CAUTION: Be careful to inclose the

Cynthia Grey's

Mail-Box

"Elizabeth Ann,"—It would be absolutely correct for you to stay at the "Y." If you are not very familiar with the city, to send a line to the secretary, Park avenue, would insure some one meeting you, if you wished. Otherwise, simply call, and they will be glad to make arrangements for you.

healthful body, a mind at ease,

d simple pleasures that always please,

DYSENTERY

**DANGEROUS** 

Dysentery is one of the worst forms of

bowel complaint. It comes on so sud-

denly, the pains in the bowels become

intense, the discharges occur with great rapidity, and are very often accom-

panied by blood, and the action on the

system so weakening that its termina-

When the bowels get loosened up in

this way, and you wish to check the un-

natural discharge without bringing on

constipation, there is only one remedy

This remedy is not an experiment, as

Mrs. Albert Fearon, Bryant's Corner,

"Last fall my little boy, three years

for Dr. Fowler's and see that you get the genuine when you ask for it. Price Put up only by The T. Milburn

tion often proves fatal.



THERE is one place more than another where Dr. Chase's Ointment is appreciated it is in the summer camp. Hunters, fishermen and miners, as well as military men, have found this out, and rarely go to camp without a supply of Dr. Chase's Ointment.

Among the scores of uses to which it is put we will only mention the following :-

Insect stings and bites, ivy and oak poisoning, sunburn and irritated skin, chafing and scalding, sore feet and toes, eczema and salt-rheum; itching, bleeding and protruding

Piles usually result from exposure to dampness and sitting or sleeping on the cold ground. If for no other reason than to relieve and cure piles, Dr. Chase's Ointment should be in every camp. It is a positive cure for this annoying ailment

## Dr.Chase's Ointment

60c a box, all dealers, or Edmanson, Bates & Co., Limited, Toronto. There are imitations and substitutes composed of cheaper ingredients, but only the genuine can be depended

MILLINERY FORECASTS. fringe sometimes curled, some-straight, sometimes crimped,

MILLINERY FORECASTS.

There are a number of curious style features in the new imported millingery. One is the use of ostrich feathers as bands about the edge of wide and narrow hat brims. The upper part of the band will have the two ends of the feather fronds caught under and hidden, while on the lower half of the band the fronds fall in a deep fringe sometimes curled, somesuave shape has an edge of round, bul-letlike heads.

Transparent brims of silver gauze or

which last is novel.

Another novelty is the wonderful fiery pinks, reds and the strange brownish rust colors. These colors are called "incendie" hues and are perhaps the effect of the fire and flames of battle on the minds of textile fabricants, for there is the rust of steel as well as the lurid tones of warfare. Whole hats are covered with rust colored velvet, and brims of black velvet hats are of the curious pink or deep red duvetyn.

Transparent brims of silver gauze or Georgette crepe are combined with a velvet crown in the more dressy models.

Knitted caps, both bowl shaped and cylindrical, and in gay mixtures of colors, have also been imported from France, with marching sweaters.

The vosue of the Tam-o'-Shanter shapes in summer hats is very pronounced in French hats. So we may expect to see a continuation of this shape in autumn modes. It does not

rad duvetyn.

There are several hints of the Third Empire modes in hats There is medium-sized mushroom shape with rather high crown; a flat tam shape, and others with narrow brim and conical crown. There are many conical shapes in the new importations.

Varrow ribbons are a millinery fea-

Free! Free! Free! A MAGNIFICENT : OFFER

ON LONDON'S DOLLAR DAY, SATURDAY, AUGUST 25, We will give away entirely free with every purchase of \$15.00 a splendid suit case; with every \$20.00 purchase, a good serviceable club bag; with every \$25.00 purchase, a substantial

Wanted---Five Extra Salesladies. Apply At Once.

# The PEOPLES SHOE STORE

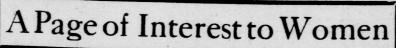
131 DUNDAS STREET.

12 MARKET SQUARE

MAYBE BUYING MATCHES never struck you as being an important job. But it is. It is important that you buy none but EDDY'S

#### **CHEMICALLY** SELF-EXTINGUISHING "SILENT 500"

The matches with "no after-glow." EDDY is the only Canadian maker of these matches, every stick of which has been dipped in a chemical solution which positively insures the match becoming dead wood once it has been lighted and blown out. Look for the words "Chemically self-extinguishing" on the box.



### HOUSEWIVES MUST USE LESS WHEAT, **BEEF AND BACON**

Conserve Food and Help Allies Win the War.

CRITICAL STAGE IS NOW

Economy Is Vital if Famine at Home Is To Be

Mrs. David Williams, "Bishopstowe," who was appointed chairman of the committee of the Women's Auxiliary of the Organization of Resurces Committee, at the organization neeting held some days ago, makes the following appeal to the housewives of London in connection with the food onservation movement:

The Housewife and the War. We are now in the most critical stage of the war, and the most vital question at this critical stage is how to feed our allies in Europe and our soldiers at the front. The great needs are wheat, beef and bacon. To secure enough of these, the housewives of Canada must use one-sixth less wheat and nearly the housewives of Canada must use one-sixth less wheat and nearly one-third less beef and bacon than they have been using. The Government has enforced this by law in hotels and restaurants, where neither beef nor bacon may be served on Tuesdays and Fridays, and other than white bread must be served at every meal.

In the Homes, Too.

Now we appeal to the housewives of this district to carry out the same regulations in their homes. Success in conserving food will depend much more upon us, the thousands of housewives, than upon the comparatively few hotels and restaurants.

estaurants. Remember, the danger is not alone that our soldiers and allies will suffer, but that we at home will face scarcity if not cat home will

will suffer, but that we at home will face scarcity, if not famine, conditions. For the fact is that next year there will not be enough of these three great commodities to go around unless we economize and use substitutes this year. It is unthinkable that our soldiers, who are fighting our battles and risking their lives for us should have their food cut down. Any shortage will, therefore, fall upon us; and, therefore, to save ourselves from scarcity. therefore, fall upon us; and, there-fore, to save ourselves from scarcity or famine conditions next year, we must now conserve our food, especially wheat, beef and bacon. ve must now conserve our food, specially wheat, beef and bacon.

Must Eat Less.

How is this to be done? We

How is this to be done? We answer:

1. We must all use one-sixth less wheat (whether in the form of flour or in any other form), and in making bread use oatmeal, cornment, buckwheat or rye flour mixed with white flour, to the extent of at least one-sixth.

2. We must all use two-sevenths less of beef and bacon, and use fish, eggs, beans, rice, potatoes, etc., instead on two days out of seven. etc., instead on two days out of seven.

3. We must all avoid waste. It has been figured that the people of Canada throw away over \$50,000,000 worth of food every year. In view of the prospect before us, such waste is criminal.

Will you pledge yourself to help to win the war by "doing your bit" in this way?

The premier of Ontario solemnly stated that the housewife who failed to co-operate in this effort to save our food is just as much a slacker as the man who refused to fight for his country.

Let us show that there are no slackers a mong the women.

Asks for Addresses. "Hamiltonian"—Your letter request-ing addresses at the summer resort could not appear in our column for advertising reasons. Shall, however, be pleased to send you what informa-tion I can.

"Hopeful,"—Mr. S. J. Radcliffe is the principal and all information will be obtained from him. Best to give him your name as soon as possible. Your "Get-Away Power" in Summer is a matter of fuel-food for the human engine F. human engine. Food that Better than grandeur, better than gold, is hard to digest and low in nutritive value does not supply energy for the day's I am very anxious to have it this week as I want to use it in an address. Thanking you in advance. Sincerely yours, ROB ROY. work. It uses up needed power by overtaxing the di-Ans.—Have searched through several sollections of poetry, but could find no trace of the verses. I am sorry, as they would no doubt be good sentiment to print. And now there will be no time for readers to send a copy in, if anyone did chance to have the poem. gestive organs. Shredded Wheat Biscuit is all food It is 100 per cent. whole wheat and is prepared in a digestible form. Changing from meat and potatoes to Shredded Wheat brings a mental buoyancy and physical alertness that makes one eager for the day's task. Eat it for any meal with sliced bananas, berries, or other fruits.

Made in Canada



Think of the germ-laden things your skin and clothes must come into contact with every day. Then remember that there is a splendid antiseptic

#### LIFEBUOY HEALTH SOAP Use Lifebuoy for the hands,

the bath, the clothes, and the home. Its rich, abundant lather means safety. The mild, antiseptic odor vanishes quickly after use. LEVER BROTHERS Limited TORONTO At all

A Very Desirable and Popular Style.

1707—Lady's Apron.

For percale, gingham, drill, sateen, awn or cambric, this model will be found very satisfactory. It is cut with sufficient fullness for comfort and ease n wearing, and has deep arm opening, which assures freedom of movement for the arms while working. ufficient fullness for comfort and ease a wearing, and has deep arm opening, thich assures freedom of movement for hished with a beit.

The back is nished with a beit.

The pattern is cut in three sizes, mall, medium and large. It requires well wards of 36-inch material for a ledium size.

A pattern of this illustration mailed any address on receipt of 10 cents any address on receipt of 10 cents.

ADVERTISER PATTERN DEPT.

Please send above-mentioned pattern. The pattern is cut in three sizes, small, medium and large. It requires 4½ yards of 36-inch material for a medium size Please send above-mentioned pattern, as per directions given below: telp to those sending boxes overseas.

would ask to adopt one of your dear
onelies, but you see I have three dear oys to send boxes to, and they

I am going to ask a few questions if may. What day did August 27, 1896, fall n? What day did August 20, 1890, What will take mildew out of fine hite clothes? what will take induce out of the white clothes?
What do you think of my scribble?
I wonder if a certain little woman near Ingersoll will recognize me if I ign myself, CONELY WIFE OF A 161ST SOLDIER

CAUTION: Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is bust measure you need only mark 33, 34 or whatever it may be. When in waist measure, 22, 24, 25, or whatever it may be. If a skirt, give waist and length measure. When misses or child's pattern, write only the figure representing the age, It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from date of application. P. S.—Inclosed is 25 cents for the risoners' fund. I always put tobaccon the boys' boxes. I forgot to menin the boys' boxes. I forgot to mention it in my list.

Ans.—It would be nice to hear from "Just One Gir!" again, so I hope she sees our joint invitation, and visits the Mail-Box once more. How lovely to do that "H. O. A. B.'s" way of washing proved satisfactory. She will be pleased to hear it. Your assortment for an overseas box seems so good it wilk be worth saving the clipping for future reference.

future reference.

1. August 27, 1896, came on a Thursday; August 20, 1890, on a Wednesday.

2. Wet the marks, soap well, cover with powdered chalk, and leave for two or three hours in the sun; keep moist; rinse well.

3. It is rather irregular, but neat and easy to read. Your quarter is gratethen wash and ully credited.

Agrees With "White Ribbon."

Dear Miss Grey,—I do enjoy reading your Page very much. I was especially interested in "White Ribbon's" letter in yesterday's paper. I think she is right. The Government is certainly not doing as it should. It needs some women in power, for I believe there are women here in Canada who, under the same circumstances could do better the here in Canada who, under the same circumstances could do better than some of our present statesmen. One party is no better than the other.

Re the first contingent boys coming home for a rest, it ought to be granted. There are enough men here to go and fill the gap, besides leaving the farmers. The majority of city men could go, as women could carry on the work in the city, whereas the work in the country is too heavy for women. I have just been reading a letter from a soldier at the front in our local paper. It makes the front in our local paper. It makes me feel like saying: "By all means, let conscription come."

conscription come."

I certainly agree with "White Ribbon" regarding beer and the white bread. I say: "Let us have bread as long as beer is made." Suppose you think I am a cranky, old maid, but from it.

Miss Grey, some time ago, someone was wanting reading matter for her mother, who, I believe, was an invalid. I think her penname was "Irene." She said she would pay postage. If so, will you send me her name and address? I inclose stamped and addressed envelope. Inclosed is 25c for the prisoners' fund. Hoping I may be of further use.

TEDDY'S FRIEND.

Ans.—Your views on "White Rib-

Where is J. O. G.

Dear Cynthia,—Well, it is a long time since I visited your cheery and most helpful Mail-Box, but, feeling very lone-some, I thought I would call again. What has happened to "Just One Gir!"? We have not heard from her for some time. I wonder if she has met one whom she would allow to caress her? "J. O. G.," I would like to hear from you again. Where are the "Forest City Boys"? Evidently my letters last winter shamed them away from the Mail-Box.

I have tried "Help on a Bit's" way of washing, and, believe me, I will always wash that way. The coal oil does the work. I have a little son who is just starting to walk, and I do try to keep him in white, so I have very large washings, and find "Help on a Bit's" way the easiest and cleanest I have ever tried.

I have two dear brothers overseas, I said she would pay postage. If so, will inclose stamped and address? I inclosed is 25c for the prisoners? fund. Hoping I may be of further use.

TEDDY'S FRIEND.

Ans.—Your views on "White Ribbon's" letter are noted with interest, and I should like to hear from other readers, on the same subject.

"Irene's" address is mailed you, and I am sure her mother will be pleased with any bright reading matter you may send.

Pessimist's Puzzler.

"Pessimist' writes considerable foolishness, imploring to know when this war will end, anyhow. From the writing, you are evidently of the stern sex, and it puzzles me to know why any man should thus be wasting valuable time, when he should be busy fighting—either the Hun or the H. C. of L. And also why inquire of a mere unlearned woman? But for your edifica-tion here's a quotation from Tit-Bits.

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"Still the war prophet survives, and with just as much assurance as ever. This time it is Zodiac, who, after long consultation with the stars, has no possible doubt whatever that the coming month of October will hear the last shot fired in the present war, and the dove of peace with healing in his wings will be hatched six months later. The kaiser will not wait to be deposed; he will pack up his valuables and sneak away in a submarine to South America. As for Little Willie, he will survive (where, our prophet does not say), cherishing his dreams of world-empire in his disordered brain, until the year 1931, when he will be assassinated in circumstances of most unroyal disgrace."

#### DAILY BIBLE **QUESTION CLUB**

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON. By Rev. T. S. Linscott, D.D. (All Rights Reserved.) August 19, 1917. August 19, 1917.
"The Captivity of Judah." II. Kings,

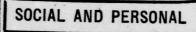
"The Captivity of Judah." II. Kings, xxv.. 1-21.

Golden Text—As I live, saith the Lord Jehovah, I have no pleasure in the death of the wicked. Ezekiel, xxxiii., 11. and all the equipment for fighting, to a king, when he and his army are captured by the enemy?

10. Verses 8-10—Would you say, or not, and why, that the burning of Solomon's Temple, of the king's house, and all the houses of Jerusalem, was according to the will of the Lord?

11. When good things, no matter how valuable, as works of art, are used to lead to vice, why does the Lord want them destroyed?

12. Put on one side of the scales, art, music, education, precious treasure and riches, and a human soul on the other, and say which is the heavier, and what is the difference?



Readers are invited to phone all news of this kind to the society editor. Phone 3670, Misses Lydia Mason, Anna Neilson and Edith Dalton are spending their vacation at Port Stanley. Mr. and Mrs. A. McLeod of King

street, are visiting friends and relatives in Seaforth. Mr. and Mrs. Frank Carty and little child are here on a visit with friends, having motored from Detroit. Mr. and Mrs. Arthur Brown are

holidaying with friends in St. Thomas. Mr. and Mrs. Ray Claus spent the week-end with Mrs. J. F. Peters in Mr. G. W. Thompson is visiting her sister Mrs. C. S. Rayson of Vienna.

Duncan Carswell and family are visiting friends and J. O. Lumley in Iona for a few days.

\* \* \*

Miss Helen Dance who has been the guest of Mrs. R. R. Caughey has returned to her home in St. Thomas.

Mr. and Mrs. Johnston and daughter Hilda have returned to Mt. Salem after a pleasant visit with Mrs. A. Ellsworth.

Lieut.-Col. Grant and Miss Helen Grant are leaving today for a holiday in Goderich. They will be guests at the Sunset Hotel. Mrs. Martin and family and Mrs. Forbes and son are with Mrs. Woods and family staying at Willow Beach, Port Stanley.

Mr. and Mrs. Germaine spent the week-end with Mrs. G. Wilson at their cottage at Port Burwell.

Mr. and Mrs. W. Braddon and grandson, Morley, spent the past week with friends in Dresden. Mrs. Grant Austin, formerly of Blenheim has moved to this city where she will take up her permanent resi-

Puddicombe and her sister. Miss Puddicombe and ner sister,
Miss Hobbs, are returning from Goderrich, where they were holidaying at
the Sunset Hotel.

\* \* \*

Tom Mercer and N. Bohannan have returned to town after spending their vacation at Port Stanley. Miss N. Morrison and Miss J. Bell are visiting friends in Port Stanley. Rev. W. G. Blackwell of Dundalk, s in town for a few days visiting

Dr. Homer Black, Mrs. Black and Miss Anita Black, Mrs. Black and Miss Anita Black, have returned home after a motor trip via Port Huron at Mount Clemens, Mich., returning by way of Kingsville and Leamington. Mrs. Will McCulloch of Pittsburg is visiting in the home of her parents
Mr. and Mrs. A. Talbot.

\* \* \* Mrs. Flora Yorke-Miller has return

ed to town after spending a few days with/friends in Aylmer. Miss Lily Uren, superintendant of the General and Marine Hospital, St. Catherines, is visiting relatives on Adelaide street.



Soft White Hands By Using

### Cuticura Soap and Ointment

On retiring bathe the hands freely with the Soap and hot water. Dry and rub the Ointment well into the skin until it creams. Wipe off surplus Ointment with soft tissue paper or let it remain and wear soft

bandage or old gloves during the night. Sample Each Free by Mail. Address post-card: "Cuticura, Dept. N, Boston, U. S. A." Bold by dealers throughout the world,

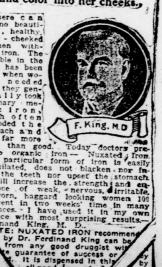
CEETEE UNDERCLOTHING Guaranteed Not To Shrink



A Nutritious Diet for All Ages. Keep Horlick's Always on Hand Quick Lunch; Home or Office.

Phy and Medical Author VERY WOMAN EVERY MOTHER EVERY DAUGHTER NEEDS IRON

o put strength into her nerver and color into her cheeks.,



# BARGAINS

Thursday, 23----Friday, 24 Saturday, 25

50c Jar PALMOLIVE CREAM 2 Cakes Palmolive Soap Free.

# Soaps

Peroxide Soap .......10c Vinolia Castile, a bar ... 25c Pears' Soap ... 13c, 2 for 25c Laundry Soap, a cake ... 60 Palmolive Soap ..... 8c Ivory Soap ...........6c, 12c Infants' Delight Soap

10c Sm

25c Me

# 2 for 25c

25c Bottles Iron Pills 25e Wilson's Talcum. 25c Champion Shaving Stick Carling's Malt Stout 25c Witch Hazel Cream 25c Almond Cream 25c Hygienic Tooth Paste 25c Peroxide Tooth Paste

Etc., etc.	25c Palmolive Talcum
rape Juice	Lime Juice
dium 8c	Small
arts42c	Large

Aspirin Tablets, 5 gr. - 3 Dozen 25c

## **POPULAR PATENTS**

50c Fruit-a-tives ......32c 35e Castoria ............23c 50c Liquid Veneer ..... 38c 25c Liquid Veneer ..... 18c \$1.00 Invalid Port Wine 69c 25c Wild Strawlerry Extract ..... 18c \$1.00 Kilmar's Beef, Iron and Wine ...........69c 25c Minard's Liniment. . 18c. 50c Mentholatum .....32c 25c Mentholatum ......16c Etc., etc.

# Toilet Articles

25e Williams' Talcum .. . 18c 25c Corolopsis Talcum. .. 18c 50c Canthrox ............38c 25c Aristocrat Almond Cream 25c Aristocrat Violet Cream 35c Kilmar's Vanishing Cream .... 65c Rigaud's Eau de Quinine Hair Tonic ..... 25c Swansdown Face Powder ..... 75c Quinine Hair Tonic . . 49c

PARADIS TALCUM New and dainty, flesh and

TAKE YOUR

# PRESCRIPTIONS TO STRONG'S

Etablished 1874.

Four Graduate Druggists.

A cookbook free on request. 40c Lb. STRONG'S **BAKING POWDER** 

FRESH, PURE. This famous Baking Powder has been used for over 40

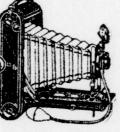
Pickling and Preserving

ESSENCES

SPICES. CATSUP FLAVOR

#### Kodaks and Supplies

KODAKS CAMERAS FILMS PHOTO ALBUMS PAPERS



BRING OR MAIL YOUR FILMS TO STRONG'S TO BE DEVELOPED AND PRINTED

Amateur Photo Supplies of All Kinds

Water Glass - - 10c Can

# STRONG'S DRUG STORE

184 Dundas St., London, Canada Phone 56 or 57

SATURDAY London's Dollar Day AUGUST 25

to use, and that is Dr. Fowler's Extract of Wild Strawberry. it has been used in thousands of Cana-dian homes during the past 72 years. N. B., writes: "I have used Dr. Fow-ler's Extract of Wild Strawberry for the past ten years, and I would not be without it in the house. old, took very bady with dysentery. After taking three or four doses of "Dr. Fowler's" he began to improve, and before he had used all the bottle he was entirely cured. I sincerely recommend There are many cheap imitations of this sterling remedy on the market. Ask