

The BEST— Is None Too Good For Us!



NEAL BAKING CO. 2173 - Phones - 1313

Canada Food Control License No. 5-448.

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 acidedly reasonable. The Brown Optical Company. Specialists, 223 Dundas street. Phone 1877.

WHY NOT? BUY GUARANTEED GOODS.
Canadian Beauty Irons \$5.00
Canadian Beauty Toaster \$5.00
Electric Fans \$7.50 to \$40.00
Flashlights 90c to \$2.50 Western Ontario Electric Co.
Phone 4071. 237 Dundas Street.



DIAMONDS

Diamond Rings from \$5 to \$350, including single Clamond rings, three and five diamonds, and many fancy settlings in newest designs. C. H. WARD & CO.

> DIAMOND MERCHANTS. 886 Richmond Street.

GET YOUR TIRES RETREADED.

IT PAYS.

London's

Rubber Man BROCKMAN 346 DUNDAS STREET. PHONE 5124.



Artificial Limbs

Martin-Halsted Co. REPAIRS SOLICITED. 104 Adams Ave. W. Detroit, Mich.

Our RETREADING is QUALITY Work, Not the Average

London Tire Repair Depot \$54 Wellington Street. Phone 2334. A. WILKES. Opp. McClary's.



THE MAKING AND FIT-TING OF YOUR GLASSES

Our unexcelled facilities for make ing and fitting your glasses enable you to have the best that careful workmanship and skill can pro-

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



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

GIVE US ONE TRIAL

MODERN SHOE REPAIR CO. LONDON'S GREATEST CUT-

RATE DRUGGISTS TAYLOR DRUG COMPANY

6-Red Stores-6 BE HAPPILY MARRIED

Equip your home with an electric fan and keep the wife in good humor. You owe it to her to make her comfortable. Buy one today. Benson-Wilcox Electric Co. 264 Dundas Street.

A Few Government Bonds FOR SALE

To Pay 61/2% Apply quickly.

London Loan and Savings Co. London, Ont.

HELPING YOU BUY

Confidence enters more into the jewelry line of business than that of most any other line of trade. For the reason that the average person knows very little about the intrinsic value of the goods they buy. TO HELP YOU BUY IS OUR BUSINESS.

If there was not that feeling of confidence there would be no business. Our established reputation is a plain fact to consider when you have a jewelry or optical business in mind.

ON THIS BASIS WE INVITE YOUR INQUIRIES.

YOUNG'S

JEWELERS AND OPTICIANS. Official C. P. R. and G. T. R. Watch Inspectors. 170 DUNDAS-Downtown 674 DUNDAS-London East



JOHNSTON BROS. XXX BREAD

Johnston Bros. Phone 944. C. F. B. License No. 5-263. London the Hottest City; Other Places Don't Approach It

No Longer the Forest City-Blast Furnace of Canada.

London yesterday was the hottest It's a fact!

Official reports received last night om the Dominion observatory show that London left the rest of Canada

Many people thought it was, but when figures stare you in the face, they cannot prevaricate. The many thought correctly.

Ninety-nine and a half in the shade!
Can one imagine it? That is what the weatherman handed out to London yesterday! It is certainly a good thing that the general public was not aware of the extreme heat in the afternoon or there might have been many prostrations. As it was, every person one met complained of the drought and heat.

heat.

In an effort to discover a spot where the air was a trifle more endurable than it was on the corner of Dundas and Richmond streets, thousands of citizens journeyed to Springbank and Port Stanley. Someone remarked that there were 10,998 blades of grass in Springbank Park and 10,999 people there, so that the extra person was always without a green spot to sit.

Now that it is definitely known how how that it is definitely known how how that was one's friends may say "I was sure it was the hottest day we have had this summer." The oldest resident will be likely to exclaim, "I have not experienced a 'scorcher' like

ever used." The genuine is put up by The T. MilDurn Company, Limited, Toronto, Ont.

TEMPORARY FURNACES

NEWSPAPER.

magazine, farm paper, trade paper, billboard, street car and direct ad-Federal Advertising Agency

SPECIAL SALE OF LADIES' AND CHILDREN'S OUTING 89c

BELTZ & CO.

REOPENING OF THE PATRICIA MARKED BY CAPACITY BUSINESS

'Kidder & Ko." Featured on Program Again Today and Wednesday.

Capacity business characterized the re-opening of the Patricia Theatre Monday. The remodeling of this popular playhouse has made the Patricia one of the most modern houses of entertainment in Western Ontario. Under an expense amounting to several thousands of dollars, the Patricia proved a revelation to all who attended yesterday's performances. The extension of the balcony, the enlarging of the lobby, and a thorough redecoration of the house, are only a few of the things that Manager W. L. Stewart has brought about in the transformation of this theatre.

The plans were drawn by Architect Murray, and the building alterations were in charge of Samuel Willis. A novelty feature is the installation on the roof of a \$500 suction fan, that removes 28,000 cubic feet of air from the theatre every minute. As the total air capacity of the theatre is 194,000 cubic feet this means that the air in the theatre is changed every eight infinites.

"Kidder & Ko."

d regular numbers at yesterday's performances.

Miss Delorey came to the Majestic
direct from the Palace Theatre, New
York. The songs that Miss Delorey is
singing the first half of this week are
"If I Had All the World and Its Gold,"
and "Are You Prepared for the SummerIt time?" Both are excellent numbers.
I The Majestic program for the first half
t of this week is without a flaw, and
patrons of this classy playhouse can
be assured of good entertainment at all
performances.
The above program will be repeated
at the Majestic again today and Wednesday.

START SMALL BLAZE

Heat from the tempering furnaces started a fire at the factory of the London Gas Power Company on York street east, Sunday about 1 o'clock. Prompt arrival of the firemen prevented any damage being done. This factory is engaged in making munitions, and if the blaze had gained any headway the loss might have been serious.

HELP NEEDED FOR
WESTERN HARVEST
When traveling to western harvest
fields—go by Canadian Northern Railway and give loyal support to the peo-

Rowat's Coffee

55c PER POUND 250 Dundas St. Phones 3051-3052. Canada Food Board License No. 8-3422.

VOICE OF THE PEOPLE

THE CASE OF MR. CRANSTON.

To the Editor of The Advertiser:

Will you allow me space in your valuable paper to correct an item appearing in your edition of August 2 headed "Chicago man gets the benefit of the doubt," and relative to the case of Henry Cranston. The facts were so distorted as to give the reader an unfavorable impression of the man concerned, due either to your correspondent at Sarnia or the police authorities.

Mr. Cranston entered Sarnia via the ferry from Port Huron, and left the city by the Pere Marquette. Neither did he "hail from Chicago"—he is a Canadian citizen, being a resident of Lambton County until a little better than a year ago, and has always been, and still is, a sober and industrious man. About eighteen months ago he was taken seriously ill at Sombra with paralysis and when his condition warranted his removal he was taken to the home of his brother in Denver, Colorado, and Mr. Cranston was, returning on a visit to his home town and relatives when he met with the far from pleasant episode referred to in your article.

If commonsense and kindly feeling are both so entirely lacking at the Sarnia police court that they force a far from well man to spend the night in a cell, at least let them be truthful and not do an honest citizen such a rank injustice. That "eagle-eyed detective" needs the attention of an optician in order that he may probably "spot" offenders and not give such humiliation to a gentleman, Yours truly,

MRS. BERT SMITH,

Mooretown, August 3, 1918.

The LOSS OF THE BESSEMER. THE CASE OF MR. CRANSTON.

were in charge of Sales and Sales an THE LOSS OF THE BESSEMER.

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Farmerettes

Whether from city or country, find themselves living under an unusual strain. The unusual work necessitates the use of different muscles, and this development demands a good supply of pure, rich blood.

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.

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formation of new blood, I Chase's Nerve Food is of the greatest assistance in building up new cells and tissues a strengthening the muscles. formation of new blood, Dr. Chase's Nerve Food is of the greatest assistance in building up new cells and tissues and strengthening the muscles.

An addition is being built to the grist that they can turn out more flour, owing to the large demand from other places.

Enjoy the cool breezes of Lake Erie by spending your vacation at Port Stanley—the Newport of Ontario—and watch this feature every week for "things doing."

Bathing Caps

Standard Drug Stores

Our Foods at Your Home Our representative will call at your Port Stanley home for you

We are noted for good goods, prompt service and satisfaction.

250 Dundas Street, WE Fill Mail Orders. T. A. Rowat & Co. License No. 8-3422.

Palmer's Jumping Horse · CARRY-US-ALL

Bring the children to Port Stan-ley and let them enjoy the thrills and pleasures of a ride on the MERRY-GO-ROUND, Adjoining the Casino.



Everybody Enjoys a Good Meal

That's why the Cafeteria is so popular.

With its quick, sanitary service, large, well-lighted and ventilated dining-room overlooking the lake, and serving only the choicest of victuals, the Cafeteria provides eating accommodation second to none.

:: EAT AT ::

Open 7:00 a.m. to 11:00 p.m. daily. Canada Food Board License 10-263.

Enjoy Foot Comfort

by wearing our Outing Shoes. We carry a complete

stock of Outing, Bowling, Tennis and Bathing

Shoes, also White Canvas Pumps and High Canvas

Laced Shoes. Our prices are the lowest. Mail

The Peoples Shoe Store

131 DUNDAS ST. 12 MARKET SQUARE.

-While On Your Vacation-

Learn to Swim

Everyone should know how to swim. Some day your life may depend on your ability to swim even a few strokes, and then, of course, it will be very necessary that you know something about the art if your life is to

Don't put it off any longer.

Learn to Swim this Summer at the New

L. & P. S. Bathhouse Every convenience for bathers. Expert swimmer in

Invererie Hotel

Port Stanley, Ont. Room Rates, \$1.50 Per Day. SPECIAL WEEKLY RATES. J. R. MENHENNICK, Prop.

Invererie Dining-Room

EXCELLENT CUISINE.
PROMPT SERVICE.
Enjoy wholesome cooked meals
in our cosy dining-room when
at the Port. SERVICE-A LA CARTE.

Canada Food Board License No. 10-11718.

orders promptly filled.

Mdme. Zedda

Demonstrator of Palmistry, has taken over NORTH-CAT, renam-ing it ZEDDAVILLE, Zeddaville Willow Beach, Port Stanley.

Hours, 10 a.m. to 10 p.m.







to St. Thomas, where they took the train for Buffalo and other American cities, and in going away the bride wore a smartly-tailored suit of navy blue and small blue hat, with black wings. On their return they will reside in Walkerville.

PATRIOTIC RESOLUTIONS

PASSED AT CLINTON

CLINTON, Aug. 5.—Mayor Thomas and the cook charges are cook charges.

straw had been kept for testing bindrers.

The loss was not heavy, and the good
dwork of the brigade prevented the
flames from spreading to the main
building. An accident happened when
the flremen were responding to the
alarm that might have had serious results. The bit in the mouth of one of
the horses broke, and getting beyond
the control of Driver Foster, the horse
crowded the other animal towards the
sidewalk, causing it to fall.

It was pushed along on the paved
street and the sidewalk for some distance, and was badly cut, while the
three firemen in the hose wagon with
Driver Foster had a narrow escape.
The hub struck a telephone post,
against which the wagon might have
been smashed but for the projecting
curb.

LIST OF PRIZES WILL BE GIVEN IN FEW DAYS

AILSA CRAIG, Aug. 5 .- Mr. McKee of Toronto, field crop competition judge, has been busy judging for the McGil-Because it goes directly to the livary Fall Fair Association and North Middlesex Association, and a full rePASSED AT CLINTON

CLINTON, Aug. 5.—Mayor Thompson ook charge of a public meeting in the own park yesterday afternoon, on the ccasion of the anniversary of the eclaration of war.

Addresses were given by Rev. A. Sin. Addresses were given by Rev. A. Sinclair, Reeve Lobb and Mayor Shaw.
There was a large attendance and patriotic resolutions were carried unanimously.

FORD CAR STOLEN AT PORT STANLEY

ST. THOMAS, Aug. 5.—A Ford car, owned by J. C. McKellar, 207 Ross street, and bearing the number 76466, was stolen at Port Stanley Sunday night. The police are looking for it. NOXON PLANT BEETLE STING CAUSED

POISONING Mrs. E. J. Tapping of 402 Cathedral Ave., Winnipeg, had a bad experience—the result of a beetle sting. She says:

"I suffered intense pain from the sting, and some lotion I used did not give me any relief at all. Lumps began to form and realizing blood-poisoning was setting in I got medical advice. The treatment I received, however, did me no good, and I suffered such pain that I was becoming quite worn out when I heard of Zam-Buk and commenced using it. Even the first application eased the pain. I kept on using Zam-Buk until the swelling had disappeared, the pain was ended and the sore place quite healed up."

Zam-Buk applied at the beginning will prevent blood-poisoning and should be kept on hand for cuts, burns, scalds, bites, sunburn, blisters and sores of all kinds. All dealers 50c box.

UR MIDSUMMER SHOE SALE

Not a lot of all kinds of shoes gathered to exploit a sale, but a lot of regulars in Oxfords and Pumps, White Canvas and Colored Leathers of quality and style, to clear, so as to make room for fall goods on the way.

COOK'S Shoe Store WE ARE DOING OUR BIT!

Making the finest and most nourishing bread we can in conformity with the instructions of the Food Controlle PARNELL'S VICTORY BREAD Should be eaten by every family in London and district, because it is really nourishing, and because it saves food for the Allies.

ORDER A LOAF TODAY. PARNELL THE BREADMAN PHONES 929-1390.

For steady company, stick to me! You might find a classier cigar, but your ten cents wouldn't have

arabela