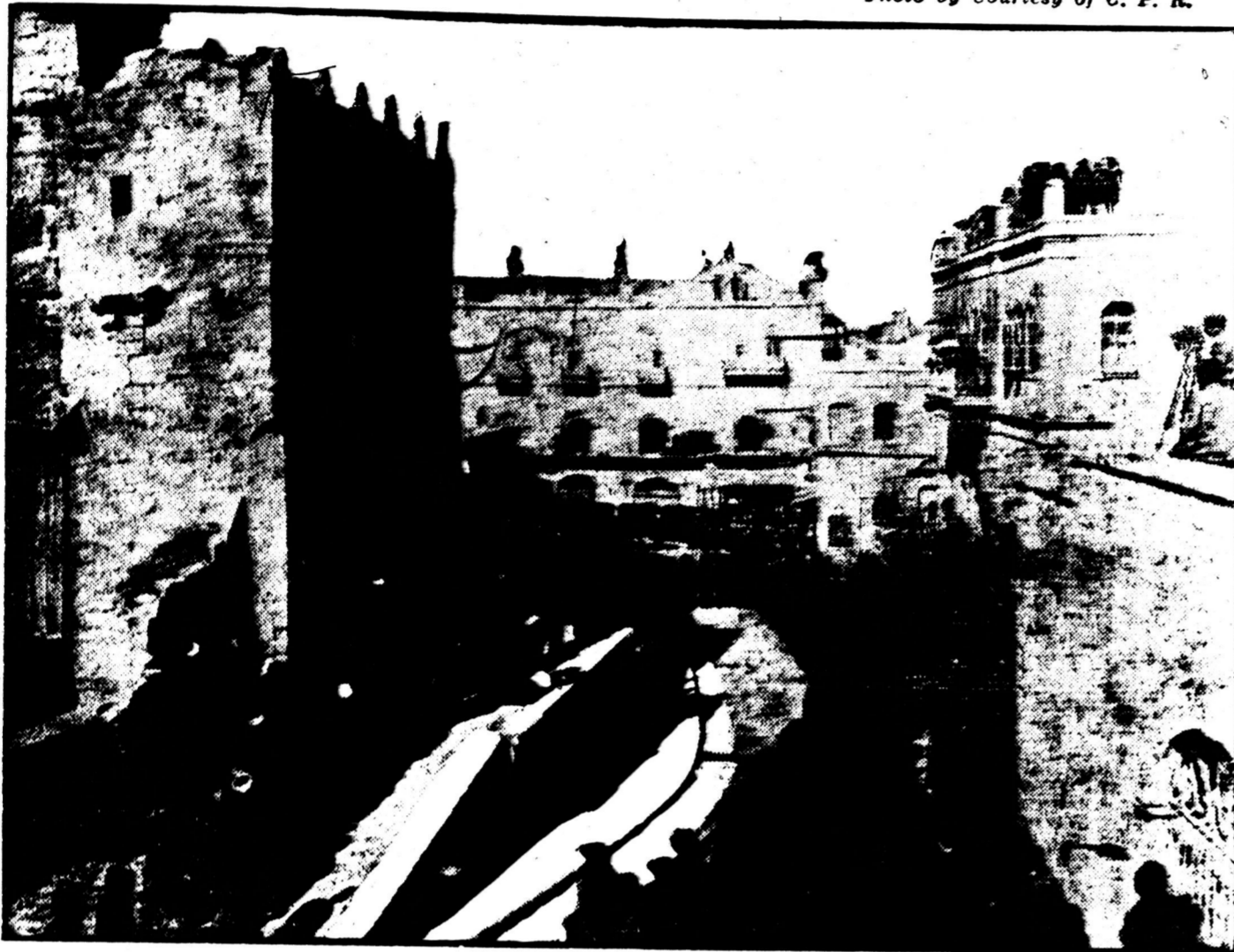


THE CAPTURE OF PALESTINE

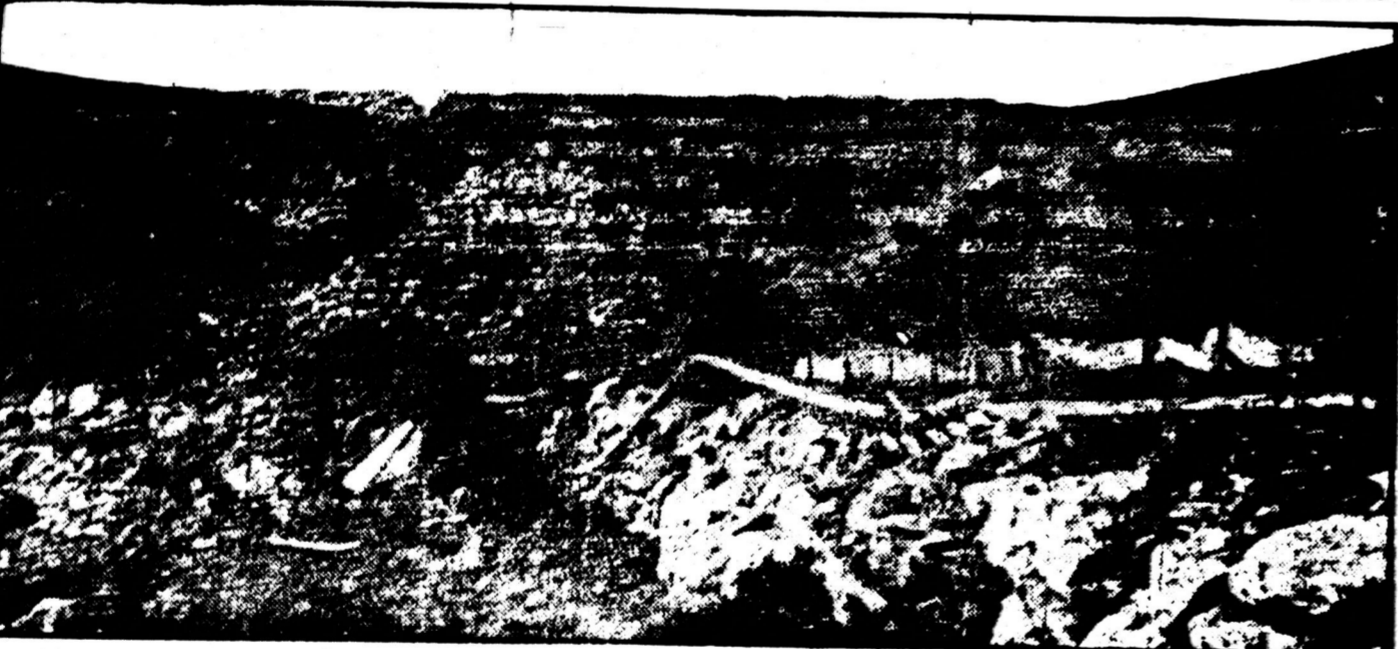


General Allenby receives the city notables in the barracks square. —Photo by Courtesy of C. P. R.

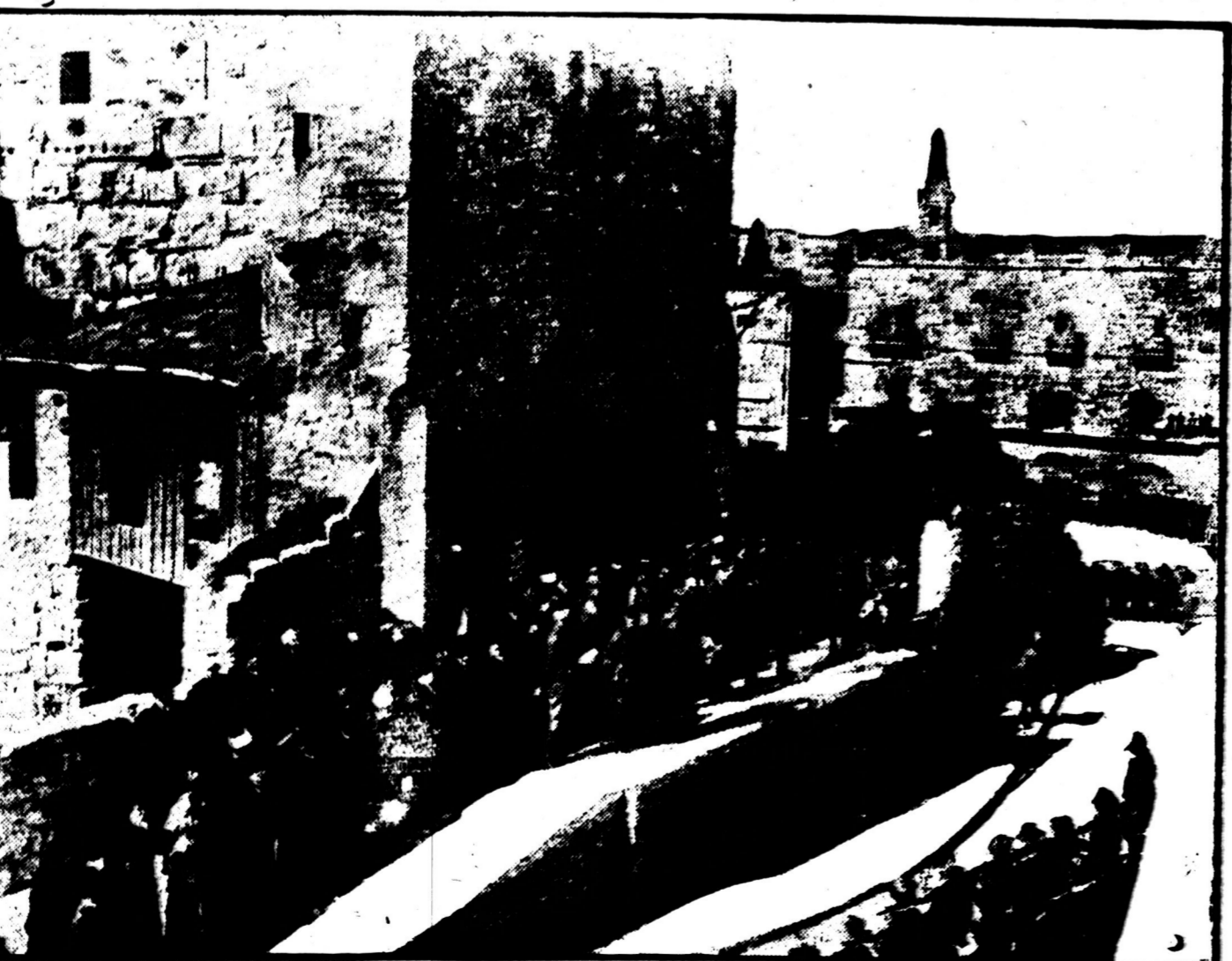


Reading the proclamation from the steps at the base of the Tower of David, which was standing when Christ was in Jerusalem. —Photo by courtesy of C. P. R.

THE BRITISH IN JERUSALEM



The Spring at Solomon's Pool. —Photo by courtesy of C. P. R.



Reading the proclamation from the steps at the base of the Tower of David, which was standing when Christ was in Jerusalem. —Photo by Courtesy of C. P. R.

BRITISH WANT CHEESE.

Story of Negotiations With Dominion Government.

Hon. Martin Burrell announced in the Commons recently that the Cheese Commission had been authorized by the British Board of Trade to pay 21½c f.o.b. steamer, Montreal, for No. 1 finest grade cheese and that buying on this basis would begin as soon as arrangements could be made. The price to factories would, of course, be less the inland freight and usual handling charges. Existing methods of buying and selling at country points would be continued. The Cheese Commission would meet the trade at Montreal as soon as possible in order to complete arrangements to give effect to the Board of Trade proposals. The Minister of Agriculture explained that last Autumn the British Government had attempted to secure all the Canadian cheese, but acted too late in the season. The Canadian Government recommended that for the present season plans should be perfected in January or February, but nothing was done. In the meantime the British Government had commandeered the New Zealand cheese at 18c per pound, and recommended commandingeer the Canadian cheese. To this the Canadian Government objected, but suggested a commission with one British representative to arrange the matter.

The British Commissioner arrived about the middle of April, but found that owing to the maximum price of cheese in England and the shipping problem it was impossible to secure Canadian cheese or even transport it to England. Such a condition threatened to seriously affect the cheese industry. The British Government then announced that they would commandeered all cheese arriving in England from Australia, New Zealand, the United States or Canada. The Canadian Government had taken the ground that while it was its duty to assist the Mother Country in its food supply it also had a duty to the producer and consumer in Canada. The Government had contended that if the price were fixed too low it would result in the diversion of the raw material to other products and a curtailment of the supply of cheese. The result of the negotiations was the present offer of purchase from the British Board of Trade.

Hotels Without Bars.

The question of prohibition in its relation to hotel profits has been given a great deal of attention in Canada and the United States during the past year, and it would now appear, from the evidence gathered by experts, that apart from the temporary profit loss the earnings of the hotels have not seriously been impaired, says The Financial Times of Montreal.

The Financial Times has been enabled to secure some interesting data on this important question, which we present to our readers.

The manager of a first-class hotel in Winnipeg says, in answer to the question, How is prohibition affecting the hotels?—"We naturally lose the liquor receipts, and the profits from the sale of liquor, but we are trying to adjust ourselves to meet the new conditions, and we are glad to say that the volume of business is now about equal to what it was under the old condition, even in face of the loss of the bar. This is effected by an increase in our rates and possibly more 'travel' coming to the City of Winnipeg, together with a substantial increase in the amount of local business."

"In my opinion the bar is not essential in the matter of dividend payments," this Winnipeg manager states, "but I certainly believe that we should be allowed to dispose of liquors, particularly light wines and beer, as they do in clubs, either by service in the rooms or in the restaurants. If that were allowed, we would not be so much interested in the return of the bar."

The opinions of a few United States hotel managers may be instructive. A manager in Denver says he never again would have a bar in his hotel, even if the State reverts to the old policy. He would sell in the dining-rooms, however. Another hotel man in the same district is "perfectly satisfied with dry conditions."

In Iowa, a "dry" state, the business of operating a hotel is as prosperous as any hotel in a "wet" state.

It would seem that hotelkeepers have adjusted themselves to the new conditions by various economies, and by extending the scope of the hotel by enlarging dining-rooms, giving more attention to lunch rooms, delicatessen, outside catering, etc.

It is also evident that hotel proprietors in Canada and the United States are endeavoring to secure a modification of the present policy of strict prohibition and secure in its place special privileges to enable the supply of refreshments to bona fide travelling guests, such as the latter may be accustomed to in their own homes.

The above opinions, gathered from a great many sources, show, however, that from the point of view of capital investments the "dry" hotel may be made as profitable as those who enjoy the privileges of a liquor license.

Drunkenness Decreases.

One year ago June the first temperance legislation came into effect and a Winnipeg paper states that of 91 Winnipeg hotels existing at that time, 23 have closed their doors. A report compiled by the city police department shows a great decrease in drunkenness under prohibition. "Drunks" for eleven months, from July, 1915, to May, 1916, numbered 3,223 and from June, 1916, to May, 1917, the last months for which reports have been compiled, only 724. An increase of 108 in general crimes is reported in the same period.

First Showing of New Spring Models in Coats, Suits, Dresses and Skirts

A delightful showing of the models for Spring, 1918, will be held Saturday and following days, smart tailored Suits, Pretty Dresses and Skirts and jaunty Top Coats will bow for your approval.—Next in importance to the beauty of the Clothes themselves is the lowness of their prices for they show conclusively that one can be well and fashionably gowned without investing a mint of money.

Two Very Attractive Values in Duchess Satin and Poplin Dresses

A smart dress in the good quality of Duchess Satin, trimmed with buttons and stitching, comes in Navy, Taupe, and Black, all sizes will be priced at \$18.50.

A Pretty Dress is made in Poplin in Belgium Blue, Green, Taupe Black and Plum shades, any sizes and specially priced at \$15.00.

There will be a lighter, brighter note in the store Saturday and after. You have only to look around you to see that Spring is close, for fresh and colorful things are everywhere.

- New Wash Goods.
- New Silks.
- New Dress Goods.
- New Draperies.
- New Rugs.
- New Furniture.

The Store will be Very Bright and Attractive

Saturday and Nonday in the Down Stairs Store at Falls' Store, the Store that Saves You Money, You Can Buy

- Bull Dog Ammonia 8c pck.
- Old Dutch Cleanser 8c each.
- Gilletts Lye 12c can-
- Sani Flush 22c can.
- Infant Delight Soap 7c cake.
- Litebony Soap 7c cake.
- Ivory Soap 7c cake
- Surprse Soap 7c cake.
- Bon Ami 12c cake.

H. S. FALLS
CO. OF SIMCOE, Ltd.

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