

TWELVE

STOMACH TROUBLES ARE DUE TO ACIDITY

Tells Safe, Certain, Speedy Relief For Acid Indigestion.

So-called stomach troubles, such as indigestion, gas, sourness, stomach-ache and inability to retain food, are in reality nine cases out of ten, simply evidence that excessive secretion of acid is taking place in the stomach, causing the formation of gas and acid indigestion.

Gas distends the stomach and causes that full, oppressive burning feeling sometimes known as heartburn, while the acid irritates and inflames the delicate lining of the stomach. The trouble lies entirely in the excessive development or secretion of acid.

To stop or prevent this souring of the food contents of the stomach and to neutralize the acid, and make it bland and harmless, a teaspoonful of bisulphated magnesia, a good and effective corrector of acid stomach, should be taken in a quarter of a glass of hot or cold water after eating, or whenever sourness or acidity is felt. This sweetens the stomach and neutralizes the acid in a few moments, and is a perfectly harmless and inexpensive remedy to use.

An antacid, such as bisulphated magnesia, which can be obtained from any drugist in either solid or tablet form, enables the stomach to do its work properly without the aid of artificial dispensants. Magnesia comes in several forms, so be certain to ask for the one only bisulphated magnesia, and take only in a few moments, which is especially prepared for the above purpose.—Advt.

Taylor's Throat and Lung Balm
Is Guaranteed To Stop That Cough.
25c a Bottle at
Taylor's 6 Cut-Rate Drug Stores



Grasp this
FACT
NEAL'S BREAD
is now and always will be a pure food.

EAT
NEAL'S
ALOUFA
BREAD
NEAL BAKING CO.
2173 - Phones - 1313
Canada Food Control License No. 5-448.

DIAMONDS
Diamond Rings from \$5 to \$350,
including single diamonds, rubies,
and five diamonds, and many fancy
settings in newest designs.
C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

WHY NOT?
BUY GUARANTEED GOODS.
Canadian Beauty Irons \$5.00
Canadian Beauty Toaster \$5.00
Electric Fans \$7.50 to \$10.00
Flashlights 90c to \$2.50
Western Ontario Electric Co.
Phone 4071. 237 Dundas Street.

LUX
Won't harm anything that pure water
may touch—Won't shrink.
Save Money on Shoes
Modern Shoe Repair
Phone 2310.

Carlyle
TREBILCOCK
OPTICIAN
PHONE 2351. 233 DUNDAS
Two Doors East of Majestic Theatre.

JUST LIKE ICELAND
is the home equipped with an Electric
Fan. The cost is not much, and the
charges for running are very small. Why
not get one today and be comfortable?
BENSON-WILCOX ELECTRIC CO.,
264 Dundas. Phone 2671.

Our **RETREADING** is
QUALITY Work, Not the
Average.

London Tire Repair Depot
154 Wellington Street. Phone 2314.
A. WILKES. Opp. McClary's.

GET YOUR
TIRES
RETREADED.
IT PAYS.
London's
Rubber Man BROCKMAN
346 DUNDAS STREET. PHONE 5124.

A Few Government Bonds
FOR SALE
To Pay 6 1/2%
Apply quickly.

London Loan and Savings Co.
London, Ont.

Diamonds!

The most important feature in
the buying of a diamond is the
diamond merchant you buy from.
You must have confidence in the
people you deal with.

Our \$50.00
Special

It is a clear, blue-white stone,
large in size, perfect in cut, and is
well worth seeing before you buy.

YOUNG'S
STORES

170 DUNDAS 674 DUNDAS
Downtown. London East



And why not, when it's a big,
thick slice of
JOHNSTON BROS.
XXX BREAD
Smothered with raspberry jam.
It's all in the flavor.
Your grocer sells it.
Johnston Bros. Phone 344.
C. F. B. License No. 5-263.

YOUR DOCTOR

or any drugist will recommend iron
capsules. Tonal-iron capsules, the new
French gelatin preparation, are just
what you need for that anaemia, sleep-
lessness, nervousness, heart palpitation,
system weakness, backache, ringing of
the ears, and any of a dozen ailments
caused by lack of good, rich blood. They
have cured others and will certainly
help you. Nearly three weeks' treatment
in each package. Easy to take and guar-
anteed to help. At all drug stores or by
mail from us for \$1.00 a box. Tonal-iron
Company, Box 184, London. ywt

IT COSTS A LOT TO LIVE

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

DEPARTMENT STORE FATALITY.
TORONTO, Aug. 7.—Joseph Wiggins,
24, was instantly killed at 1 p.m. today
at the Simpson building by falling
down an elevator shaft.

NEWSPAPER,

magazine, farm paper, trade paper,
billboard, street car and direct ad-
vertising.

Federal
Advertising
Agency
T. H. VULL,
Dominion Savings
BANK, LTD.
LONDON, CANADA. ywt

YES SIR
Friday and Saturday Bargains

JOHNSTON & MURRAY
SHOE SALE

\$4.98
Buys Woman's High-Grade Kid Lace, with Louis heel.
Woman's White Buck, high cut, with Louis heel.

\$3.98
Buys Woman's All-Black Kid Lace, with Louis or sport
heels.

Woman's White Top Black Kid Button, Louis heels.

\$2.98
Buys Woman's Pumps, value to \$6.00.

ALSO BOYS' AND GIRLS' SHOES.

98c to \$2.89

Johnston & Murray
BOOTS - SHOES - TRUNKS
LONDON ST. THOMAS

WE ARE DOING OUR BIT!
Making the finest and most nourishing bread we can in con-
formity with the instructions of the Food Controller.

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.

PARNELL THE BREADMAN PHONES
229-1390.

SPECIAL SALE OF LADIES' AND CHILDREN'S

OUTING
HATS 89c
BELTZ & CO.
PHONE 817. ywt

THREE WOMEN NARROWLY
ESCAPE DROWNING
AT PORT STANLEY

Two or three near-drowning accidents
are reported from Port Stanley. While
bathing, a Miss Palmer of this city fell
into a deep hole while walking along
the pleasure pier in front of the casino,
and if it had not been for the response
of Bill Jeffery, a booth owner, who
heard her cries, she would have no
doubt been drowned.

Mr. Jeffery quickly came to her
assistance, and reached her as she was
going down for the second time. Miss
Palmer fought so desperately that it was
only after considerable trouble that her
rescuer brought her to shore. She
was revived about an hour later.

MANY GIRLS WILLING

TO WORK AT CANNING
Many applications are being received
at the Ontario Government employment
bureau from girls who are willing to
work at the canneries at Dalhousie.
The girls' applications will no doubt be
accepted and they will be required to
work from August 25 to October 10, and
will receive a minimum wage of \$1.50
per day, with excellent piece rates. A
letter from the director of the women's
farm work for Ontario states that the
girls are liking the work more and
more, and that the employers are quite
satisfied with their efforts.

HELP NEEDED FOR WESTERN HARVEST

When travelling to western harvest
fields—go by Canadian Northern Rail-
way 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. agent. A 39

FOR HARVESTING IN WESTERN CANADA

Thousands of men are required to help
in the work of harvesting the western
crop. The C. N. R. has completed ar-
rangements to transport to the West
this great army of workers.
Trains are going from points in Ontario
to Manitoba, Saskatchewan and Alberta
extra trains will be operated through to
Winnipeg (the distributing point) with-
out change.
Going west, \$12 to Winnipeg. Re-
turning trip east, \$18 from Winnipeg.
Consult C. P. R. agents regarding
transportation arrangements west of
Winnipeg. Going dates:
August 22 and August 29.
All stations in Ontario, west of
Smith's Falls, up to and including Tor-
onto, on Lake Ontario Shore Line, and
Hawke's Bay line, also from sta-
tions Kingston to Renfrew Junction, in-
clusive, and from stations on Toronto,
Sault Ste. Marie branch. From stations on
main line, Beauport to Paris, inclusive.
From stations, Bethany Junction to
Port McNicoll and Burketon-Boboy-
gon.

August 22 and August 29.
From stations west and south of To-
ronto, up to and including Hamilton and
Windsor, Ont., on Owen Sound, Walk-
erton, Teeswater, Wingham, Elora,
Listowel, Goderich, St. Marys, Port Bur-
well and St. Thomas branches, and sta-
tions Toronto and north to Bolton, in-
clusive.
Further particulars from any C. P.
R. Ticket agent, H. J. McCallum, C. P.
A. London, Ont. Aug. 27

Rowat's Coffee

The best procurable. Please particular
people.
55c PER POUND
250 Dundas St. Phone 3051-2052.
Canada Food Board License
No. 8-3422.

RETAIL HARDWARE
MEN ENJOY ANNUAL
PICNIC AT LAKESIDE

Over One Thousand at Third
Yearly Outing.

FUN IN MOVIE STUNTS

Drawing of Tickets for Eleven
Prizes a Feature—Proceeds
To Byron Sanatorium.

The third annual picnic of the Lon-
don retail hardware men was a
decided success from every point of
view. It sizzled some in the city, but
cool breezes made Port Stanley on-
the-Lake the ideal outing place. The
car service was excellent, and the
crowd must have traveled down in
properly assorted detachments, for no
train carried an overwhelming mob.
Though over 1,000 mouths were fed at
the hardware table besides the other
outside picnickers.

Some of the races were run off at
the hill, and though the entries for each
race were many, and the contestants
most enthusiastic, affairs were carried
out in ship-shape style, or better still,
the machinery of the hardware com-
mittee was "well oiled." Not a hitch
in the afternoon's proceedings; the
hammer-and-nails men need no les-
sons upon improved picnic methods.

Three prizes were awarded for each
race, and included various implements
of the trade, from a hand-saw to
roofing. Kiddies carried off enough
toys to keep a whole nursery quiet.
Some of the races were so unique
that they must have originated in
the hardware table besides the other
outside picnickers. The elopement race,
for instance, where the reckless
youths lined up at one end, and the
blushing albeit eager-to-be-run-away-
with brides at the opposite end of the
field, 75 yards from the dash-line heroes,
it was Thomas Furdum who fired
the shot that sent each man off at
a dare-devil speed.
At 25 yards, J. V. Givins egged him
on by flapping a marriage license
before him, like the proverbial red rag
to a bull. The Longboat groan grab-
bed the scrap of paper—a real scrap
of paper, since it didn't mean any-
thing, and at 50 yards, took the pro-
vided ring from W. B. Gillespie. The
girl of his choice was waiting at the
rope and hand-in-hand they sped back
along the green to judges and divorce,
for it was noticed that some of the
pairs dissolved partnership soon af-
ter.

Real, Not Real, Life.
Just like a thrilling movie scene,
but it was real instead of reel life.
Mr. Horler and Miss Graham did the
trick in 14-2 seconds. It certainly
seemed as if some of these girls had
been run away with before.

Just one poor fellow had an unwill-
ing bride, and he made things look
like cave-man methods when he drag-
ged her by—no, not the hair, but—
the hand. He had the sympathy of the
throng and their hearty applause as
he pulled her to the stake.
The biscuit eating contest was an-
other funny one. To eat five dry soda
biscuits and then whistle is no joke.
And the contestant found it didn't
matter how big his mouth was, but
only how large could he swallow. It
was easy to get them in, but to get
them down, oh my!

Hanging Out the Clothes.
The ladies felt right at home, and making
it open to girls under forty meant
there was some limit at all. It was
great fun to watch the women line
up, and the men stand back and
judge for neatness.
Supper time found one big hardware



MARGUERITE CLARK in "Uncle Tom's Cabin"

A Paramount Picture

At the Majestic Theatre Today, Friday and Saturday.
This is a splendid picturization of Mrs. Harriet Beecher Stowe's famous
novel, the publication of which did much to bring on the civil war and resulted
in the emancipation of the slaves in the United States. The novel was translated in
many languages and in point of numbers the sales of the book exceeded that of
any story ever published. The principal incidents of the story are embraced in
the photoplay and collectively they form one of the finest picture productions
ever made by any motion picture corporation.

Other screen features include "Fatty" Arbuckle in "Good Night, Nurse," and
a News Weekly film. In vaudeville Irene Delaney will render an entire new
program of vocal selections.



CARMEN OF THE KLONDIKE

Featuring the famous screen star, Clara Williams, in the greatest story of the far north that was ever screened.
Showing at the Patricia Theatre today, Friday and Saturday. In addition will be shown a Judge Willis Brown photo-
story and a Jaxon comedy. In vaudeville Sam and Lou Le Mert will present a classy musical and whistling act.

This Is Shoe-Saving Time at CASSELMAN BROS.

A SPLENDID OPPORTUNITY TO SECURE A PAIR OR TWO OF NEW PUMPS OR OXFORDS TO REPLENISH
YOUR WARDROBE FOR THE REST OF THE SUMMER MONTHS.

BUY NOW—DON'T BUY BY-AND-BY

LADIES' WHITE CANVAS PUMPS,
covered heels; White Canvas Button-
ed Oxfords; all Colored Satin Turn
Pumps, covered heels, and Black Vel-
vet Pumps, leather heels; all sizes to
be had. While they
last **98c**

LADIES' WHITE POPLIN COVERED
LOUIS HEEL PUMPS; White
Canvas Two-Strap, Cuban Heels;
White Canvas High-Cut Lace, with
rubber soles and heels; Mahogany Tan
Walt Oxford, five eyelets, on a neat
toe, and Tan Button or Lace Boots.
Any size in the
lot **\$1.98**

LADIES' VICI KID OR PATENT
TURN STRAPS OR PLAIN PUMPS,
Lace and Button Boots, in patent or
calf; White Canvas Lace, 1918 styles,
Cuban and military heels; White
Canvas Pumps, Cuban or covered
Louis heels. Real "pep" **\$2.39**
styles, with all sizes ..

LADIES' PATENT HIGH-CUT
LACE, white top, Louis heels; White
Buck Sport Lace Boot, also Chocolate
Kid and White Buck Sport Oxfords;
Vici Kid Strap Slippers, turn soles,
and Patent Button or Lace Boots; also
some Vici Kid. Any size
you want **\$2.89**

LADIES' NU-BUCK PUMPS and
Two-Strap Welt Pumps, also Black
Satin Pumps. Regular \$5.00
values. Sale price **\$1.39**

THE SHOP
OF QUALITY,
VALUE, SERVICE.

Casselman Bros.

171 DUNDAS
STREET,
LONDON, ONT.

MISSES' PUMPS, Patent or Black
Vici, turn soles. The newest
style. All at **\$2.89**

LADIES' GREY CRAVENETTE
LACE, high-cut, welt soles; also Pat-
ent or Vici Kid Boots. Values up to
\$6.00. For a quick
clean-up **\$3.39**



LADIES' BROWN OXFORDS, Dark
Grey, Black Vici Kid or Light Grey
Turn and Welt Pumps; Vici Kid,
8 1/2-inch lace, Louis heels; Patent
Turn Roman Sandals, and Vici Kid
Sport Lace Boots, with fibre soles;
all sizes; regular \$6.50.
Now **\$4.39**

LADIES' WHITE KID HIGH CUT
LACE, with covered Louis heels;
Patent Lace, with grey tops, and
Black Vici Kid High Lace; regular
\$8.00 values.
Special **\$5.39**

LADIES' IVORY KID and Pearl-
Grey Lace, high-cut, newest shape,
has Louis heels. A real
snap at **\$6.89**

LADIES' BROWN NU-BUCK AND
FAWN, Louis heels, 8 1/2-inch
top. All sizes, at **\$5.89**

MEN'S TAN AND BLACK WELT
OXFORDS, sizes 5, 5 1/2, 6. At **\$1.98**
Men's Black Calf or Tan Oxfords, on
English or round toes, with or without
fibre soles. Nearly all sizes
on the rack.
Your choice **\$3.39**

MEN'S VELOUR CALF, Blucher cut,
round toes, Goodyear welt soles; Men's
Patent Lace, good style, welts, also
Black or Tan Oxfords, narrow or
round toes. Not every size in each
line, but all in the lot. **\$3.89**
At

MEN'S GUNMETAL CALF WELT
LACE BOOTS, with pointed, English
or round toes, also some Tan Calf,
round toes. Values \$6.00. Men's 1918
style, Dark Tan or Black Oxfords;
English lasts. Any size you
want at **\$4.89**

MEN'S DARK TAN OR BLACK
CALF, English walking last, with or
without Acme soles, and our best
styles of Dark Tan or Black Calf and
Vici Kid Oxfords, all welt soles.
All sizes in each
style, at **\$5.89**

ROSS'
LIMITED

Clearing This Week

All Ladies'
Summer Apparel

NATURAL COLORED SHANTUNG SILK SUITS.
PALM BEACH SUMMER SUITS.
TAN GABARDINE FANCY SUITS.
FANCY WHITE GABARDINE SUITS.
KHAKI KOOL SILK SUITS.
A FEW TAFFETA SILK SUITS.
FANCY COATEE PALM BEACH SUITS.
WHITE AND FANCY VOILE DRESSES.
SEVERAL LINES IN COLORED SILK DRESSES.
WHITE REPP, BEDFORD CORD WASH SKIRTS.
HOUSE DRESSES.
VOILE AND SILK BLOUSES
SEVERAL LINES IN NECKWEAR
NATURAL AND FANCY MOTOR COATS.

REMODELING FURS
AT SUMMER PRICES
BRING OR SEND THE WORK NOW!
IT WILL SAVE TIME AND MONEY.

196 Dundas Street Phone 1319

**OUR MIDSUMMER
SHOE SALE**

Grows more interesting every day. New additions, new values
make it so. NOTE THE PRICES.
\$1.98, \$2.49, \$2.98, \$3.98 and \$4.98
We mean what we say. There is exceptional value in every pair of
these ALL WHITE CANVAS OXFORDS AND PUMPS and ALL
LEATHER SUMMER SHOES in fashionable colors.
When you see them you will want them, and they will serve you
well at a saving of money. You know this store. You know our
guarantee—Satisfaction Always at

COOK'S Shoe Store