

TWELVE

Rowat's Special Tea
Buy it when you want the best.
60c, 70c, 80c, \$1.10 per pound.
T. A. ROWAT & CO.

Don't Be in the Dark!
Good Lamps are cheapest.
The best for sale at
WESTERN ONTARIO ELECTRIC CO.
237 Dundas street.



Diamonds
Loose and mounted stones.
Rings \$5.00 to \$500.00
Lavalieres \$15.00 to \$275.00
Earrings \$25.00 to \$250.00

C. H. Ward & Co.
Diamond Merchants and
Jewelers.
386 Richmond St. Phone 1084.

YOU'LL KICK LIKE A MULE
Some of these days when you find that
your battery has gone to the bad.
Better send it in at once and let our
expert look over it.
BENSON-WILCOX ELECTRIC CO.
264 Dundas street. Phone 2671

**REMEMBER THIS WHEN
BUYING SHOES!**

We are exclusive agents in London for
many of the highest grade shoe houses
of America, and only at this store in
London can you secure these exclusive
shoes that lead the styles of the times.

COOK'S SHOE STORE

For Your Motor Trip

Are you planning a
motor trip to Toronto,
Detroit, or Niagara Falls?
If so, you need one of
OUR WESTERN ONTARIO
ROAD MAPS.
This is complete in every
way, made and folded to
fit the pocket.

Hay's Stationery

London's Leading Stationers.

**Thompson
Battery &
Welding
Co.**

SPECIALISTS

755 Dundas St.
PHONE 6836.



EVEN PERFECT EYES
need protection from the glare
of the sun reflected on the water
if you are to get the full measure
of pleasure from the day's out-
ing or your vacation spent near
the water.

Properly selected and fitted
sun glasses will add much to
your pleasure.

**Carlyle
TREBILCOCK
OPTICIAN**
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

RETREADING
Like We Do, Pays.
**LONDON TIRE
REPAIR DEPOT**
354 Wellington Street.
Phone 2334.
Opposite McClary's.

INSURANCE
HAROLD J. LAWSON
(Returned).
205 Dominion Savings Bldg. Phone 550.

VINOL
The Great Cod Liver, Oil and Iron
Tonic.
Taylor's 6 Cut-Rate Drug Stores

London Loan and Savings Co.
OF CANADA

4% allowed on Savings Bank.
5 1/2% allowed on Debentures.

220 Dundas Street, London, Ont.
M. J. KENT, Manager.

CLEARING SALE
**Summer
Hats**

BELTZ & CO.



**Holiday
Necessities**

No. 3—Besides a "Pocket Ben"
and a Fountain Pen on your vaca-
tion, you should have with you
a pair of Sun Glasses.

When spending a day on the
water, in the motorboat or a
fishing trip, they are almost in-
dispensable. They take that
strong glare from the sun away
and make the afternoon sun
pleasant instead of disagreeable.

Many different designs at
varying prices. You will never
regret taking a pair with you.

**YOUNG'S
DIAMONDS AND WATCHES**
London

**It Makes No
Difference**

how enticing sweetmeats, what
you may be tempted to indulge
in, remember this—that you must
have nourishment for health. In

**Johnston Bros.
XXX Bread**

you get the maximum of nutri-
tion. XXX Bread is the most
wholesome of loaves and a flavor
you never tire of.

Johnston Bros. Phone 944



DOROTHY DALTON
"Other Men's Wives"

A magnificent production, showing
at the Majestic on Thursday, Friday
and Saturday.

**THE EAST AND WEST BROUGHT
CLOSER TOGETHER.**

Western Canada and the Pacific Coast
have now been brought within much
quicker reach of the East by "The
Trans-Canada Line," the new popu-
lar all-sleeping car train operated by
the Canadian Pacific Railway from Toronto
and Montreal to Vancouver. It makes
the fastest time between terminals of
any transcontinental train in America.
Toronto to Toronto at 7:15 p.m. daily.
William is reached in 26 hours. Win-
nipeg in 39, Regina in 50, Calgary in 64,
and Vancouver in 90. By this means
business day is saved—great conveni-
ence to the large number of business
men who travel between Eastern and
Western Canada. Leaving Toronto on
the evening of Monday, for instance,
it is possible to spend a full business day
in Winnipeg, and be back in Toronto
by Friday afternoon. Tourists to the
famous resorts of the Canadian Pacific
at Banff, Lake Louise, Glacier, Vanco-
uver and Victoria will also find this train
particularly convenient. It consists of
standard sleeping cars, dining car, and
compartments for observation car, and
sleeping car passengers only are carried.
Further particulars from Canadian
Pacific ticket agents or W. E. Howard,
district passenger agent, Toronto.

**FAST TRAINS LONDON TO DETROIT
AND CHICAGO.**

The attention of the people of London
is directed to the fast train service on
the Canadian Pacific Railway between
London, Detroit and Chicago.
Train No. 21, carrying cafe parlor
car, leaves London 11:20 a.m. daily,
arriving Detroit M. C. Depot 1:20 p.m.
(Central time), making direct connection
for Chicago, Toledo and Cleveland.
Train No. 19 (The Canadian), carrying
standard sleepers to Chicago, leaves
London 10:05 p.m., arriving Chi-
cago 7:55 a.m. daily.
Train No. 633, with cafe parlor car,
leaves London at 7:28 p.m. daily, arriv-
ing Detroit M. C. Depot 10:10 p.m.
(Central time).
For particulars and reservations apply
to Canadian Pacific Ticket Agents or
H. J. McCullum, City Passenger Agent,
London.

ADVERTISING IS
a highly specialized business—a life
study. It isn't fair to yourself to ex-
pect yourself to be able to do it like
an expert.

**Federal
Advertising
Agency**

T. H. YULL,
Dominion Savings
Building,
LONDON, CANADA.

"CODE OF YUKON"
A THRILLING DRAMA
AT GRAND THEATRE

Mitchell Lewis a Delightful
Treat in Film Version of
Famous Play.

"The Code of the Yukon," a thrilling
drama of the great northwest country,
drew a capacity audience at the Grand
Theatre on Monday despite the heat.
Mitchell Lewis is the new star pre-
sented in this great screen production,
which is full of the things that the
average human being encounters some
time or other in life. Mitchell Lewis,
as Jean Dubois, appears upon the
screen with a bewitching smile typical
of the good-natured northwesterners,
who live in a little hut, with his dog
Prince as his sole companion seeking
gold, which he fails to find. Later
Jean marries the daughter of a poor
prospector, she is not satisfied with
what he is able to give her, and runs
away with one of her husband's enemies.
And Mitchell Lewis plays the part of
this man with the hurt heart to per-
fection.
Despite his sorrow, Jean turns to
search for the man who wronged his
sister, to make him pay. He is sud-
denly informed that the man who
wronged his sister is within a few feet
of him. Here one sees a fight that
engages two champions of the screen.
The story, which is a thrilling through-
out, ends in Jean's wife coming back
to him, and he takes her back to the heart-
broken home.
Frank Brown, xylophonist, offers an
attractive program of popular and
classical selections, and provides a
musical treat. A special overture from
"The Only Girl" is played by the
orchestra. A Sparkle and a Grand
Tonepiece, and a Grand Tonic Re-
cieve, with a high-class vaudeville
act, complete the bill at the Grand.
This performance will be re-
peated at the Grand today and on
Wednesday.

**W. S. HART SCORES
WONDERFUL HIT IN
PLAY AT MAJESTIC**

Miss Jane Holden, Contralto,
Delights With Her
Singing.

W. S. Hart, conceded to be the
screen's greatest exponent of western
characters, made a tremendous hit with
Majestic Theatre patrons in his photo-
play, "Square Deal Sanderson," which
was shown at this popular theatre last
evening. "Square Deal Sanderson" will
be repeated at the Majestic today
(Tuesday) and Wednesday.

This is another western picture
wherein Bill Hart gets his man. It
offers little that is new in plot diversion,
but is brisk and replete with action.
The manner of Bill Hart's pictures.
It is a typical star vehicle of the type
with which Mr. Hart has associated and
himself since his advent into the movies.
Against open, rugged country he
riche shoots his way through a fine
time besides for a pretty love affair with
leading lady, Ann Little. The character
of Sanderson is one of those honest,
careless, capable sorts which Hart makes
so lovable and so interesting. It is a
few moments when one doesn't know
precisely what the hero will do next,
and yet suspense isn't lacking, for it is
never so much what Hart will do, but
intrigues, as how he will do it. His
methods of getting around a common-
place situation are always original,
and the situations themselves are origi-
nal. The story is well made and has a
pleasant undercurrent of wholesomeness
and fearlessness that is stimulating.
It seems almost impossible that the simple
situations which Hart has used could so
successfully keep one rapt for five reels,
and yet there is never a dull in activities
or a waning of interest. The continuity
is good and the situations well chosen.
And the types selected for minor char-
acters are good.

The locations chosen for the picture
are startlingly lovely and reveal open
plains and rocky shelters. Many of the
scenes were taken in the desert with its
attendant gruesome skeletons scattered
about the water-hole. The photography
is clear and a few good close-ups of the
star artistically expose his grim expres-
sive countenance.
Harold Lloyd, Bebe Daniels and Harry
Pollard appear in one of their latest
tricklers, a comedy a thousand feet long,
with a thousand laughs thrown in.
In vaudeville, Miss Jane Holden, the
possessor of a magnificent contralto
voice, renders a program of selected
songs in an artistic manner that
she is forced to respond to applause
from the pleased audience.
The entire program will be repeated
today and Wednesday.

**KITTY GORDON IN
APPEALING PLAY AT
PATRICIA THEATRE**

Beautiful English Star in
Thrilling Romance,
"Adele."

Beautiful Kitty Gordon in "Adele," a
photoplay based on the American novel,
"The Nurse's Story," was presented at
the Patricia Theatre yesterday, and
will be repeated today and Wednesday.
An international beauty and famo-
us for her wealth of feminine adornment
with which she invests herself on the
stage, Kitty Gordon's name is in itself
an unfailing magnet to thousands of
worshippers at the shrine of Fashion.
In her latest vehicle Miss Gordon goes
far beyond this recognized claim to
popularity and brings to "Adele" his-
torical and emotional powers that re-
veal her as a modern and glorified Kitty
Gordon with an artistic appeal unpre-
cedented in any screen offering in
which she has hitherto appeared, and
which is sure to add largely to her
drawing power of this star.
"Adele" is the latest work of Kitty
Gordon and is timely and appealing.
The production was made under the
direction of Wallace Worsley and under
the personal supervision of Robert
Brunton, whose name is a guarantee of
masterly artistry and telling craftsman-
ship. Remarkably realistic effects
abounds in this superfeature.
The scene depicting the interior of the
French chateau is a triumph of art-
istic detail. The chateau itself cost an
enormous sum to build specially for
the production. The photography is
beautifully perfect throughout.
An L-Ko comedy, "Howling Lions
and Circus Queens," is a farce that in-
troduces many novel features.
In vaudeville, Madame Zita & Co.
present "The Aurora of Light."
The entire program will be shown
again today and Wednesday.

MURINE
Rests, Refreshes, Soothes,
Keeps Your Eyes
Strong and Healthy. If
Your Eyes Tired, Smart, Itch
or Burn, or Sore, Irri-
tated, Inflamed or Gran-
ulated, use Murine often. Safe for Infant
or Adult. All Druggists in Canada. Write
for Free Eye Book. Murine Co., Chicago, U. S. A.

**SEVEN CENTS
THE COST OF
STEEL HELMET**
Fords Contract at Price of
Thirty-One Cents
Each.

PROFIT IS TURNED BACK
Motor Manufacturer and Son
Give Testimony in Fam-
ous Libel Suit.

[Special to The Advertiser.]
MOUNT CLEMENS, Mich., July 14.
Today was by all odds the most in-
teresting since the beginning of the
famous million-dollar libel suit of
Henry Ford against the Chicago
Tribune. Both Mr. Ford and his 25-
year-old son Edsel, were on the stand
in the course of the day, and from
their testimonies at least two facts
of general interest were the outstand-
ing features of the proceedings.

One of these facts is that a contract
was awarded the Ford Motor Com-
pany by the Government for steel
helmets to cost 31 cents each.
The contract was executed promptly
at an advance payment of \$100,000,
and the difference was at once turned
back to the war department at Wash-
ington.

Gave Government Credit.
The other fact is that the Ford
Company at one time carried the Gov-
ernment on its books for \$32,000,000,
that it neither asked nor received a
cent in advance payment, and that at the
present time the Government is in-
debted to the motor car company for
"a matter of a couple of millions or so."

Edsel Ford's examination was almost
entirely in regard to war contracts. The
most telling point brought out by Mr.
Stevenson was that the date of a
telegram sent by Henry Ford to Carter
Glass, secretary of the treasury, ask-
ing for an audit of war contracts and
profits with the view of turning the
5 1/2 per cent belonging to Mr. Ford
back to the Government.

Mr. Stevenson, senior counsel for the
Chicago Tribune, has insisted that the
request for an audit was camouflaged,
intimating that Mr. Ford would not
have asked for it if his son had not
been subpoenaed to bring the data into
court, showing on its face that Mr. Ford
had profited to the extent of several
millions by war orders.

As a matter of fact the subpoena to
Edsel Ford was issued June 20 and the
request to Secretary Glass was sent
June 23. The telegram was worded so as
to indicate that such a move had been
planned months ago.
Thousand Changes in Plans.
Edsel Ford testified that his com-
pany was compelled to make 1,000
changes in plans for Liberty motors after
original drawings were submitted, and
that the work had been taken up
where three other firms had laid it
down.

On the subject of increased cost of
Eagle boats from \$275,000 apiece on
original estimates to \$475,000, he said
this was partly attributable to the cut-
ting down of the contract from 112 to
60 boats. He defended the selection
of a site for an Eagle assembling plant
on Jersey Meadows, near Newark, say-
ing it had been chosen, and a 600-
foot building and dock built before
they took the Government contract.

Advances to the firm by the Gov-
ernment, he said, had at no time
equalled the amount invested, and gave
some figures as to the amount for
which the firm had carried the Gov-
ernment, running as high as \$32,000,
000,000 of November 30 last.
Big Reduction in Cost.
On gun caissons, he said the Ford
Company was able to reduce the cost
from \$1,200 to \$700. This reduced the
Ford profit from \$120 to \$70 each. On
helmets, he asserted, the cost of pro-
duction was reduced to such an extent
that when a payment was made on
one half of the contract, the amount
exceeded the total cost, and part of it
was turned back.

Mr. Locking presented a sheaf of
papers from the company's files to
prove that the Ford Company was in
good standing with the British Gov-
ernment, and that it had cared for its
men who left from that side of the
water to go into the British army.
Mr. Stevenson, taking the witness,
asked if it was patriotism or com-
pulsion which caused the company to
turn over the resources of its British
plant to the Government.
Henry Ford was questioned briefly as
to the early history of the Ford Motor
Company, in which he and a Y. Mol-
colmson originally had 25 1/2 per
cent each, giving them a controlling in-
terest. Mr. Ford, after mentioning Mr.
Molcolmson's share, C. Willis, who re-
cently retired from the concern, was
mentioned as a co-worker with Mr.
Ford in developing the auto to a mar-
ketable stage.
Mr. Ford then was asked if he had
an interview with Edward Marshall,
which was printed in Detroit April 11,
1915. He said that he did.
This was the famous interview from

**Daylight Saving To Be
Continued in the States**

WASHINGTON, July 14.—The daylight saving plan, under which the
clocks of the country are turned forward an hour in March and moved
back in October, will be continued indefinitely.
This was assured today when, following President Wilson's veto of
the \$23,000,000 agricultural appropriation bill, because of its rider re-
pealing the daylight saving act, the House refused by a vote of 247 to 133
to pass the measure over the president's veto.
Hence advocates of the repeal said tonight, after the agricultural
bill had been sent back to committee for elimination of the repeal pro-
vision, that no further effort would be made at this session, perhaps
not in this Congress, which continues in existence until March, 1921,
to wipe out the daylight saving act. There was no indication, they
said, that they would be able to strengthen their forces.

which a number of Mr. Ford's anti-
militarist expressions have been taken,
the one most frequently quoted being
a statement that the word murderer,
should be embroidered on the breast
of every soldier. Mr. Ford's attorneys
have constantly insisted during the
trial that this quotation was taken out
of its context, and that it did not have
the broad meaning apparent on its face.
The matter was not pursued further.

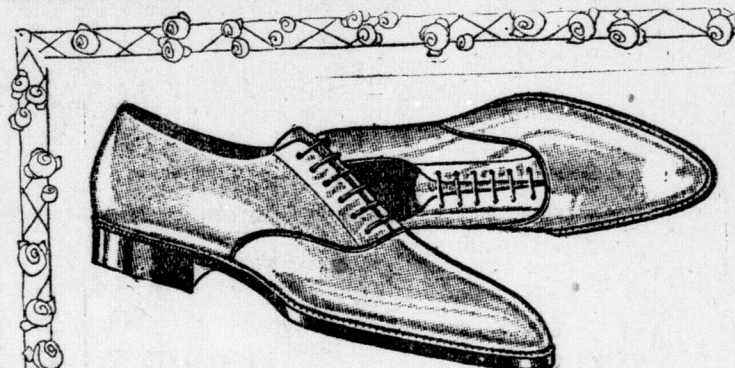
**TROOPS FOR DISTRICT
EN ROUTE TO QUEBEC;
EN ROUTE TO LONDON**

QUEBEC, July 14.—The following
for London district arrived at Quebec
today, ex-S. S. Tunisian, at 7 a.m., and
will leave for dispersal area today:
LONDON—Capt. J. A. Renwick, 477
Waterloo street; Lieut. F. P. Harris,
216 Richmond street; Corp. L. H.
Meyers, 254 Hill street.

WESTERN ONTARIO—Sgt. T. A.
Trudell, Chertsey; Pte. S. H. Stow-
bridge, Ingersoll; Pte. S. Swift, R. R.
No. 3, Lambeth; Pte. C. G. J. Taylor,
12th line bridge, Chertsey.

**FOR POINTS OUTSIDE OF CAN-
ADA**—Gnr. L. C. Gay, Spt. C. W. Par-
sons, Pte. C. W. Stewart, Pte. Louis
Moore.

NO ADDRESS—Pte. B. Smith.
AT ST. JOHNS, AUGUST 12.
ST. JOHNS, Nfld., July 14.—The
Prince of Wales, who will cross the At-
lantic for a visit to Canada next month.



These Oxfords have light, flexible soles. Very
comfortable to wear, brown calf or black vic
kid.

\$9.00
**Correct Fit Keeps
Your Feet Cool**

Keeping your feet cool and comfortable in warm
weather depends just as much on the fit as on the
style and weight of the footwear.

This store offers you the combination of sum-
mery modes with correct, careful fitting that gives
your feet a feeling of maximum ease.

**Johnston &
Murray**
London - - St. Thomas

**Get Back
Your Grip
On Health**



NUXATED IRON

Helps Make Strong, Sturdy Men and
Beautiful, Healthy Women.
3,000,000 People Use It Annually As
a Tonic, Strength and Blood-Builder

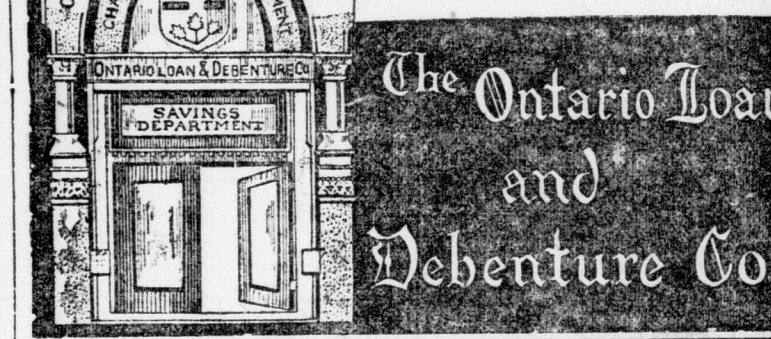
Ask Your Doctor Or Druggist

You Should Own Debentures
While it is absolutely necessary that you should
have a savings account, it is not always wise not to
use your money in other ways when your savings reach
a certain amount.

The best plan to follow is to aim at saving \$100,
then invest them in debentures like the ONTARIO
LOAN DEBENTURES. These net you 5 1/2 per cent
interest per annum, payable half yearly.

By saving and investing you protect yourself
against poverty in old age. Consult us about this
matter. It will mean much to you in the years to come.

John McClary, A. M. Smart,
President, Manager.
Corner Dundas and Market Lane,
LONDON.
Capital \$1,750,000.
Reserve \$2,050,000.



SANDWICHES FOR LUNCH--

If you carry your lunch, you want tasty, fresh, wholesome
sandwiches.

PARNELL'S BREAD
is the ideal bread for sandwiches. We make a special loaf
just for this purpose.

PARNELL BAKING CO.
PHONES—929 and 1390.

Tires, \$5.00 and Up
SEE US FIRST. WE ALWAYS HAVE A
FEW BARGAINS.
LONDON'S RUBBER MAN
346 DUNDAS STREET. PHONE 5124. BROCKMAN

**Even the Wheat Berry is wrapped
by Nature's careful hand!**

**Can you be less careful
with food?**

**BUY ONLY---
NEAL'S**

---the bread that's wrapped

NEAL BAKING CO., Limited

Bread Factories at London, Windsor, St. Thomas, Sarnia

"A Good Company to Work For."

