## SPEND $1.00 AND FEEL BETTER

If you are suffering from nervousness, anaemia, backache, sleeplessness, rheumatism or any system weakness brought about by impure and impoverished blood, buy a box of Tonal-Iron Capsules and start taking them immediately. They are guaranteed by all druggists to help in cases of that kind. Tonal-Iron Capsules, the new French preparation, are making a wonderful record since their introduction to Canadians. On account of the peculiar way in which they are packed, they retain their freshness always, and because they are soluble, they reach the affected parts of the system immediately upon being taken. On sale at all first-class druggists for $1, or by mail from us on receipt of price. Tonal-Iron Company, Box 184, London, Ont. 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 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. ywt

## WHITE SHOES A NECESSITY

When a lady is carefully dressed and outfitted in perfect keeping with the weather and the situation, she is a joy to herself and everyone meeting with her. Just now she cannot be properly dressed and outfitted without white shoes.

Our stock comprises all kinds, styles and sizes. With the stock and the expert service for which this store is noted, we don't hesitate to ask you to come here for your white shoes.

**Cook's Shoe Store**
THE STORE WITH THE STOCK.

## 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.
386 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 ..... 90c to $2.50
**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. Will call for them and guarantee satisfaction.
**MODERN SHOE REPAIR CO.**
Phone 2310. yt

## Artificial Limbs

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

Our RETREADING is QUALITY Work, Not the Average.

**London Tire Repair Depot**
854 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's. ywt

## VINOL

The Great Cod Liver Oil and Iron Tonic. Sole Agents for London.
**Taylor's 6 Cut Rate Drug Stores**

AN ELECTRIC FAN in your home is just as essential as a refrigerator. Call in and let us show you the size you need and learn our prices.
Benson-Wilcox Electric Co.
264 Dundas Street. Phone 2671. y

GET YOUR TIRES RETREADED. IT PAYS.

**London's Rubber Man** BROCKMAN
346 DUNDAS STREET. PHONE 5124. ywt

## A Few Government Bonds FOR SALE

To Pay 6½%
Apply quickly.
**London Loan and Savings Co.**
London, Ont.

## Ladies' Gold-Filled Wrist Watches $21.00

The ladies' watch we are now showing at $21 is something a little better than the ordinary watch at $21. It is a splendid style, one that keeps the exact time. It looks well on the arm. It is fully guaranteed. The kind all the lady folks are buying.

**YOUNG'S**
Official C. P. R. and G. T. R. Watch Inspectors.
170 Dundas St. 674 Dundas St.

The Unbeatable Combination for Hungry Boys—
PURE STRAWBERRY JAM AND DELICIOUS AND WHOLESOME
**Johnston Bros.' XXX BREAD**
Sold at progressive grocers.
JOHNSTON BROS.
PHONE 944.
Food Board License No. 5-263.


## VOICE OF THE PEOPLE

### A MORAL RIGHT.

To the Editor of The Advertiser:

If the employees of a factory are asked to contribute to a picnic are they not entitled to know how their money was spent and what becomes of the surplus, if any?

The writer works at a place where there are a great many male and female employees, who were asked to double their subscriptions for their annual picnic. Outsiders gave many of the prizes to be competed for, and the company buys the tickets for traveling. Under those circumstances, don't you think the employees are entitled to know exactly what becomes of their money? Yours truly, ANXIOUS.

Ans.—Certainly. While the employees may have no legal right, unless they gave the money with an understanding as to its disposition, they have the strongest kind of moral right to the information, and there can be no logical reason for withholding it.

### SOLDIERS WHO DO NOT LEAVE CANADA.

To the Editor of The Advertiser:

Will you kindly favor me with a few minutes of your valuable time and space in London's favorite paper. We hear almost every day of the shortness of labor to help the farmers; now I would like to ask what the Government is doing to help out the situation. There are scores of men in khaki who are useless as soldiers, but who would make good help to the farmer if they were discharged from the army altogether. I have in mind one man, who has been in the C. E. F. for the past three years and who never went overseas, and who never will, it seems. He is in the C. A. M. C. He was batman for Major Smith, until that officer went overseas, and he is now batman for Major Hale, who took Major Smith's place. This so-called soldier draws his rations from the camp and takes it home and his whole family live on these rations, and his wife get half of his pay and also the separation allowance of $25 from Ottawa, and also $23 from the Stratford branch of the Patriotic Fund, nearly all of which she puts in the bank. She has accounts in two banks, so why should this man wish to see the end of the war, when he is doing better than he ever did in his life before? I say it is a downright shame that this sort of thing should be allowed to go on.

I am a returned, wounded man, and I enlisted after this man, and as soon as I returned to Canada my wife's money from the Patriotic Fund was stopped altogether. Why should this be, and this other man's be allowed to continue, and he not going overseas, only living on the fat of the land, while the returned man's family almost starves? It is a rotten, dirty piece of business altogether. No wonder that there is dissatisfaction among the returned men. What do you say? I hope that I have not taken up too much of your valuable time and paper. I will sign myself,

"FAIR PLAY."

London, Ont., July 21, 1918.

## BASEBALL FEATURED ANNUAL OUTING OF LONDON PAPER BOX CO.

### Girls' Teams Had Merry Time at Port Stanley.

The London Paper Box Company held its second annual picnic at Port Stanley on Saturday. A baseball game was played in the morning between two picked teams, Miss Fay Anderson and Miss Gertie Sweeney being the leaders of the two teams. Miss Anderson's team won by the score of 22 to 19.

A good program of races was run off. The following were the prize-winners:

Men's 100-yard dash—1 William Snowden, 2 Joe Shanberg.

Ladies' race, 18 years and under—1 Fay Anderson, 2 Helen Comber.

Egg and spoon race—1 Nellie Norton, 2 Evelyn Haylock.

Three-legged race—1 Fay Anderson and Lily Potter, 2 Helen Comber and Evelyn Haylock.

Needle and thread race—1 Lily Potter and G. W. Stephens, 2 Mrs. Shanberg and J. D. Shanberg.

Short step race—1 Fay Anderson, 2 Gertie Sweeney.

Boys' race—1 Lorne Potter, 2 Ewart Lacey.

Wheelbarrow race—1 W. Snowden and Nellie Norton, 2 Ewart Lacey and Fay Anderson.

Handicap race—1 W. R. Snowden, 2 John Haylock.

Throwing the baseball—1 Fay Anderson, 2 Mrs. Hubbard.

Blind pig race—1 William R. Snowden, 2 Fay Anderson.

### STEAMER IS REFLOATED.

OTTAWA, July 22.—The chief press censor announced today that the steamer Siberian prince which went ashore at Lawrencton, 15 miles east of Halifax during a heavy fog on July 2, has been floated and is now safely docked. The damage was slight.


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

**Federal Advertising Agency**
T. H. YULL,
Dominion Savings Building,
LONDON, CANADA. ywt

**Rowat's Coffee**
The best procurable. Pleases particular people.
55c PER POUND
250 Dundas St. Phones 3051-3052.
Canada Food Board License No. 8-3422.

pecial Sale of
**Summer Hats**
BELTZ & CO.
PHONE 517. ywt


## G. W. V. A. PRESIDENT REGRETS MEETING OF DISSENTING MEMBERS

### Action of Men Contrary to Constitution.

Lieut.-Col. W. G. Coles today made the statement that he was sorry to see the meeting of dissenting veterans held, and regretted the circumstances, but that it was "no making of the G. W. V. A."

"Had they told me that they wanted this meeting to reconsider the associate members' position with the G. W. V. A.," said Lieut.-Col. Coles, "I would certainly have called an emergency meeting, but instead we were led to believe that this meeting was called to organize a new association for returned men who were somewhat dissatisfied. I may state that the action of these men is contrary to our constitution.

"As far as my own position is concerned, I have no favorites nor 'tools,' and have not tried to use the association in any shape or form to the disadvantage of any member or for my own good. I will leave the points at issue with the public of London to judge."

In regard to the statement of Mr. Cresswell to the effect that Lieut.-Col. Coles had stopped the former on the street and said he had "queered" him in regard to the Y. M. C. A. matter and would "queer" him further, Lieut.-Col. Coles gives the statement absolute denial, and says nothing of the kind was ever mentioned.

## THE KAISER'S SHADOW, A PLAY OF MYSTERY, AT MAJESTIC THEATRE

### Bert Ferte and Hilda Barr To Play Second Week's Engagement.

A program guaranteed to please the most versatile taste is provided by Manager T. W. Logan for the first half of this week at the Majestic Theatre. Lovers of vaudeville will have the opportunity of hearing again this week those classy singers and entertainers, Bert Ferte and Hilda Barr. After some difficulty this vaudeville team was induced to remain for the second week, patrons by the score requesting that the engagement be arranged. Their numbers for the week are entirely new and cover a wide range.

The feature screen attraction is "The Kaiser's Shadow," starring Dorothy Dalton, a favorite with Majestic patrons.

The photoplay, filled as it is with mystery, suspense, human interest and heart appeal, demonstrated its popularity with marked emphasis, as was evidenced by the generous applause that greeted it.

In this superb photoplay Miss Dalton is seen as a secret service agent, who poses as a woman's maid, to the end that her efforts to bring several Hun plotters to justice may be expedited. The scenes of the photoplay are located in a large American city, and the story has to do with an American inventor, Clement Boyd, who has invented a "ray rifle," which has been accepted by the ordnance depart of the United States Government, and the secret of

DOROTHY DALTON, a favorite with Majestic patrons, appearing at this popular playhouse again today and Wednesday in "The Kaiser's Shadow," the greatest mystery play of the age.

which is desired by William Kremlin, chief of the German spy system in that city.

The thrills come when the identity of the various characters is revealed, and the German spies are brought to book and the plans finally recovered. The puzzle which mystifies every spectator is not unravelled until the final scene, and this denouement was artistically contrived by R. William Neill, the director.

Miss Dalton gave a highly artistic portrayal and her support was adequate in every respect.

A "Fatty" Arbuckle comedy, "Coney Island," shows this famous comedian in one of his best roles. The situations that arise are real laugh producers. The comedy is one of the best Fatty has ever been featured in, and that is saying a great deal.

The latest News Weekly shows scenes in foreign lands and at home. Special numbers provided by the Majestic concert orchestra make up a thoroughly excellent program.

## KILLED IN ENGLAND

### Nephew of Londoner Meets Death While Serving With Royal Air Force.

Lieut. Harry E. Gunther, formerly of Listowel, and a nephew of Alfred E. Gunther of 86 Askin street, this city, has been killed in England. How the young member of the Royal Air Force met death is not stated in the information which reached Mr. Gunther on Monday, but it is naturally believed that it was in an airplane accident.

Flight-Lieut. Gunther enlisted in the Royal Flying Corps and completed his aerial training at the Texas flying fields last winter and this spring. He went overseas about May 24 of this year, and so far as is known here, had not reached France.

No details of the occurrence which brought death are given in the cable message.

## NOVEMBER FIRST IS LIMIT SET FOR USE OF NATURAL GAS NOW

### Clayworkers' Association Is Granted Extension.

C. S. Parker, president of the Western Ontario Clayworkers' Association, received word last night from Chairman McIntyre of the Ontario Railway and Municipal Board that the use of natural gas to the plants making tile and brick represented in the appeal of the association had been extended to November 1.

This is the best news the tile and brickmakers have had since the agitation commenced to cut off the supply of natural gas. The association has advanced its claims for natural gas vigorously, and has been represented at the hearings by J. M. McEvoy. Extension was first granted for two weeks following the recent hearing at Chatham, and the railway board took the matter of continuing the supply to these plants under consideration. The urgency of making tile as an aid to greater production has been a strong factor in inducing the board to make the decision.

The tile and brick makers will, it is reported by the officers, speed up production as never before, with the result that more of their product, especially tile, probably will be manufactured before November, than in any previous year. Farmers are clamoring for tile in all parts of Western Ontario.

There are some other tile and brick plants in Western Ontario, which, not being members of the association which prosecuted the case, will find it necessary to make individual application.

### HOLIDAYS AT MUSKOKA.

The Muskoka Lakes hold a commanding place among the summer playgrounds of this continent. In addition to the beauties of the island-studded waters, there are pine-scented forests, laughing streams and waterfalls. Against the steep woodlands nestle pretty cottages, hotels and summer villas. Muskoka having more than 70 resort houses offering accommodation to the visitor. Everywhere in these lakes there is good bathing, fishing and boating, while golf, tennis and other recreations may be enjoyed. Illustrated descriptive literature and all particulars may be had on application to any Grand Trunk agent, or to C. E. Horning, D.P.A., Toronto. b


## GOING OUT OF BUSINESS
# SALE NOW ON!

Hundreds of Ladies' Panama Hats to be sold regardless of cost. The Royal Millinery and Feather Company has taken over our store and will move in with a full line of Millinery, Furs and Women's Coats. Note the many extraordinary Panama specials we are offering for quick clearance.

## All Our Trimmed Panamas Greatly Reduced

We have several hundred trimmed Panamas in a big variety of shapes and styles. They are beautifully trimmed with all the newest trimming effects. Greatly reduced for quick selling.

**Our Famous $1.35 PANAMAS**
**95c**
These Panamas need no introduction to Londoners. They sell at other stores for $2 and $3. For quick clearance
**95c**

**Special-Extra-Special**
200 South American Panamas. Regular $4.00 value,
**$1. 95**
These Panamas come in about 15 different styles, large and medium sailors, beautiful hand rolled pencil brims. Come early as they will not last long at $1.95.

## Our Genuine Jamaica Panamas

They are famous all over the country—because they are absolutely guaranteed against rain or damp weather. Now selling at half-price. They must be all cleared out within a very short time.

Remember all our Panama Hats must be sold within the next few weeks—therefore this great sacrifice. All our trimmed Panamas are selling at greatly reduced prices. Come early for the best selections.

**Jamaica Panama Hat Co.**
246 DUNDAS STREET, Next to Mason & Risch Piano Store.

## WEDNESDAY MORNING SPECIALS!

### Ladies' High Bathing Bals.

THIN RUBBER SOLES, AT ..... $1.19
OXFORDS AT ..... 89c

We have just received a delayed shipment of

**Black Kid and Patent PUMPS**
with sport heels, all sizes,
**Wednesday Morning at $4.89**

## WE ARE CLEARING OUR WHITE GOODS

AT REDUCED PRICES. COME AND SEE.

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

# Wednesday Morning Specials
---AT---
# PURDOM'S HARDWARE

## Lawn Mowers To Clear at Special Prices

$6.00 Mowers, at ..... $5.00
$6.50 Mowers, at ..... $5.50
$7.00 Mowers, at ..... $6.00
$8.00 Mowers, at ..... $6.50
$8.50 Mowers, at ..... $7.00
$9.00 Mowers, at ..... $7.25
$9.50 Mowers, at ..... $7.50

$10.00 Mowers, at ..... $8.00
$11.00 Mowers, at ..... $8.50
$11.50 Mowers, at ..... $9.50
$12.00 Mowers, at ..... $9.75
$12.50 Mowers, at ..... $10.00
$13.50 Mowers, at ..... $10.50

**BOY'S WAGON**
Price ..... $1.25

**SCREEN DOORS**
At reduced prices.

**Vacuum Bottles.**
$1.50 each up.

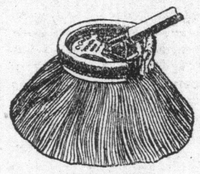
**Sterno Canned Heat Outfit.**
Regular 75c, at 50c

**CLIMAX FOOD CHOPPERS**
At ..... $1.48

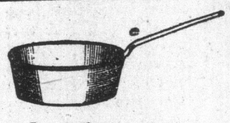
**PELOUZE ELECTRIC IRONS**
Regular $6, at $4.95

**PARIS GREEN**
75c lb.

**CHI-NAMEL GRAINING OUTFIT**
Regular $4.50, at ..... $3.75



**OILED MOPS**
Price ..... 98c up



**Aluminum Saucepans**
Regular 50c each, at 23c each

500 JAPANESE TUNGSTEN LAMPS, TO CLEAR AT ..... 27c Each

# The Purdom Hardware Co.
124 DUNDAS STREET. PHONES 2800, 2801

# Odd Pairs
## WE WENT OVER THE TOP!

### Good News Travels Fast

Judging from our business Saturday and Monday our values must be RIGHT—and the word is being passed along—a case of good news traveling fast. YOU haven't a more important engagement than to visit this sale, for saving is YOUR object and this is the place to come for high-class footwear at prices that cannot be duplicated.

## Buy Now!---Don't Buy By-and-By!

Read every item, and remember that this but represents a very small portion of this big stock—hundreds of values that we cannot possibly enumerate.

New lot Men's Oxfords, patent, dull and tan calf, of odd styles, small sizes ..... $1.98

**MEN'S OXFORDS**
Tan, patent and gunmental, Goodyear welt soles; all sizes ..... $3.39

Men's $7.00 values, in mahogany calf, tan or black Russia, all shapes and sizes, at ..... $5.89

**MEN'S CALF LACE BOOTS**
Blucher, Goodyear welt soles, all sizes. On sale at ..... $3.89

**MEN'S $6.00 VALUES**
English walking last, also medium round toes, in mahogany and black, at ..... $4.89

**LADIES' BOOTS, PUMPS AND OXFORDS**
Sizes 2, 2½, 3 and 3½, Goodyear, turn and Mac-Kay, tan or black.... 98c

**LADIES' SHOES**
Values up to $4.00 up to $5.00, with all sizes in the lot, in white canvas, black kid and patent Oxfords, pumps and boots... $1.98

Ladies' Boots, Pumps and Oxfords, Louis or Military heels; pointed or rounding toes, patent, calf or kid leathers; $2.50, $3.00 and $3.50. On sale at ..... $1.39

**LADIES' PUMPS**
Chas. K. Fox Turn Soles, in patent and dull kid; also 6-strap Roman sandal, all sizes, at..... $2.39

**LADIES' $8 VALUES, $5.89**
Gunmetal, dark tan, grey and fawn, Nubuck lace, high cuts, Louis or walking heels, on sale at.... $5.89

**LADIES ALL WHITE KID**
With covered Louis heel; 8½-inch; all sizes ..... $5.89

**300 PAIRS WHITE CANVAS**
Ladies' high cut lace, pumps or Oxfords, Louis or Cuban heels. A good bet, at ..... $2.39

**LADIES' $7.00 VALUES**
Dark brown, battleship grey, pearl grey and ivory kid Oxfords; Louis heels. All latest styles and sizes ..... $5.39

**LADIES' SHOES**
Lot 1—300 pairs only, in patent colt calf and vici kid; Cuban and military heels, pointed and medium toes; lace or button styles. Regular $4.00 and $4.50. On sale at ..... $2.89

A VERY SPECIAL DISCOUNT ON ALL MISSES', BOYS', YOUTHS' and CHILDREN'S SHOES NOT LISTED.

"Your Money's Worth or Your Money Back."

**CASSELMAN BROS.**
171 DUNDAS STREET.

The Shop of Quality, Value, Service.


## German Control of Metal Industry in America Throttled

### Seizure of Several Concerns With Enormous Assets Effected.

WASHINGTON, July 22.—German control of the metal industry in America has been wiped out by Alien Property Custodian Palmer, in the seizure of several of the largest metal concerns in the United States with ramifications to South America, Mexico and Canada. Mr. Palmer said that he had taken over the business of L. Vogelstein & Co., Inc., of New York city, with assets of more than $9,000,000, and Berr Sondeheimer & Co., Inc., also of New York city, with assets upwards of $5,000,000.

In addition the custodian has seized the enemy-owned interest in the American Metals Company, controlling some sixteen companies in this country, and South America, and Stallforth & Co., of New York city, dealers in silver bullion with capitalization of $1,000,000.

### LOCAL TEMPERATURES.

Following are the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 92; lowest, 62.


WHEN YOU PAY FOR THE BEST, WHY NOT HAVE IT?
When you order a loaf of bread from your grocer, why not say:

**Parnell's VICTORY Bread**

When you do you are sure of getting the best bread it is possible to bake. Try a trial loaf today.

**PARNELL THE BREADMAN**
PHONES—929, 1390. Food Board License No. 5-065.


## CONCILIATION BOARD ON GEN. ELECTRIC DISPUTE

OTTAWA, July 22.—A board of conciliation has been established by the minister of labor to deal with the dispute between the Canadian General Electric Company and its employees. This is the first dispute since publication of the Government's manifesto regarding labor.