of twenty miles have broken the Austro-German front between Halicz and the Carpathians and already the Russian cavalry has pressed forward for a distance of sixteen miles.

To the west of the Dniester, as a result of the Russian forward movement, Halicz has been hemmed in from the south and southwest and the Russians are now menacing the Halicz bridgehead.

From July 2 to 8 inclusive General Korniloff took 14,000 prisoners and 55 guns of which 12 were heavy pieces.

CADET KILLED AT CAMP BORDEN

Camp Borden, July 10.—Lightning was probably responsible for the death of Cadet Claire A. Page, of the Royal Flying Corps, whose machine crashed down on the road near Ypres Junction, during the electric storm which broke over Camp Borden and vicinity last evening.

To bind soups and purees, melt butter, and when bubbling add an equal quantity of flour; when well mixed add to the boiling soup, stirring constantly.

"SALADA"

All Pure Tea—Free from Dust

Sealed Packets Only.....Never Sold in Bulk

— Black or Natural Green —

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OF INTEREST TO WOMEN.

KNOW THY BUTCHER.

Butchers Know a Lot That Housewives Ought to Know.

Really, one of the best persons you can know nowadays is your butcher. You might read all the books on meat cookery that have ever been written, and you would not have as good a practical knowledge of buying meat as you would have as the result of a little friendly talk with the butcher who sells you meat.

Cuts of meat and the names of them vary enormously in different places, and your knowledge avails nothing unless couched in the terms that your particular butcher understands.

And of course the best way to get the best product is to have a dealer you can trust. You can't go around with an equipment for testing food.

It is well worth while to look round till you find a butcher you can trust.

And if your butcher knows you and knows you take an interest he will be much more anxious to give you a fair deal.

If he puts you down in his mental notebook as one of the housewives who appreciate having your money's worth he will delight—or at least not object—to give it to you.

You know in getting various kinds of roasts, chops and other cuts of meat there is necessarily a certain amount of "trimmings." That is, portions that must be cut away before the piece of meat is prepared for the table.

These trimmings are all good, either for soup meat or to make into forcemeat to be used in stuffing, green peppers and other vegetables.

Then all the fat is useful. Such fat should be sent home with the meat and should then be converted into useful fats to use as shortening—but the

matter of trying out fat is another story.

Even the fat from a chicken is good, although most persons don't realize it. Your butcher will not send the chicken fat home unless you request it, not because he wishes to rob you, but simply because if you don't tell him that you want it he will imagine you are like the majority of other housewives and don't want it.

Therefore, get to know your butcher. Ask him questions. It will help you more than you think in keeping down your bills.

JULIA ARTHUR SALAD.

Dices of celery hearts, small heads of lettuce in quarters, Green grapes seeded and cut in half, tangerine oranges peeled in segments.

Chill and arrange on individual salad plates and serve with mayonnaise.

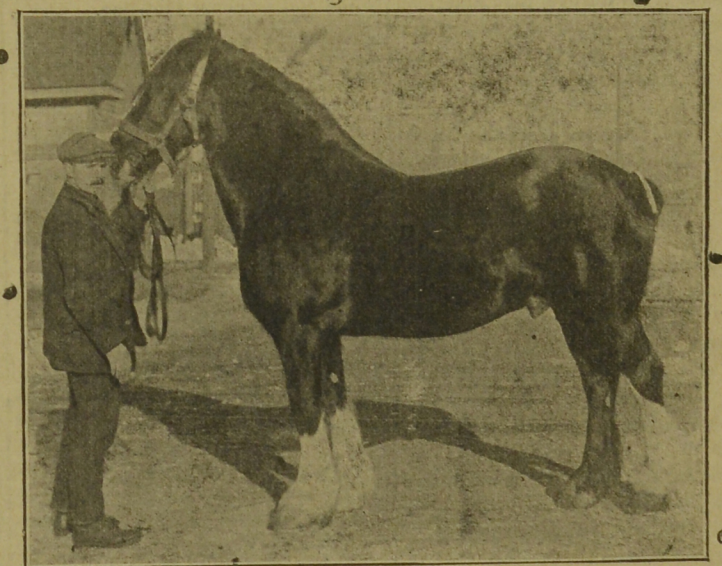
To Contest the Case.

Sydney, N. S., Post: With reference to the recent seizure of a quantity of spirits in bond at the I. C. R. station by the Nova Scotia Temperance Act inspector, it is learned that the department of inland revenue has decided to contest the legality of the inspector's action. Mr. G. A. R. Rowlings, K. C., has been retained as counsel in behalf of the Department. It is likely that the goods will be replevined in the course of a few days.

A woman, Dr. Schischkina Yavein will sit in the council of sixty-one which is now preparing Russia's national constitution.

Wood's Phosphodine.
The Great English Remedy.
Tones and invigorates the whole nervous system, makes new Blood in old Veins, Cures Nervous Debility, Mental and Brain Worry, Depression, Loss of Energy, Palpitation of the Heart, Failing Memory. Price \$1 per box, six for \$5. One will cure six. Sold by all druggists or mailed in plain pkg. on receipt of price. New pamphlet mailed free. THE WOOD MEDICINE CO., TORONTO, ONT. (Formerly Windsor.)

...For Season of 1917....



For a PERCHERON, "HUSSARD," the Biggest and Best Percheron in the Province.

For a CLYDE, "NOBLE MAJESTIC," the greatest 3-year-old Clyde ever brought to New Brunswick.

For a TROTTER, "POTTER PALMER," unbeaten last year at the Exhibitions, 1300 lbs., a trotter, coach horse and worker all in one.

Also a good big 3-year-old Clyde Stallion for service or for sale.

H. C. JEWETT, Fredericton, N. B.

Custom Tailoring

THE NEW IMPORTATIONS for the Coming Season are now on display. An early inspection will assure you of a large and varied selection to choose from.

WE ARE ALSO PREPARED to fill all orders entrusted to us for MILITARY CLOTHING at a reasonable price. We are sole agents for the Crown Tailoring Co. of Toronto, the largest Military Tailoring Co. in Canada.

WALKER BROS. MERCHANT TAILORS

QUEEN STREET, WEST END.

PALMER'S Summer Packs or Plough Shoes

"Moose Head Brand"

(Established 1877)

Our Skowhegan Packs, Larrigans and Sporting Boots are the leaders on the market today in this line.

The satisfaction the wearer gets from our famous "Moose Head Brand" footwear is so well known that leading dealers invariably handle them—and them only. They are roomy, durable, waterproof and comfortable.

No. 101 IS IN GREAT DEMAND FOR SPRING, SUMMER AND FALL WEAR. Be prepared to supply this demand! Write now for booklet and prices.

JOHN PALMER CO. Limited

FREDERICTON, N. B.

EXTRA STRONG CELERY PLANTS
CABBAGE AND CAULI- FLOWER

CUT FLOWERS and POTTED PLANTS
At Reasonable Prices.

All Telephone orders will receive our prompt attention.

Ada M. Schleyer
FLORIST
Charlotte Street

IMPERIAL LUNCH ROOMS

IS THE BEST PLACE IN THE CITY for Auto Parties to get a good meal or lunch at all hours.

Good Dinner Every Day from 12 to 2. Don't forget the place—64 CARLETON STREET

G. FRED CROWLEY
PROPRIETOR

Now In Stock

CRIMPED OATS
CRACKED CORN
CORN MEAL

MANITOBA EX NO. 1 FEED OATS at Lowest Market Prices.

Prompt Attention Given to Custom Grinding.

F. H. EVERETT
Aberdeen Street, near C. P. R. Station.

Mail Ads Will Bring You Results