



Unlike Others
We Believe Baby
Should

**EAT
NEAL'S
ALOAFA
BREAD**

NEAL BAKING CO.
2173 - Phones - 1313

Canada Food Board License No. 5-448

**We Want You to Save
Money on Your Shoes**

You can do it, and we will help you, at our Midsummer Shoe Sale with our all-weather Pumps, and Oxfords, in grey, tan, black, brown and calf at \$2.49 and \$3.98. It will pay you to come first thing this morning and be fitted. They are regular in quality and style usually sold at much higher prices. Why not get the best at bargain prices? You can do it here.

COOK'S Shoe Store



DIAMONDS

Diamond Rings from \$5 to \$350. Including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.

DIAMOND MERCHANTS.
336 Richmond Street.

WHY NOT?

BUY GUARANTEED GOODS.
Canadian Beauty Irons \$5.00
Canadian Beauty Toaster \$5.00
Electric Fans \$7.50 to \$40.00
Flashlights \$5.00 to \$25.00
Western Ontario Electric Co.
Phone 4071, 237 Dundas Street.



THE MAKING AND FITTING OF YOUR GLASSES

Our unexcelled facilities for making and fitting your glasses enable you to have the best that careful workmanship and skill can produce. If your eyes have had treatment and the doctor or oculist gives you a prescription for glasses, please mention that you wish them made by

Carlyle TREBILCOCK OPTICIAN

233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

GIVE US ONE TRIAL

on that pair of shoes you need repaired. We'll call for them and guarantee satisfaction.

MODERN SHOE REPAIR CO.

Phone 2310.

FOR SALE IN LONDON BY

TAYLOR'S

Six Drug Stores

DURING THE HOT NIGHTS

when you cannot sleep because of the closeness of your room, think of the comfort an Electric Fan would give. Then come in and inspect our stock and hear our prices.

Benson-Wilcox Electric Co.

264 Dundas. Phone 2571.

DEVELOPING and PRINTING

Any Size Roll Film Developed and Printed For 25c at

Taylor's 6 Cut-Rate Drug Stores

GET YOUR TIRE RETREADED. IT PAYS.

London's Rubber Man

346 DUNDAS STREET. PHONE 5124.

Our RETREADING is QUALITY Work, Not the Average

London Tire Repair Depot

154 Wellington Street. Phone 2334.

A. WILKES. Opp. McClellan's.

A Few Government Bonds FOR SALE

To Pay 6 1/2%

Apply quickly.

London Loan and Savings Co.

London, Ont.

Ladies' New FALL HATS

BELTZ & CO.

PRACTICAL FURRIERS.

Break Away!

DON'T BE A KITCHEN SLAVE.

Why worry and fuss over a hot stove baking bread when you can get this wholesome, delicious

Johnston Bros.

XXX Bread

At just as cheap a price as it costs to bake at home.

Sold by Progressive Grocers

JOHNSTON BROS.

PHONE 944.

C. F. B. License No. 5-263.

Diamonds!

ENGAGEMENT RINGS

We are at your service, with a most wonderful selection of sparkling gems direct from the cutters.

These stones are mounted in exclusive white gold and platinum settings.

Such gems can never depreciate in value, but are constantly increasing, and will be a constant source of pleasure to the wearer.

Before buying, see our wonderful values at \$35, \$45, \$53 and \$75.

YOUNG'S

TWO JEWELRY STORES.

London, Main Corner.

East Long, Dundas and Elizabeth.

CARMEN DISCUSS SCALE OF WAGES

A meeting was called by the local branch of the Brotherhood of Railway Carmen Saturday evening to discuss the scale of wages offered the men. A resolution passed at the meeting was sent to the headquarters at Winnipeg, and when the opinion of headquarters is received a local representative will meet the Canadian Railway Board. The result will affect wages of carmen all over Canada.

CHANGE OF WATER CAUSED DIARRHOEA

People moving from one place to another are very much subject to diarrhoea on account of the change of water, change of climate, change of diet, etc., and what at first appears to be but a slight looseness of the bowels should never be neglected or some serious bowel complaint will be sure to follow.

The safest and quickest cure for diarrhoea, dysentery, colic, cholera, infantum, cholera morbus, pains in the stomach, seasickness and all looseness of the bowels is Dr. Fowler's Extract of Wild Strawberry.

Mr. T. T. Allard, Parry Sound, Ont., writes: "In the fall of 1914 I was working on the new 'Chiclet Gum' factory, on Carleton Place, in Toronto, when I had a violent attack of diarrhoea, owing, I think, to the change of water. One of the foremen advised me to get a bottle of Dr. Fowler's Extract of Wild Strawberry, which I did, with the result that I hadn't taken it all before I was completely cured."

Dr. Fowler's Extract of Wild Strawberry has been a national remedy for the past 72 years, and is sold by medicine dealers everywhere at 25c a bottle. Don't let anyone palm off a substitute on you. When you pay your money for the genuine, you're a right to get it. Put up only by The T. Milburn Company, Limited, Toronto, Ont.

THOUSANDS OF MEN REQUIRED FOR HARVESTING IN WESTERN CANADA.

Thousands of men are required to help in the work of harvesting the western crop. The C. P. R. has completed arrangements to transport to the West this great army of workers.

For those going from points in Ontario to Manitoba, Saskatchewan and Alberta extra trains will be operated through to Winnipeg (the distributing point) without change.

Going trip west, \$12 to Winnipeg. Returning trip east, \$15 from Winnipeg. Consult C. P. R. agents regarding transportation arrangements west of Winnipeg. Going dates:

August 20 and August 29.

All stations in Ontario, west of Smith's Falls, up to and including Toronto, on Lake Ontario Shore Line, and Havelock-Peterboro line, also from stations Kingston to Renfrew Junction, inclusive, and from stations on Toronto Sudbury line. From stations on Sault Ste. Marie branch. From stations on main line, Beauport to Franz, inclusive. From stations, Bethany Junction to Port McNicoll and Burketon-Bobby's.

August 22.

From stations west and south of Toronto, up to and including Hamilton and Windsor, Ont., on Owen Sound, Walkerton, Peeswater, Wingham, Elora, Listowel, Goderich, St. Marys, Port Burwell and St. Thomas branches, and stations Toronto and north to Bolton, inclusive.

Further particulars from any C. P. R. Ticket agents, H. J. McCallum, C. P. R., London, Ont. Aug. 27

NEWSPAPER,

magazine, farm paper, trade paper, billboard, street car and direct advertising.

Federal Advertising Agency

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

Flowers — All Summer Flowers, worth up to \$1.00. Selling for 19c

New line of Crepe Kimonos just in. In all shades and sizes. It will pay you to see our new line of Silk Dresses in a variety of styles, shades and sizes.

Regular \$17.50, for...\$11.75. Regular \$20.00, for...\$14.45

Metropolitan Skirt and Suit Co.

NORMA TALMADGE IN "PANTHEA," SHOWING AT MAJESTIC TODAY AND ON WEDNESDAY

"Kicking the Germ Out of Germany" a Special Comedy Attraction.

Norma Talmadge, the screen's greatest emotional actress, featured in her latest and greatest success, "Panthea," is the headline attraction at Majestic Theatre today and Wednesday. Theatre patrons who have watched Miss Talmadge climb the ladder to success are unanimous in pronouncing "Panthea" to be her supreme screen achievement. She seems to dramatic heights never before attained in any of her previous productions. Patrons who see the beautiful Norma Talmadge in "Panthea" will enjoy a performance seldom afforded to lovers of motion pictures.

The story is that of a young Russian pianist, who, suspected of nihilism, escapes to England, where she falls in love with a struggling composer. They are married and settle in Paris, where Panthea's husband tries in vain to get a hearing for his opera. The many appointments impair his health, and the physicians declare that he will die unless his ambition to have his opera produced is realized. For the sake of her husband Panthea makes a compact with an elderly admirer who has great influence in musical circles. Her sacrifice brings about the triumphant production of her husband's opera, but at the moment of his great success he discovers the manner in which Panthea induced her friend, the Baron, to exert his influence.

This situation leads to one of the strongest dramatic climaxes ever seen on the screen, and in the end Panthea and her husband are reconciled just as the long arm of the Russian secret police stretches out from Petrograd to seize its prey in Paris.

"Kicking the Germ Out of Germany" is the funniest comedy ever screened and guaranteed a sure cure for the blues. Harold Lloyd, the famous screen comedian, is starred in this film, and he puts more ginger and pep and gets more comedy out of the film than is usually injected in comedies of this kind.

A News Weekly shows many interesting scenes at home and in foreign lands. In vaudeville Miss Irene Delorey, the celebrated lyric soprano, sings her way into the hearts of patrons. The possessor of a magnificent voice, she chooses her songs with careful attention to detail and is accorded great applause at the rendition of each selection. Miss Delorey will render two entirely new programs this week.

"TINSEL" WONDERFUL PHOTOPLAY, STARRING MISS KITTY GORDON

Showing at the Patricia Theatre Again Today and Wednesday.

Kitty Gordon in "Tinsel" is the feature screen attraction at the Patricia Theatre again today and Wednesday. The famous British beauty is featured in a better production than "Tinsel." This photoplay gives her wide scope to display her marvelous physical charms in addition to her ability as an actress.

"Tinsel" has been filmed with great success from a striking story by Fred Jackson, the famous writer of many popular stories and novels. It is the story of the Princess Sylvia Carzon, who hated the dull and prosaic and loved life and laughter, and of her daughter, Ruth Carmichael, who has been brought up by her father in ignorance of the fact that her mother is still living, and that she had divorced Mr. Carmichael to marry another.

The story tells of the manner in which Sylvia makes Mr. Carmichael feel Ruth come to live with her, and of the way that Ruth learned about the ways of the world.

"Tinsel" is a story of true love and of the modern world of wealth and fashion. It is a story that moves swiftly from start to finish, that is full of tension dramatic action, and that ends with an unexpected punch which will appeal to every movie lover.

"Tinsel" is filled with thrills, surprises, love, temptation, sincerity, friendship, passion, good men and bad men, and all-prevailing mother love.

A Mutt and Jeff cartoon comedy film, entitled "In the Balkans," shows these funny fellows in some of their funniest antics, exaggerated, of course, by the cartoonist.

A James Montgomery Flagg film

PRICES THAT SHOULD INDUCE SHOPPERS TO EARLY, LIBERAL, ECONOMICAL PURCHASING.

Some Very Special Offerings

FOR WEDNESDAY'S AND THURSDAY'S SELLING

Ladies' Bathing Suits, broken lines, in fine quality lustre navy trimmed in white. Regular \$5.00. Sale price \$1.98

Few special Waists in navy and tan voile. Something different at \$1.98

Black Oversize Waists, in cool, thin muslins. Were \$1.85. For \$1.19

MILLINERY — All shapes, selling almost at your own price. These are wonderful value and only a few left. Also Trimmed Hats.

Flowers — All Summer Flowers, worth up to \$1.00. Selling for 19c

New line of Crepe Kimonos just in. In all shades and sizes. It will pay you to see our new line of Silk Dresses in a variety of styles, shades and sizes.

Regular \$17.50, for...\$11.75. Regular \$20.00, for...\$14.45

Metropolitan Skirt and Suit Co.

FIREMAN SNATCHES CHILD FROM PATH OF STREET CAR

City Fireman James Hunter was the means of saving a child from death Saturday evening. The little one was toddling after her older sister when a Normal car came along.

Fireman Hunter had just stepped off the car when he saw the child and he immediately ran out in the street and snatched her from in front of the car. The motorist had noticed the baby and plugged the brakes, but he had the distance was too short for him to stop the car in time.

GOLF TOURNAMENT AT ST. ANDREWS, N. B.

Every experienced golfer knows that more can be learned in a day from watching crack players at the game than in month of haphazard golfing. For that reason it is well worth while making the trip to St. Andrews for the exhibition games which will be played on Saturday, August 17, over the Algonquin Club's course, by four of the best professionals in Canada, namely, C. R. Murray, of the Royal Montreal Club, twice open champion of Canada; Albert Murray, of the Kanawake Club, also twice open champion; A. Woodward, of the Country Club; St. Lambert, and John Peacock, of the Algonquin Club, St. Andrews.

The Algonquin Hotel, a fine drop-off structure operated by the C. P. R., is close to the golf links, and the C. P. R. has an excellent train service to St. Andrews, twice a week. St. Andrews is now in full swing, with many visitors from both Canada and the United States.

For particulars of train service, etc., consult ticket agents, or W. B. Howard, district passenger agent, Toronto.

Gracie Adams Cared For by Mrs. Thurlow—Returned Monday.

Gracie Adams, daughter of Bertie Adams, 6 Napier street, who disappeared on her way to church Sunday morning, has been located. Her father late Monday afternoon received a letter from her stating that she had gone with friends to Thamesford, and was still there.

Mr. Adams had been anxiously searching for his little girl, and in addition to the relief of the aid of the police, he had been advised to use the daily papers. It was thought possible that she might have returned to the former home of the family in Milton, but the card relieved the anxiety of her father and brother.

POULTRYMEN WILL ASK GOVERNMENT TO ASSIST FINANCIALLY

Aid Needed To Push Greater Production, Say Fanciers.

An interesting lecture on "The Secrets of Raising Early Chicks" was delivered by T. A. Pauls before the members of the London Poultry and Poultry Stock Association on the occasion of the August meeting of the fanciers, which organization is stronger in fertility than those laid one to three months afterwards, he said. Well-balanced feed is also an important factor to the laying hens and strong egg fertility.

Messrs. Slesor and Hessel also spoke on the importance of balanced feed as an aid to the raising of strong chicks. Mr. Slesor exhibited some excellent White E. bantams, which, although only hatched in May last, were well on the way to maturity as a result of proper and careful feeding.

Messrs. R. Oke and Wm. McNeil were appointed delegates to the Confederated Local Poultry Association, which organization is to hold a meeting at the Canadian National Exhibition, Toronto.

Extra Financial Aid.

These gentlemen were instructed to take up particularly the question of inducing the Government to give extra financial aid to local poultry associations. That these local associations are doing excellent work in their sphere, and this year especially so, was pointed out, when backyard chicken-raising seemed doomed on account of the cry, "High cost of feed."

It was pointed out that there is more prejudice than truth in the idea that poultry raising is costly, and to dispel this fancied objection is the aim of the organized fanciers. The cry of the food administrator, "More poultry! More eggs!" has been taken up by the local poultry associations throughout the country with no small measure of success, declared the speakers.

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HELP NEEDED FOR WESTERN HARVEST
When travelling to western harvest fields—go by Canadian Northern Railway and give loyal support to the people's line.
Purchase through tickets and ask for routing via Grand Trunk to Toronto, thence Canadian Northern.
Information of value to harvest hands is given in a leaflet entitled "Harvesters' Work and Wages," to be had from any C. N. R. agent.

LET IT HELP YOU.

The Great Blood-Maker, Nerve Tonic and System-Building.

TOTAL-IRON CAPSULES have cured others, and they will cure you, if suffering from any of the following: Anemia (thin or watery blood), Impure Blood, Nervousness, Nerve and Muscle Twitching, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability, Indigestion, Dyspepsia, Liver Trouble, Pain in the Back, Kidney Troubles, Rheumatism, Vital Weakness in Men, Diseases Peculiar to Women, Mental Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or any form of Physical Decline. Price \$1 a box.

Remember these are capsules and are easily dissolved in the stomach a few minutes after taking.

Total-iron Capsules cure war nerves. If you are suffering from the worry caused by this war, try them.

Sold at all first-class drug stores, or mailed anywhere on receipt of price. Total-iron Company, Box 134, London.

IT COSTS A LOT TO LIVE

But don't let the matter of expense keep you from having your eyes cared for. Sight is more important to you than clothing, food or anything else. Also you'll find our prices decidedly reasonable. The Brown Optical Company, Specialists, 223 Dundas Street, Phone 1877.

YOU WANT TO DO YOUR BIT TO HELP WIN THE WAR

Then buy bread made by expert bakers, of substitutes ordered by the Government.

PARNELL'S BREADS

are made from the most nourishing substitutes it is possible to use. Our laboratory tests prove this. Every time you use a loaf of Parnell's, you save wheat and flour for our fighting boys.

TRY LOAF TODAY.

PARNELL THE BREADMAN PHONES 923-1390.

ADMITTS DESERTION.
The court-martial of Pte. James C. Cleveland, a deserter from the 59th Battalion, has been dispensed with by order of the officer commanding this district. Pte. Cleveland signed a confession of desertion, and will suffer the same forfeitures in pay as if he had been tried by district court-martial.

ROWAT'S COFFEE

The best procurable. Please particular people.

55c PER POUND

250 Dundas St. Phones 3051-3052.

Canada Food Board License No. 8-3422.

Announcing

The opening of London's New Candy Shop and Ice Cream Parlor Wednesday, August 14.

At 398 Richmond St.

A full line of Best Candy and Chocolates will be featured. Try one of our Delicious Ice Cream dishes or a Soda in our cool ice cream parlor.

Candy Shop

ANNIS

398 RICHMOND ST.

Canada Food Board License No. 10-8235